



Media information
8 May 2024

BMW continues its partnership with the Cannes Film Festival and presents a special one-off creation in the French resort.

+++ BMW is Official Automotive Partner of the renowned film festival for the third year in succession +++ Exclusive premium shuttle service laid on for stars and VIPs +++ Extension of collaboration with Naomi Campbell and world premiere of the BMW XM Mystique Allure +++

Munich/Cannes. BMW has signed up as Official Automotive Partner of the Cannes Film Festival for the third year in a row. This means visitors to the festival will once again be able to enjoy an exclusive shuttle service featuring luxury vehicles from the premium carmaker's current range. BMW is also using its Cannes spotlight for a special vehicle presentation. Following the successful world premiere of the BMW Films production *The Calm* last year, BMW will now introduce a one-off creation based on the BMW XM as part of the creative collaboration with British supermodel Naomi Campbell.

Now in its 77th year, the prestigious Cannes Film Festival will once again attract a plentiful cast of filmmakers, actors and cinema lovers from all over the world to the Côte d'Azur on 14 – 25 May 2024. But the presentation of the coveted Palme d'Or is not the only show in town; during the festival, heads increasingly turn towards the lifestyle chic and glamour of the Croisette and many other Cannes hotspots. For premium brand BMW, the event therefore provides the ideal stage on which to exhibit its latest luxury-segment models to a discerning international audience.

To this end, organisers and guests alike will have locally emission-free premium mobility at their disposal. The exclusive fleet of shuttles chauffeuring the stars and VIPs over the roads around the Palais des Festivals et des Congrès will also be available to the festival organisers and some of its Official Partners. It includes more than 200 vehicles, among them the all-electric BMW i7, BMW iX and BMW i5, plus the BMW XM with plug-in hybrid drive system.

Creative collaboration with Naomi Campbell produces one-of-a-kind result.

BMW has extended the partnership with Naomi Campbell that it launched last year. The latest product of this creative collaboration is the BMW XM Mystique Allure. Inspired by the supermodel, this unique take on the XM will make a very special appearance in Cannes on 15 May.



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The collaboration took its first steps last year with the “Dare to be You” launch campaign for the BMW XM. Alongside her successful catwalk career, Naomi Campbell has also established herself as an actor and creative visionary, and has become one of the most influential figures on the global fashion scene. Her commitment to increasing diversity in the industry has made her a standard-bearer for the next generation of up-and-coming talent in the creative and fashion worlds.

The BMW XM and Naomi Campbell: trailblazers specialising in visual extravagance.

An enduring pioneering spirit and the ability to project poise and confidence are attributes shared by Naomi Campbell and the BMW XM. With its iconic design language, an interior permeated by high comfort and the M HYBRID drive system making its debut in a series-produced model, the BMW XM creates a whole new level of connection between luxury and high performance.

The plug-in hybrid system’s electric motor teams up with either a muscular six-cylinder in-line engine or punchy petrol V8, depending on the model variant. In BMW XM Label Red form (electric power and petrol consumption – weighted, combined: 33.5 kWh/100 km and 2.0 l/100 km [141.2 mpg imp]; CO₂ emissions – weighted, combined: 45 g/km (WLTP); fuel consumption with discharged battery: 12.9 l/100 km [21.9 mpg imp] as per WLTP; CO₂ classes: with discharged battery G; weighted, combined B), the plug-in hybrid model is the most powerful series-produced, road-legal car yet produced by BMW M GmbH.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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