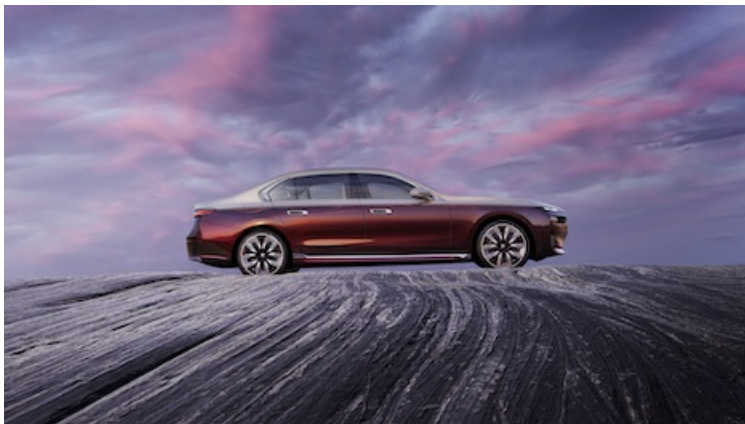


AUTOMOTIVE

BMW states case for ‘Sheer Driving Pleasure’

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The initiative debuted on YouTube in July, with imagery debuting on other platforms in September. Image credit: BMW

By ZACH JAMES

German automaker BMW is uplifting its luxury offerings across the globe in a multi-modal campaign.

The BMW 7 Series, BMW 8 Series, BMW X7 and BMW XM models are seeing the spotlight courtesy of new content. Launched on the company's American social media accounts first, imagery will soon debut on TV, billboards and in print across the United States, Germany, China, Great Britain, Japan, South Korea, the Czech Republic, Poland and the Middle East.

"At the heart of the new brand campaign are the uncompromising performance, sophistication and inimitable style of our most exclusive models," said Bernd Krber, SVP of brand management and product management at BMW, in a statement.

"The imagery used in the campaign invites the viewer to experience the unbridled passion for design, craftsmanship and innovative technology inherent in every BMW."

High-end display

Titled "Lifelines," the initiative features still imagery and a 60-second short film; the latter was released on YouTube in late July 2024.

In the film, BMW spotlights the i7 model, its top-of-the-line, flagship electric vehicle, driving across a breathtaking landscape, traveling through foggy valleys and rocky, mountainous terrain. A narrator speaks over the visuals, detailing how the EV blazes its own path of innovation and a "desire to success."

BMW presents "Lifelines"

With this message, the automaker aims to position its luxury options, particularly the i7, as cars for confident consumers who look to take charge of their lives and careers. Classical music scores the film, adding to the luxe feel of the marketing endeavor.

The advertisement ends with the text "Bayerische Motoren Werke," the full version of the brand's name. With its inclusion, the company is looking to identify itself alongside its heritage and expertise, which dates back over a century.

Stills released alongside the film showcase other cars from BMW's high-end class, as the 8 Series Coup resides within a rocky landscape, the X7 sits atop a snow-capped mountain range and the XM rests on a beach, a storm gathering at its rear.

The campaign will hit airwaves, billboards and print publications beginning in September.

Moving forward

The vehicles spotlighted in the campaign represent the future of BMW's offerings, as each of the models' sales increased by double-digits throughout the first half of the year, compounding on early growth within the EV division ([see story](#)).

While revenues generated by the top-end segment rise, the automaker is looking into new ways to increase its output and also provide a larger, global platform to promote its mechanical marvels.



The automaker is retooling its marketing to focus on high-end offerings over entry-level cars. Image credit: BMW

In July, BMW became the title partner of the Australian PGA Championship ([see story](#)), extending its reach in the golf world to an entirely new continent, following sponsorships and collaborations with events in Germany, the United Kingdom, the United States and South Korea.

A month later, the company helped unveil "Figure 02," an operationally autonomous android powered by artificial intelligence and built by U.S.-based robotics company Figure AI, by testing the machine on its vehicle assembly line ([see story](#)). While there are no plans to include the robot in production yet, BMW is investigating potential ways to utilize state-of-the-art machinery to lessen potential labor strains on its workers.