

AUTOMOTIVE

BMW launches music-themed podcast to spotlight newcomers

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Radio personality Edith Bowman will host BMW's new podcast. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW is underscoring its appreciation for music with an upcoming podcast series.

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Launching on Aug. 12, BMW's Play Next podcast will highlight new artists and cover challenges facing the music industry. The 10-part series will have weekly episodes hosted Scottish radio personality Edith Bowman.

"Music plays such an important role in our lives from attending live events to simply listening in your car, it's hard to imagine where we would be without it," said Michelle Roberts, marketing director at BMW U.K., in a statement. "This podcast talks to some of the innovators in this world, and also shines a light on the next generation of artists."

"We felt this was particularly important in 2020, as many of these artists haven't had a platform this year," she said. "The Play Next partnership is an extension of BMW's support for music."

Play Next

Each Play Next episode will feature three music tracks as well as interviews with music industry professionals.

Ms. Bowman will be joined on the premiere episode by French-British disc jockey Gilles Peterson to discuss the future of musical festivals. Mr. Peterson's own Worldwide Festival was forced to cancel its 15th edition earlier this year due to coronavirus concerns.

Iconic film composer Hans Zimmer will appear on the second episode, available on Aug. 19, to talk about the evolution of music production.

"I am thoroughly excited about this podcast," Ms. Bowman said in a statement. "The music industry is an ever evolving machine and I'm looking forward to speaking to a fascinating collection of people at the top of their game to find out where we go from here."

BMW has a reputation for supporting the arts, including music. For instance, through a collaboration with the London Symphony Orchestra, BMW has been presenting open air concerts in the British capital for several years ([see story](#)).

Other luxury automakers have recently launched podcasts, but have chosen to focus on subjects closer to home.

Rolls-Royce recently launched "Ghost Stories," a podcast series detailing the five year process of creating the new Ghost. Johanna Agerman Ross, curator of 20th Century and Contemporary Furniture and Product Design at London's Victoria & Albert Museum, is hosting the five episode series ([see story](#)).

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