

AUTOMOTIVE

BMW wraps X2 in camouflage for out-of-home awareness effort

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BMW X2 on the streets of Milan. Image credit: BMW

By STAFF REPORTS

German automaker BMW introduced the X2 model prior to its 2018 market debut on the streets of Milan during the Italian city's fashion week.

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By taking to the streets during Milan Fashion Week Sept. 20-25, BMW was able to generate awareness for its upcoming model's debut. Designed for an urban jungle environment, the X2 is BMW's latest sports activity coupe in the X model family.

Hidden in plain sight

Given the fashion focus of Milan, in addition to Milan Fashion Week, BMW's out-of-home effort dressed the X2 in a camouflage digital wrap to glean more attention.

The BMW X2 Camouflage Digital model made stops around Milan, making sure to visit spots that are characteristically cool around the city.



BMW X2 goes to market in 2018. Image credit: BMW

BMW decided on an out-of-home strategy to attract interest from "young people who are extroverted and active."

On BMW's Italian local market Instagram and Facebook accounts, automotive enthusiasts were encouraged to follow the X2 Camouflage Digital's location to try to meet up with the vehicle for a sharable photo opportunity.

BMW announced the X2 model as a concept car during the 2016 Paris Motor Show. The model will hit the market in 2018 with a front-wheel-drive and all-wheel-drive option.

BMW X2 in digital clothes

In a similar effort, U.S. fashion label Jeremy Scott took a mobile approach to sharing prints from its fall 2016 collection in a fleet of branded Lexus SUVs.

Prior to the designer's fall collection during New York Fashion Week in February 2016, the public got a preview if they were in the right place at the right time. For its out of home placement, Jeremy Scott partnered with automaker Lexus to wrap 10 of its RX SUVs in the brand's then-new prints ([see story](#)).