

AUTOMOTIVE

BMW 5 Series teases come to fruition, but not before a leak

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BMW 5 Series video still

By BRIELLE JAEKEL

German automaker BMW has now released specs for its new 5 Series, which is seeing its first redesign in six years, but the official launch was overshadowed by an early online leak.

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The new 5 Series has been teased on Facebook for months leading up to its release, but the automaker was beaten to the punch by a Chinese auto publication. BMW officially released its new design on Oct. 12, featuring a design meant to attract wealthy businessmen while keeping an athletic driving experience.

"Matisses up until the car broke cover the day before its official release kept people intrigued as it has been over six years since the release of the previous generation," said Brett J. Levine, automobile consultant at [DriveAnything.com](#). "The five series is not only a bread-and-butter vehicle for the brand, but an aspirational vehicle for those looking to step into the five series from owning a three series.

"It is a very important model for the brand," he said.

Marketing leaks

With such an important model release, BMW was hoping to make a big splash with its launch that it had control over. Unfortunately for BMW, a publication got to it first, making the official release less impactful.

This has been a common theme with brands that thrive off of their extensive fan bases, but those large followings mean more likely leaks.

For instance, French fashion house Chanel revived interest in its Coco Mademoiselle fragrance with a social video that plays with the brand's feminine and sophisticated codes.

Chanel's Coco Mademoiselle campaign starred ongoing fragrance ambassador Keira Knightley in a James Bond-esque role but was not debuted by the brand. Interestingly, fashion publications such as British Vogue and Elle and news outlets such as The Telegraph and The Huffington Post featured the social film on their Web sites days before Chanel included it on its own digital spaces ([see more](#)).

BMW launched a series of content on social media prior to the 5 Series release, hoping for a dramatic impact when it finally did. The auto brand shared five videos on Facebook, to stay congruent with the 5 Series theme, under the thread of "five reasons to be successful."

Each video featured a new reason, such as "be connected," "be advanced," "be powerful," "be sophisticated" and finally "be the ultimate business athlete." The final tag line is meant to represent BMW's motif for the new design, focusing on creating the image of modern business without skimping on athleticism.



The videos all include the hashtag #5reasonsforsuccess, along with captions that remind fans to stay tuned for more reasons and for the unveiling that was scheduled for Oct. 13.

BMW and video

While the full specs and full bodied photos were not released until Oct. 13, BMW's videos teased by revealing likely upcoming features. For instance, one video featured a businessman parking his car near an artist painting a mural, but the businessman is able to view the mural from his phone.

BMW's video alludes a camera monitor system in which owners can view their vehicle's surroundings through their smartphones.



The new BMW 5 Series

The German automaker also took a page from Hollywood and rebooting its celebrity-packed action film series, located online.

Social media users and television viewers are being enticed by BMW with teases for its upcoming short film, featuring actors Clive Owen and Dakota Fanning. The film series, airing on BMWfilms.com, is a new generation retelling of its early 2000s films featuring Mr. Owen as a driver in conflict situations, appealing to the masses ([see more](#)).

BMW has a lot riding on its new 5 series, as it has not launch a redesign in almost six years.

"The new car has many advancements technologically including new four-wheel steering, lighter materials to lighten the car by over 130 pounds on certain models (two aluminum and other components, carbon fiber components used more than the seven series is left because of expense out), slightly longer wheelbase that same track, and many technology advancements available in the new seven series has made its way down to the five series," Mr. Levine said. "The dry coefficient is also impressively low on the new model."