BMW GROUP
Corporate Communications

Media Information
14 February 2014

Start of communications for BMW 2 Series Active Tourer

New BMW 2 Series Active Tourer as companion for an active lifestyle

Munich. Today marked the start of the global launch campaign for the new BMW 2 Series Active Tourer, with the tagline “BMW 2 Series Active Tourer. Whatever you have in mind”.

In today’s active lifestyle, outdoor recreation activities with equal parts fitness, variety and enjoyment, play an increasingly important role in society. The demands this places on vehicles are correspondingly diverse, requiring suitability for the city as well as a wide range of recreational activities, with plenty of room for the family or outdoor equipment.

The campaign conveys the joy experienced and shared in an active community. In both the countryside and the city, the BMW 2 Series Active Tourer enables an active lifestyle and is the perfect companion in every situation. The BMW 2 Series Active Tourer is the ideal car for active, sporty types who place high practical demands on their vehicle: The new model combines excellent use of space and compact exterior dimensions with typical BMW efficiency and driving dynamics, as well as modern design, allowing a wide range of different interests and experiences to be shared with friends and family.

Communications portray the BMW 2 Series Active Tourer as a companion for people today with a wide range of interests. Artwork, film, advertising, sales literature, online/social media, SEM, dialogue marketing/CRM and POS marketing activities are planned.

Launch film

A father with his son, a group of friends, a team of outdoor enthusiasts – the launch film develops three storylines that show a BMW 2 Series Active Tourer accompanying its drivers on unique experiences. The film comprises three parallel narratives with match cuts between events happening at the same time to highlight the vehicle’s versatility.

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A man drives through the mountains on his way to meet friends for a cycle tour: Navigating the winding mountain roads is just as enjoyable for him as riding his racing bike.

A group of friends buys flowers for their urban gardening project: Different scenes show the friends together in the car or planting flowers around the city.

A young dad is heading on a camping trip with his son. The BMW 2 Series Active Tourer is the ideal companion for their drive through the countryside.

The film will run on www.bmw.com, in showrooms and at all national and international launch events.

Online presence

The new BMW 2 Series Active Tourer website, www.bmw.com/activetourer, will also be up and running for the start of communications. Here, prospective customers will find detailed information on the new BMW 2 Series Active Tourer, with particular emphasis on features for greater comfort and versatility. The visualiser can also be used to create an initial configuration.

Exclusive photos of the car will also be released through the social media channels Facebook, Instagram, YouTube and Google+ starting on 14 February 2014.

Cooperation with Salewa

The BMW brand and SALEWA will launch a cooperative partnership in September 2014. Mountain sports specialist SALEWA and automobile manufacturer BMW will pool expertise to combine individual mobility with the perfect outdoor experience. Anyone with an interest will be able to experience sheer driving pleasure combined with a fascination for mountain sports.

Further measures planned for BMW 2 Series Active Tourer communications include artwork, films, advertising, sales literature, online/social media, SEM, retail

information, dialogue marketing/CRM, POS marketing, cooperative partnerships, BMW Magazine and ConnectedDrive.

The campaign will get underway in Germany in September 2014 to coincide with the market launch.

Agency, creative concept: Serviceplan, Hamburg
Launch film: Sterntag Film, Hamburg
Online implementation: Interone, Hamburg

If you have any questions, please contact:

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was € 7.82 billion on revenues amounting to € 76.85 billion. As of 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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