



Media information
20 March 2025

Movie entertainment for social media: The new global "Relax. We Care." campaign.

No matter what happens, BMW is there for its customers. Always. This is also the message conveyed by the new BMW Customer Service annual campaign. This year's short film, titled "The Thief", features a marriage proposal, a thief and an exciting chase.

Munich. BMW Customer Service has its customers' backs. The new "Relax. We Care." campaign showcases this aspect with a quirky sense of humour. It is now available to view on social media.

Anything that can go wrong will go wrong – and this is also the theme of the new short film for the annual BMW Customer Service campaign. "The Thief" is a story about a marriage proposal and a thief, with all kinds of surprising twists and turns. Larger than life, told with tongue firmly in cheek, and great attention to detail.

As in the previous films "The Park" (<https://www.youtube.com/watch?v=tD9TJrcp5AM>) and "The Storm" (https://www.youtube.com/watch?v=E1_Vv7Fb4Bk), the BMW as the silent protagonist suffers plenty of indignities. Scratches, dents, shattered glass and broken-off parts are the visible result of these unexpected adventures. Just as well the professionals from BMW Service and Original BMW Parts are there to repair the damage and bring the claim "Relax. We Care." to life.

The "Relax. We Care." campaign was produced by the digital agency Monks. The short film "The Thief" is available to view from 19 March at <https://youtu.be/z0zKyLufPTI>

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Page 2

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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