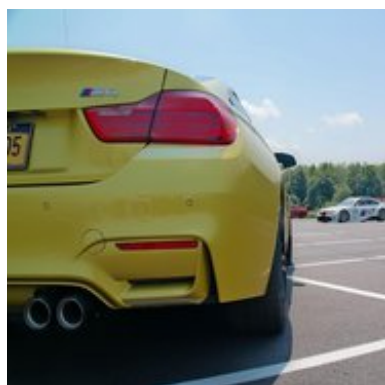


INTERNET

## BMW uses social video to introduce new M4 to brand

August 25, 2014



*New BMW M4*

---

By STAFF REPORTS

German automaker BMW is introducing its first ever M4 to the family.



The automaker decided that the best welcome to the family could only come from other BMW cars and enthusiasts. A social video was created by the brand to demonstrate the new vehicle and its speed and agility, as well as demonstrate the automaker's consumer allegiance and create a place for enthusiasts to see the evolution of BMW.

### All in the family

The social video starts with a gold BMW M4 on a course made of enthusiasts' BMWs. The initiation to the family takes part in this parking lot as the new car takes off.

BMW's M4 is shown swerving in and out of other models across a parking lot. The cars are set up around the lot so that the newest family member has tight twists and turns.

The driving sequence ends as the new vehicle spins into its spot in the parking lot. This location is seen through an aerial shot as the BMW M4 finishes the logo for BMW M series, officially part of the family.

Embedded Video: [//www.youtube.com/embed/GbhHoVU8RGo](https://www.youtube.com/embed/GbhHoVU8RGo)

### *BMW M Initiation*

The video ends with an image of every car used and the owner who temporarily donated their car to the film to initiate the new model. Thirty-seven owners participated in the event.

Recently, other automakers have released videos to introduce new vehicles to the brand.

For example, British automaker Bentley Motors continued to build excitement for its SUV with a social video showing the model's production thus far.

The brand's social media accounts and the SUV's Web site host two teasers for the vehicle. The separate site highlights all the released information about the automobile and provides fans with a direct location to check in on the production of the vehicle ([see story](#)).

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.