



BMW Documentaries Film Series Culminates with Final Installment: *How We'll Learn to Stop Worrying and Love the Future*

Wired Editor-in-Chief, Chris Anderson, Astronaut Buzz Aldrin, Futurist, Syd Meade, Zip Car Founder, Robin Chase and Others Share their Personal Visions for The Future of Mobility.

The Discussion Continues on BMWACTIVATETHEFUTURE.com

Woodcliff Lake, NJ, February 22, 2011— *How We'll Learn To Stop Worrying And Love The Future*, the fourth and final chapter of BMW Documentaries' groundbreaking web series *Wherever You Want To Go*, launches today at bmwactivatethefuture.com.

In this finale, the experts are asked a simple, yet complex question: What is your dream transportation? The wide range of responses—which included everything from mono-wheeled, gyroscopically balanced vehicles, to adaptive automobiles that “breathe,” to teleportation devices—highlights the very real fact that the future of mobility will inevitably be personal.

The film posits that we are all at the forefront of a transportation revolution and that the future of mobility has not been this exciting since the transition from the horse and buggy to automobiles. This next phase of mobility will surely affect everyone including automotive owners, drivers, renters, riders and enthusiasts and will therefore necessitate a global cooperative effort to embrace change. Individual vs. mass mobility and car ownership vs. car sharing will be among the many personal choices we will have to make in the future.

How We'll Learn To Stop Worrying And Love The Future features *Wired* editor-in-chief Chris Anderson; astronaut Buzz Aldrin; futurist and conceptual designer for *Blade Runner*, *Aliens* and *Tron*, Syd Mead; Google VP, Marissa Mayer; ZipCar founder, Robin Chase; Treehugger.com founder, Graham Hill; Ridelust.com editor-in-chief, Mike Musto; *Reinventing the Automobile* co-author, Lawrence Burns; BMW DesignWorks USA President Laurenz Shaffer; MIT Sloan Director of Automotive Professor, Wai Chang; and Virgin Galactic President and CEO, George Whitesides and others.

Director: Kurt Mattila. Production company: Prologue Pictures. Run time: 5 min. 51 sec.

About BMW Documentary Films, *Wherever You Want to Go*

BMW Documentary Films, *Wherever You Want to Go* is a collection of four films, broken into chapters, which focuses on the future of mobility, cities and technology. The series is inspired by the launch of the BMW ActiveE, an electric vehicle. Each film features interviews with a diverse range of thought leaders to create a holistic look into the opportunities and challenges of our future world.

Developed in collaboration with kirshenbaum bond senecal + partners, the films precipitate a unique collective engineering project, dubbed “Activate The Future,” designed to build a community of people who are passionate about working together to create the future, rather than waiting for it to happen to them.

To allow viewers to better engage with the films and to add to the ongoing dialogue, BMW designed an innovative new video player specifically for the films. Viewers can access additional content around a theme, quote or speaker in real time, while giving them the option to pause the main viewer. Additionally, they can also post their own thoughts or comments directly to specific moments of the film for others to see and react.

About ActiveE

The BMW ActiveE will be an electric vehicle based on a BMW 1 Series Coupe that will use electric motor and battery cell technology developed in-house. It will represent the second-phase of a three-phase electric vehicle development plan that will lead to a dedicated electric vehicle that will launch in 2013. The BMW ActiveE will be available for lease beginning this fall.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 103 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp.,

the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

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