



Sebastian Gier

BMW Xplore

A strategic mobility experience for BMW X.

Strategy

The new world of mobility experiences.



Boost



Drift & Control **Adventures & Capable**



Efficient



Ease



Productive



Precious



Exploration

Active Mobility

Passive Mobility

Strategy

Identifying design opportunities on the complete journey and design a holistic brand specific vision.

Before

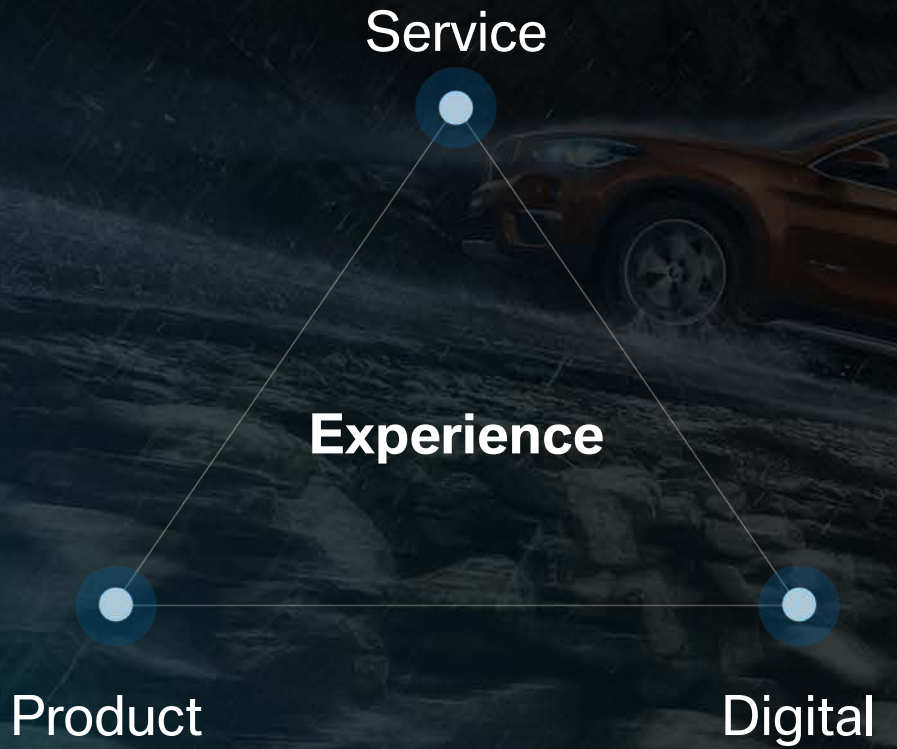


Vehicle Experience



After





Strategy
**Identifying design opportunities
regardless of the frameworks:
Integrated Design**

Process

Interviewing, strategizing,
brainstorming, immersing,
collaborating, prototyping, etc.



