

More about BMW

www.bmw.com



Sheer
Driving Pleasure



JOY IS WELL WITHIN REACH.

As the distinguished leader in premium automotive, BMW has grown over the years and remains a symbol for dynamic and forward-striving people. It is fast and lively in the way it operates and in the results it produces. It is the world of performance, business professionals and sport, outstanding and confident.

Since the beginning, solid and true principles are the driving force behind its core promise with the goal to create a simple yet powerful result – Joy. The BMW Manifesto - The story of Joy.

Joy. On the back of this three-letter word, we built a company. Independent of everyone, accountable to no one but the driver. We do not build cars. We are the creators of emotions. We are guardians of ecstasy, the thrills and chills, the laughs and smiles and all the words that can't be found in a dictionary. We are the Joy of Driving. No car company can rival our history. Replicate our passion. See our vision.

JOY IS BMW.



JOY IS AHEAD OF ITS CLASS.

- Most powerful automotive brand in the world.*
- 21% of the premium automotive market share.
- Worldwide presence with over 3,000 dealers.
- Key markets include Germany, US, China and UK.
- Over 1 Million car deliveries to customers in 2009.

*Source: Millward Brown BrandZ Top Global Brands 2010

THE CUSTOMER.

- Affluent with sophisticated taste and appreciation for powerful cars with striking design:
 - Reached a higher education level.
 - Average to high income brackets.
 - More often tend to be married or live in partnership.
- Active lifestyle such as golf, tennis & motor sports. Leisure time activities such as concerts, fine dining & leisure driving.
- Express personality through a variety of consumer goods - sports, clothing, audio, mobiles, home.

LIFESTYLE COLLECTIONS.

Joy inspires. It's the drive behind everything developed by BMW, including the BMW Lifestyle Collections – Basic, M, Kids, Classic, Golfsport, Yachtsport and Motorsport. Every product delights with its innovative design, superb functionality and premium quality.

LICENSING OPPORTUNITIES.

Licensing opportunities available for consideration in areas surrounding mobility, sports, fashion, entertainment and lifestyle that emulate the core fundamentals of exceptional quality and aesthetic standards.

For further information, please contact:

Global Icons

310.820.5300

www.globalicons.com

