



Media information
06 March 2023

'FREUDE by BMW': first pop-up gallery in Tokyo combines fashion, art and car design.

+++ BMW creates new, luxury brand experience in the Harajuku district of the Japanese metropolis +++ Creative collaborations with artists and fashion labels in a vibrant setting +++ Story begins with a special exhibition directed by Highsnobiety founder David Fischer and the presentation of the first-ever BMW XM +++

Munich. The opening of a pop-up gallery in the Japanese capital Tokyo sees BMW embark on a new brand presentation phase headlined 'FREUDE by BMW'. For a limited period of one month, fashion, art and automotive enthusiasts alike have the opportunity to partake in an innovative, luxury brand experience in the city's Harajuku district. The activities on offer at BMW's inaugural pop-up gallery in Japan include workshops with artists, the opening of a VIP lounge, and collaborations with fashion labels and creatives from a variety of backgrounds. The overarching goal here is to boost the brand's presence in the heart of Tokyo and create a community hub for new target groups in the luxury segment.

"Tokyo is a vibrant and bustling city that showcases the spirit of modern Japan," says Jens Thiemer, Senior Vice President Customer & Brand BMW. "It is a hub for technology, fashion, and pop culture, and is known for its cutting-edge innovations and design. This makes Tokyo the perfect destination for BMW to open the first pop-up within our long-term brand strategy labelled 'FREUDE by BMW', creating luxury habitats and unique experiences for the BMW brand and all automotive enthusiasts."

The pop-up gallery also provides the venue for the first public presentation of the BMW XM (fuel consumption combined: 1.6 – 1.5 litres/100 km [176.6 – 188.3 mpg imp]; electric power consumption combined: 30.1 – 28.9 kWh/100 km; CO₂ emissions combined: 36 – 33 g/km in the WLTP cycle; figures for the NEDC cycle: –) in Japan. The first high-performance model from BMW M GmbH with an electrified drive system takes centre stage in a pop-up exhibition entitled 'FREUDE by BMW – CONNECTED THROUGH TIME' that offers visitors a one-of-a-kind experience with aesthetic highlights from the fields of fashion, art, design and automotive engineering.

This special exhibition was created under the direction of David Fischer – founder of Berlin luxury fashion magazine and culture consulting firm Highsnobiety – and



Media information

Date 06 March 2023

Subject 'FREUDE by BMW': first pop-up gallery in Tokyo combines fashion, art and car design.

Page 2

is the fruit of a collaboration between BMW and Tokyo's cultural trailblazers. It invites visitors to explore innovative forms of luxury, the progressive zeitgeist at work in Tokyo and an intriguing fusion of Japanese and Western-oriented cultures.

The exhibition space's design was influenced by both the extrovert exterior styling of the BMW XM and the progressive luxury ambience inside its cabin. Plus, Harajuku-based fashion store GR8 – which stocks numerous up-and-coming brands from around the world, ranging from luxury to underground labels – examines the multifaceted design world of the BMW XM from a fashion perspective.

The brainchild of BMW headquarters in Munich and BMW Japan, the innovative brand experience in Harajuku provides the springboard for a series of other luxury brand experiences packaged within the 'FREUDE by BMW' strategy. More pop-up galleries will be opened at various locations in Tokyo in the third quarter of 2023 and in 2024.

The fuel consumption, CO₂ emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, the figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2>.



Media information

Date 06 March 2023

Subject 'FREUDE by BMW': first pop-up gallery in Tokyo combines fashion, art and car design.

Page 3

In the event of enquiries please contact:

Corporate Communications

Cypselus von Frankenberg, Product Communication BMW Automobiles

Telephone: +49-89-382-30641

E-mail: Cypselus.von-Frankenberg@bmw.de

Ingo Wirth, Head of Product and Brand Communication BMW

Telephone: +49-89-382-25814

E-mail: Ingo.Wirth@bmw.de

Internet: www.press.bmwgroup.com

E-mail: presse@bmw.de

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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>