

# What a wonderful world

**FAN FEST** After crossing four continents on his motorcycle, Miquel Silvestre from Catalunya, Spain, swears by his BMW GS. On his travels, he enjoyed plenty of local hospitality and made many friends for life. A travelogue.



Test-sitting in Dakar, Senegal: No problem – even for five.

To me, BMW is more than just a prestigious brand. And GS is more than just an acronym made up for commercial reasons. For me, it's about lifestyle. It's a philosophy on life. I alone have travelled to more than 60 different countries in Africa, America, Europe, Asia and the Middle East – always on my BMW GS.

Of course, my adventures have not been without incident. I've suffered cold, hunger and exhaustion and had my belongings stolen several times. But looking back, all I see is the many good friends I met along the way. And these good people are what make my journey. I now know that the world is a friendlier and safer place than the newsmakers would have us believe.

Discovering it by motorbike is most definitely worth the effort because that way, you get as close as possible to reality.

## A BMW? – VERY GOOD!

When you travel by bike, people always ask you who you are, where you come from and where you are going. Simple people want to invite you to their homes, help you and offer you human contact. It's this experience of humanity that makes a trip into hostile terrain and overwhelming landscapes absolutely worthwhile. Be it Kazakhstan, Zimbabwe, Albania, Canada or Libya – children everywhere always want to ride on the back of your bike with you. Car drivers wave at you from inside their cars, and every time I stop in a village at a filling station, somebody comes running up to me with a smile. They point at my motorbike and say, "A BMW?" "Yes," I reply. They nod their heads, put on an even friendlier smile and exclaim, "Very good!" BMW is renowned around the world. On my GS, I feel like an ambassador for a major motorcycle producer, for the one producer that has best understood that the concept of adventure is unstoppable.

## ONE BIG FAMILY

At BMW Motorrad, we are more than just bikers. We are one big family with a passion for a certain lifestyle and a certain way of doing things. When I first got to North

America, for instance, I had the support of Chris Dawe, who is a member of the BMW Motorcycle Owners Association (MOA). He gave me somewhere to stay and plenty of good tips and showed me the most beautiful parts of his country.

I also met warmhearted people in other nations. I once needed help with my motorbike when I was in Syria. All I had to do was look for the blue and white logo of the Female GS Admirers in Iraq. And in Damascus, there's a BMW dealer called Bahi Motors, where I knew as soon as I entered the showroom that I was home. I knew everybody would do anything in their power to help me. And they did!



Female GS Admirers in Iraq.

## FROM CUSTOMERS TO FANS:

Our Fan Fest column calls invites customers to tell us their experiences with the BMW, MINI and Rolls-Royce brands.

If you know anyone with an interesting story to tell, we'd love to hear from you at: [bmwaktuell@bmwgroup.com](mailto:bmwaktuell@bmwgroup.com)

www. To find out more, go to: [www.miquelsilvestre.com](http://www.miquelsilvestre.com)



Sinking into the desert sand: Miquel Silvestre and his BMW GS R 1200 take a break.

# New face

**CORPORATE DESIGN** The Annual Accounts Press Conference in the middle of March saw the BMW Group present its new face to the public for the very first time. Its new corporate design is a clearer reflection of the company's independence and sense of responsibility.

Over the last few years, the BMW Group has enjoyed a growing presence in the public arena. It is committed to social causes and actively seeking dialogues with politicians, analysts and non-governmental organisations. Its environmental commitments are also in the public eye. Moreover, activities in social networks as well as the current sustainability campaign and the support it is providing for Munich's Olympic bid are attracting further attention to the BMW Group and its public persona.

The BMW Group's public face is determined by its Corporate Design, which sets out to convey its personality. "Interest in the BMW Group is growing all the time. With our new Corporate Design, we will be able to meet this interest much better by presenting ourselves as a successful, responsible and most of all approachable company," says Maximilian Schöberl (AK), Head of Corporate Communication and Governmental Affairs, explaining the new design.

## RESPONSIBLE AND INDEPENDENT

In line with these ideas, the BMW Group's new corporate design has been developed from the company's revised profile for 2010. It defines Responsibility, Success and Trust as the target qualities which together



Warm colours, people like you and me: the BMW Group's new image world.

set the framework for its public appearance. "This is the guiding principle for our new look. It's about

individualistic living. It's expected to encourage a stronger perception of the company as a responsible, in-

dependent actor. The name BMW GROUP appears in capital letters on two lines to underscore this idea."

says Uwe Ellinghaus (VB), Head of Brand Management.

Under the new Corporate Design, the BMW and MINI brands are always represented by their logos, while Rolls-Royce is represented by its word mark. Changes have also been made to colours and photographs, with images designed to appear authentic and lively with a natural, warm colour palette.

In an effort to highlight the BMW Group's approachability, images will be as large as possible and feature people and products as their focal points. Instead of using professional models, they will depict customers and associates in their usual environments in order to represent the world of the BMW Group.

While the BMW Group's headed notepaper features only the new logo-type and logo combination, communicative media such as posters will incorporate additional changes. Two new logo types have been chosen, along with a friendlier, warmer colour spectrum for images and graphics. In conjunction with large-scale pictures, the use of short, concise titles will convey the BMW Group's messages clearly at a single glance.

The new Corporate Design will be introduced gradually across the company, including the BMW Group News. jk

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