

AUTOMOTIVE

BMW taps Coldplay for electric soundtrack

June 14, 2021



The BMW iX is now in production. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW is turning to British band Coldplay to provide the soundtrack for its new campaign featuring the iX and i4 electric vehicles.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Led by front man Chris Martin, Coldplay's relationship with BMW dates to 2014. The band's track "Higher Power" is featured in the global campaign for the BMW iX and i4, which touches on themes of sustainability.

"In the initial discussions we quickly realized: Coldplay and BMW share many common goals that go far beyond marketing," said Jens Thiemer, senior vice president of customer and brand at BMW, in a statement. "Based on this, we developed a real co-creation in which the band actively contributed their thoughts and attitude to the design of our campaign for the BMW iX and the BMW i4."

It's electric

"The Power of Action" follows the iX and the i4 driving in the city and along the coast.

Bystanders who stop to look at the cars have special messages adorned on their clothing, including "There is no plan B," "Tomorrow is too late," "Shape your future" and "Make Earth cool again."

Coldplay's lyrics make reference to electricity, alluding to the two models being EV.

The new BMW campaign features Coldplay's song "Higher Power"

"This joy is electric and you're circuiting through/I'm so happy that I'm alive," the song goes. "Happy I'm alive at the same time as you."

According to BMW, there will be more collaborations with Coldplay centered on sustainability and electric mobility.

"We are proud to partner with BMW as part of our efforts to make everything we do as sustainable as possible," Coldplay said in a statement. "The technology that BMW use for their electric cars can power our live performances almost entirely from renewable energy."

The automakers hopes to double its sales of fully-electric vehicles this year. The iX and i4, which are estimated to have ranges of 300 miles, will debut next year.

BMW now has 13 electrified models, including fully-electric and plug-in hybrid vehicles, available in 74 global markets. The automaker plans to offer 25 such models by 2023, with more than half the new additions being fully electric ([see story](#)).

© 2021 Napean LLC. All rights reserved.

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