

# #NEXTGen. REVIEW 2019.

#NEXTGEN

**BMW  
GROUP**

THE NEXT  
100 YEARS 



# REVIEW #NEXTGen. SOCIAL MEDIA AND MEDIA.

1

## Social Media:

- Quantitative (388 Mio content displays / impressions, 98 Mio individual contacts / reach, 11,7 Mio individual and personal interactions)
- Qualitative (interaction rates of up to 8%, 99% positive sentiment, 70% user generated content).

2

## Media:

Live @NextGen 2019:

- Professional audience, e.g. The Guardian, Financial Times, The Economist, CAR, Wired, FAZ, Techcrunch, Süddeutsche Zeitung, GoAuto, etc.
- More than 100 journalists from all over the world (CN, UK, USA, Europe, ...)

Additional reporting (online and print):

- Forbes, NY Times, Handelsblatt, Börsenwoche, cnet, techcrunch, digitaltrends.com, Stern, manager magazine, qq.com, sina.com.cn, etc.

3

## Key Statements from Attendees:

- “An incredible experience were BMW revealed to the world its own future” (Mexico)
- “The event had a great theme and acted performance were really impressive.” (Japan)
- “One of the most daring and out-of-the-box concepts in the automotive industry.” (Germany)
- “I’m excited to see how this all unfolds in the future and hope that there will be another #NEXTGen soon.” (USA)

# REVIEW #NEXTGEN 2019\*.

“NEXTGen has been an **impressive showroom**. Lot of interesting contents and a great opportunity to understand how BMW is **facing the future**.”  
Motor.es (Spain)



**100% satisfaction** by top management visitors.



“BMW is the **leader** of the industry and one of the farsighted among OEMs. BMW’s fast reaction to **changes** and **open attitude** are very admirable.”  
Auto Will (China)



Mentions and reportings in **99 countries**.

## Social Media Feedback

(388 Mio content displays / impressions, 98 Mio individual contacts / reach, 11,7 Mio individual and personal interactions)

**99%**

## POSITIVE SENTIMENT

shows that the people liked the **topics** and models presented at the event.

More than **100 journalists** from all over the world (CN, UK, USA, Europe, ...)

