

AUTOMOTIVE

BMW highlights upcoming X2 model in sci-fi short film

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BMW's new campaign film has a dystopic flair. Image credit: BMW

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BMW is building hype around the soon-to-launch BMW X2 with an elaborate launch film with a science-fictional twist.

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The BMW X2 is the brand's latest addition to its popular X line of SUVs and will be launched early next year in March. To celebrate the approaching launch of the X2, BMW has created a launch film that presents the vehicle as a metaphorical escape from a dystopic sci-fi world.

BMW X2

The BMW X2 was announced earlier this year as the latest and smallest in the line of BMW X SUVs, a companion to the X4 and X6.

The X2 made a splash in the auto world when it was announced as it combined the sleek styling of BMW's coups with the performance and utility of an SUV.

To promote the newly-announced car, BMW has released a visual campaign that is set in a surreal, science fiction world in which people toil away in underground offices under a vast desert.



A still from the campaign film. Image credit: BMW

The protagonist of the short film is working at a desk when he receives a mysterious notification on his phone. It is revealed that everyone else in the office looks exactly like him.

He leaves the office through a door labeled "X-Cape" and climbs into a BMW X2 that has mysteriously appeared for him.

Eventually, he uses the car to pick up a woman who escaped from a similar oppressive, underground bunker. The driver of the car alerts her to his presence by pressing a button on the dashboard that lets him share his trip with others through a mobile device, one of the key features of the X2.

After picking her up, the two drive off into the desert together.

X-Cape

After the X2's initial announcement, BMW has begun a series of marketing campaigns around the car of which this new film is only the latest.

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

The brand 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 ([see story](#)).

Outside of the X2, BMW has focused its recent campaigns on sponsoring art and music in the public sphere.

BMW is showing its support for Berlin culture by linking with a newly founded art fair.

BMW X2

During Berlin Art Week, the first edition of art berlin will be staged from Sept. 14-17, with BMW as official partner. This builds on BMW Group's existing relationship with the Berlin art community, including the Mini brand's ongoing sponsorship of gallerist association art berlin contemporary ([see story](#)).

Similarly, BMW Group is reaffirming its commitment to the arts by extending a partnership that brings live music to London for free.

Through a collaboration with the London Symphony Orchestra, BMW has been presenting open air concerts in the British capital for the past six years. The automaker is renewing its partnership with the musical group, continuing the effort to introduce classical music to a new audience ([see story](#)).

For now, BMW is content to build hype for the X2 ahead of its anticipated release in March of 2018.