

AUTOMOTIVE

BMW powers more sustainable Coldplay world tour

October 14, 2021



Coldplay aims for a more sustainable tour using BMW powered energy. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW is providing the first mobile, rechargeable show battery for British band Coldplay's upcoming "Music of the Spheres" world tour.

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Using more than 40 recyclable car batteries, the show battery will provide electric power needed for live performances, making the tour more sustainable. The announcement follows a successful BMW i4/iX advertising campaign, which featured the band's single "Higher Power," and Coldplay's virtual performance at the IAA Mobility in Munich.

"A common awareness of sustainability has led during recent years to an intensive, creative co-creation process between BMW and Coldplay," said Jens Thiemer, senior vice president of customer and brand at BMW, in a statement. "With the use of second-life batteries from BMW i3 vehicles we are helping Coldplay's world tour become even more sustainable."

Sustainable tour

The show battery will replace the typical diesel generators, ultimately reducing the carbon footprint of all the band's performances.



The show battery uses energy from recyclable BMW batteries. Image credit: BMW

It will be recharged using a range of renewable sources including solar installations, a kinetic stadium floor, power bikes and generators powered by hydrotreated vegetable oil.

The longstanding relationship between the marque and the band began in 2014, when Coldplay performed for 1,500 fans at the BMW Welt in Munich, marking the end of its Ghost Stories Tour.

These initial connections and a mutual mission toward sustainability resulted in a collaboration between the two.

The BMW iX and BMW i4 campaign in June 2021 was the first major result of this collaboration, with BMW and Coldplay jointly developing the campaign in a unique co-creation process ([see story](#)).

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