



## New BMW campaign: DESIGNED FOR DRIVING PLEASURE.

New BMW campaign: "DESIGNED FOR DRIVING PLEASURE." BMW launched a new international campaign focused on design in Germany last weekend. The integrated global campaign highlights the dynamism of BMW design and features a TV commercial that portrays the BMW Concept 4 Series Coupé in a highly dynamic way, using a surprising visual effect that is revealed at the end of the spot. Design and dynamics are also the focus of the print campaign. Ropes are used in the image to create the motion blur effect normally seen in real driving shots. Internet users have also been able to view a special online presentation on design at: [www.bmw.com/design](http://www.bmw.com/design) since November 2012. Videos, animations and a historical timeline provide insights into the design process, history and vision of BMW design. The online special also features a downloadable "AD Essence" app for the iPad and Android tablets. The new special edition app was launched by Architectural Digest magazine in conjunction with BMW Group Design. The campaign starts today on the German website, [www.bmw.de](http://www.bmw.de). The dynamic nature of BMW design is the topic of the new global campaign, which will be launched worldwide in the first quarter of 2013. "Our products promise sheer driving pleasure. But the anticipation of what can be experienced with a BMW, begins at first sight. The new campaign showcases the dynamics of design in a surprisingly different way, explains Andreas-Christoph Hofmann, head of BMW Brand Communications. The campaign was created in close cooperation with BMW Design. Karim Habib, head of BMW Design: "The BMW Concept 4 Series Coupé has its own character within the BMW family and combines all that BMW stands for: dynamic performance, sportiness and elegance. Clear lines and distinctively sculpted surfaces express this dynamism and motion even when the car is standing still. In the TV spot produced by Hollywood director Samuel Bayer, the BMW Concept 4 Series Coupé is seen in dynamic motion. Acceleration, braking, taking fast corners - pure driving pleasure. However, this is all just a surprising visual effect produced with tracking shots - the car is actually parked on a platform throughout the whole spot. [www.bmw.com/4seriesconcept](http://www.bmw.com/4seriesconcept), [www.bmw.com/4erconcept](http://www.bmw.com/4erconcept) The print campaign is based on the same idea: At first glance, Uwe Düttmanns photographs resemble high-speed-driving shots. However, a closer look reveals that the motion blur of the surroundings is simulated by ropes. With more than 3,500 metres of ropes around the vehicles, it was possible to give the image a dynamic feel, even though the vehicle remains stationary. In Germany, the campaign will also be presented online and through social media channels. Online banner ads and animations will develop the idea of the print campaign and TV spot, and also work with the effect of a dynamic moving car. A central landing page on [www.bmw.de](http://www.bmw.de) features information on the vehicles shown, as well as background on the TV commercial and a prize game. Visitors to BMW Germanys Facebook page can also win a new BMW Z4 for a three-month period. In parallel, the campaign will also be presented in more detail through the brands YouTube channel and BMWs own [www.bmw-tv.de](http://www.bmw-tv.de) channel with a special on the subject of design. The campaign will run for several weeks, starting in Germany in mid-February, in print, TV, online, social media and out-of-home advertising. Johannes Seibert, head of Marketing BMW Germany: "The new BMW campaign will play a key role in Germany in 2013. The design of our products is the most important purchase reason for the majority of BMW customers. This campaign highlights an extremely relevant and positive image factor for the BMW brand. The print ads feature various BMW models. Besides the BMW Concept 4 Series Coupé, a further focus is the new BMW Z4, which will be launched across Germany at BMW partners on 16 March. The integrated campaign was realised by Servicplan, Hamburg." BMW Group - Bayerische Motoren Werke AG Petuelring 130 80788 München Deutschland Telefon: +49 (089) 382 - 0 URL: <http://www.bmwgroup.de> 

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Die Aktivitäten der BMW Group umfassen neben dem Automobilgeschäft die Entwicklung, Produktion und Vermarktung von Motorrädern sowie umfassende Finanzdienstleistungen für Privat- und Geschäftskunden: Automobile. Mit den Marken BMW, MINI und Rolls-Royce Motor Cars ist die BMW Group der einzige Automobilhersteller weltweit, der mit allen Marken und über alle relevanten Segmente hinweg eine reine Premiummarken-Strategie verfolgt, vom exklusiven Kleinwagen bis zur absoluten Top-Limousine. Motorräder. Auch bei den Motorrädern verfolgt die BMW Group eine Premiummarken-Strategie. Unser Anspruch: In den Bereichen Technologie, Umweltschutz und Sicherheit führende Produkte im oberen Segment der motorisierten Zweiräder zu entwickeln, zu produzieren und mit einem umfassenden Service im Markt zu betreuen. Finanzdienstleistungen. Wir verstehen Finanzdienstleistungen als Schlüsselfaktor in einer mobilen Welt. Hierbei setzen wir auf ein konzentriertes Produktportfolio, in dem wir jede Detailfrage mit Expertenwissen beantworten können. Unsere Tätigkeitsfelder im Einzelnen: Finanzierung und Leasing, Vermögensmanagement, Händlerfinanzierung, Flottengeschäft. Unsere weiteren Geschäftsbereiche: IT-Beratung und Systemintegration (Softlab GmbH) und Versicherungen (Bavaria Wirtschaftsagentur GmbH). Die Unternehmenszentrale in München steuert die Aktivitäten der BMW Group weltweit. Im Vierzylinder am Olympiapark laufen die Fäden aus mehr als 150 Ländern zusammen.