

AUTOMOTIVE

BMW returns as official automotive partner of Cannes Film Festival

May 5, 2023



The company is back in Cte d'Azur on May 16, providing guests with over 200 electric vehicles. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW is driving forward its support of the arts.

The company returns for a second year as the official automotive partner of the Cannes Film Festival, beginning May 16. Per the sponsorship, BMW will provide guests with over 200 electric vehicles for the event, showcasing innovative green fuel projects while making its own cinematic reveal.

"We're delighted to be able to continue our official partnership with the Cannes Film Festival," said Jens Thiemer, senior vice president of customer and brand at **BMW**, in a statement.

"The festival is committed to becoming younger, more zeitgeisty and more digital, which makes this partnership the ideal platform for our luxury BMW products," Mr. Thiemer said. "We are celebrating the premiere of the new BMW Films production in Cannes, the latest release in our legendary BMW Films series.

"Plus, with both The Icon and the BMW i7 M70 xDrive, we're creating a compelling blend of luxury, innovation, and sustainability."

"Braking up" with emissions

As the world prepares for new productions and notable figures alike to grace France's Cte d'Azur, BMW is additionally anticipating its own lineup of reveals at the festival.

During a first-time partnership with Cannes in 2022 ([see story](#)), the automaker unveiled the BMW i7 electric vehicle ([see story](#)). This year, the BMW i7 M70 xDrive model stars in a BMW Films production that will be released at the festival.

Pour la 2e anne conscutive, **#BMW** lectrifie le **@FestivalCannes**.

200 BMW i7 100%pour accompagner les VIP,

1 nouveau film **#BMWFilms**,

Reveal du yacht. **#THEICON**

Dcouvrez les surprises qui vous attendent pour le 76me [#FestivalDeCannes](https://t.co/IO5xbdRc9pic.twitter.com/6uqaTfHrLI)

BMW Group France (@BMWGroupFrance) May 5, 2023

The sedan version of the vehicle will be one of the models available of the 200-car fleet used for guest transportation this round. The lineup will include fully electric, plug-in hybrid and hydrogen-powered options such as the new BMW iX5 Hydrogen, first introduced in February 2023 ([see story](#)).

Guests of the festival who select the BMW i7 will get to experience the brand's newest franchise film from inside their car, using an all-new interior 31-inch theater screen.

The electric vehicle's panoramic display with 8K resolution, plus a Bowers & Wilkins Diamond Surround Sound System, offers a glimpse at what sustainable ultra-luxury entertainment looks like today.

Aside from the car-centric film made by the company, another BMW debut is to take place at Cannes.

The automaker will reveal a never-before-seen watercraft at the Port de Cannes, made in collaboration with burgeoning yacht maker [Tyde](#). "The Icon" is completely electric, an exhibition of BMW's versatile take on green mobility.

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