



BMW's new content and innovation project

BMW North America and KBS+P have launched the first phase of a content and innovation campaign around the automaker's first electric car, the ActiveE.

A new trailer, here and on BMWActivateTheFuture.com introduces a new documentary series called *Wherever You Want to Go: Four Films About the Future of Mobility*.

The docs feature tech and transport luminaries including designer and futurist Syd Mead, famous for his work on *Blade Runner*, Google's Marissa Mayer, astronaut Buzz Aldrin, Wai Cheng, director of the MIT Sloan Automotive Lab and others discussing the post-car future of mobility and cities.

The first installment of the series, "The New City," will be debut February 1.

The films were created in conjunction with BMW's open innovation project around the

ActiveE. BMW recruits auto enthusiasts in select markets to take part in a "collective engineering" initiative, whereby participants have access to proprietary technology while they field trial the new car and share feedback with the test community.

BMW conducted a similar test in 2009 with the MINI E.

The ActiveE field trial will begin in summer 2011 and culminate in the launch of the "MegaCity Vehicle" in 2013.

Full Credits

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Prologue Pictures

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Web Film, Website

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