Research Core Experience Driver





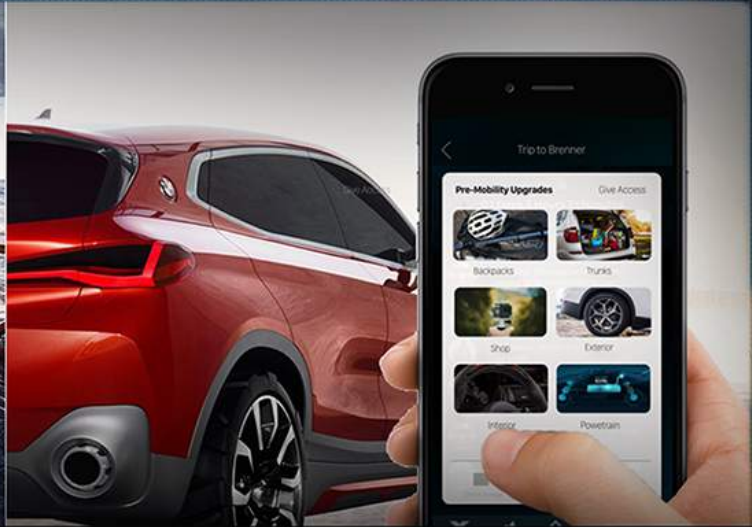
X PLORE

F R O M A T O X





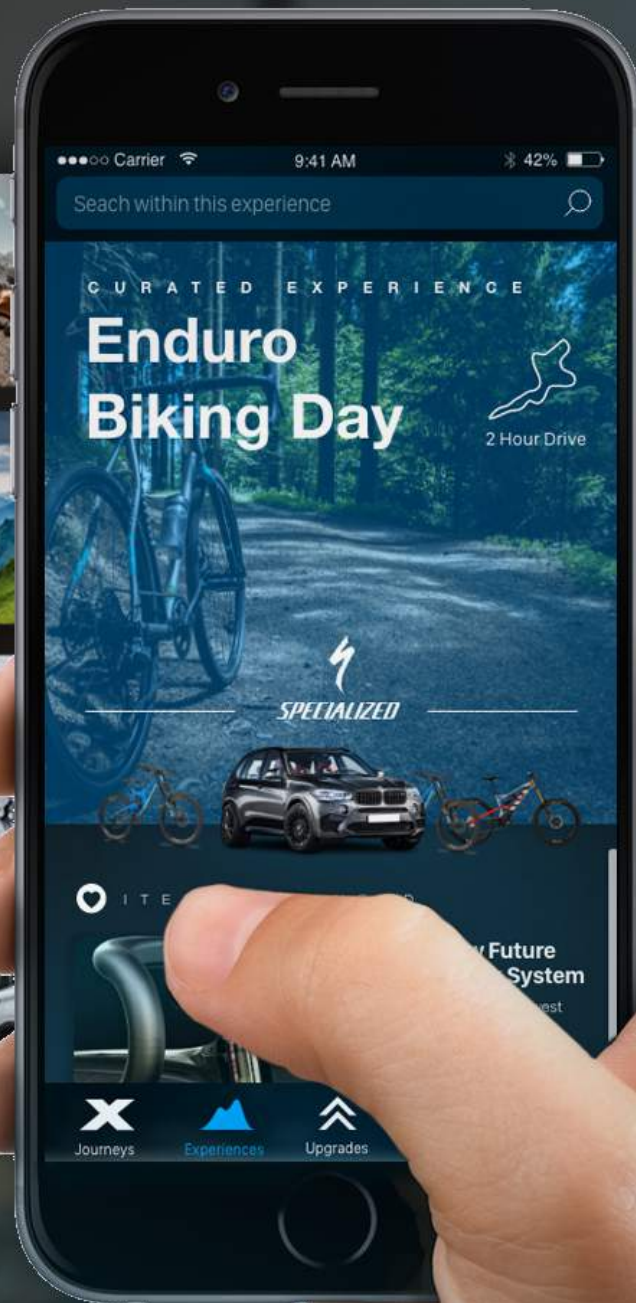
MAKE YOUR X.

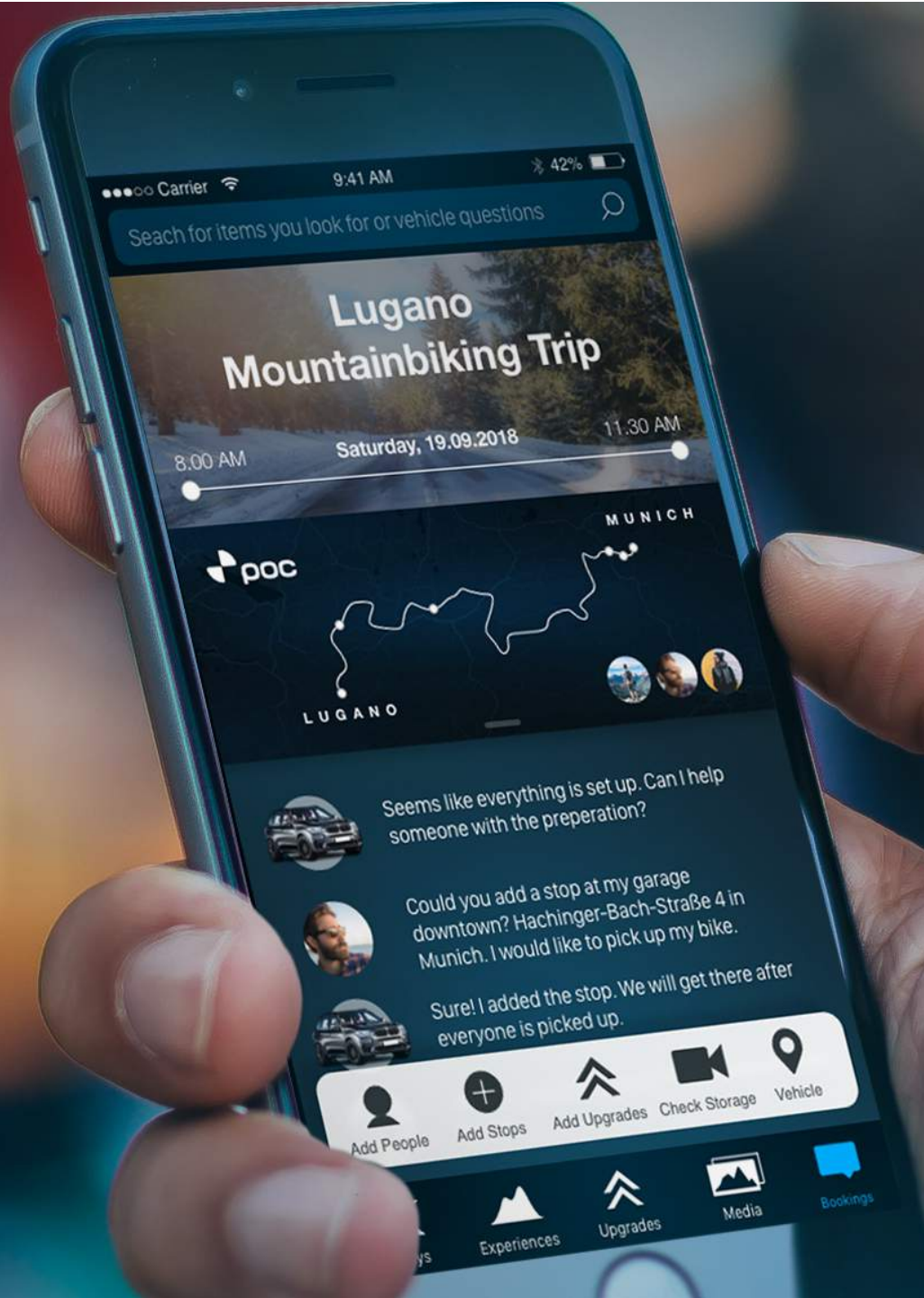


UPGRADE YOUR X.

From A to X. Mobility as a platform.

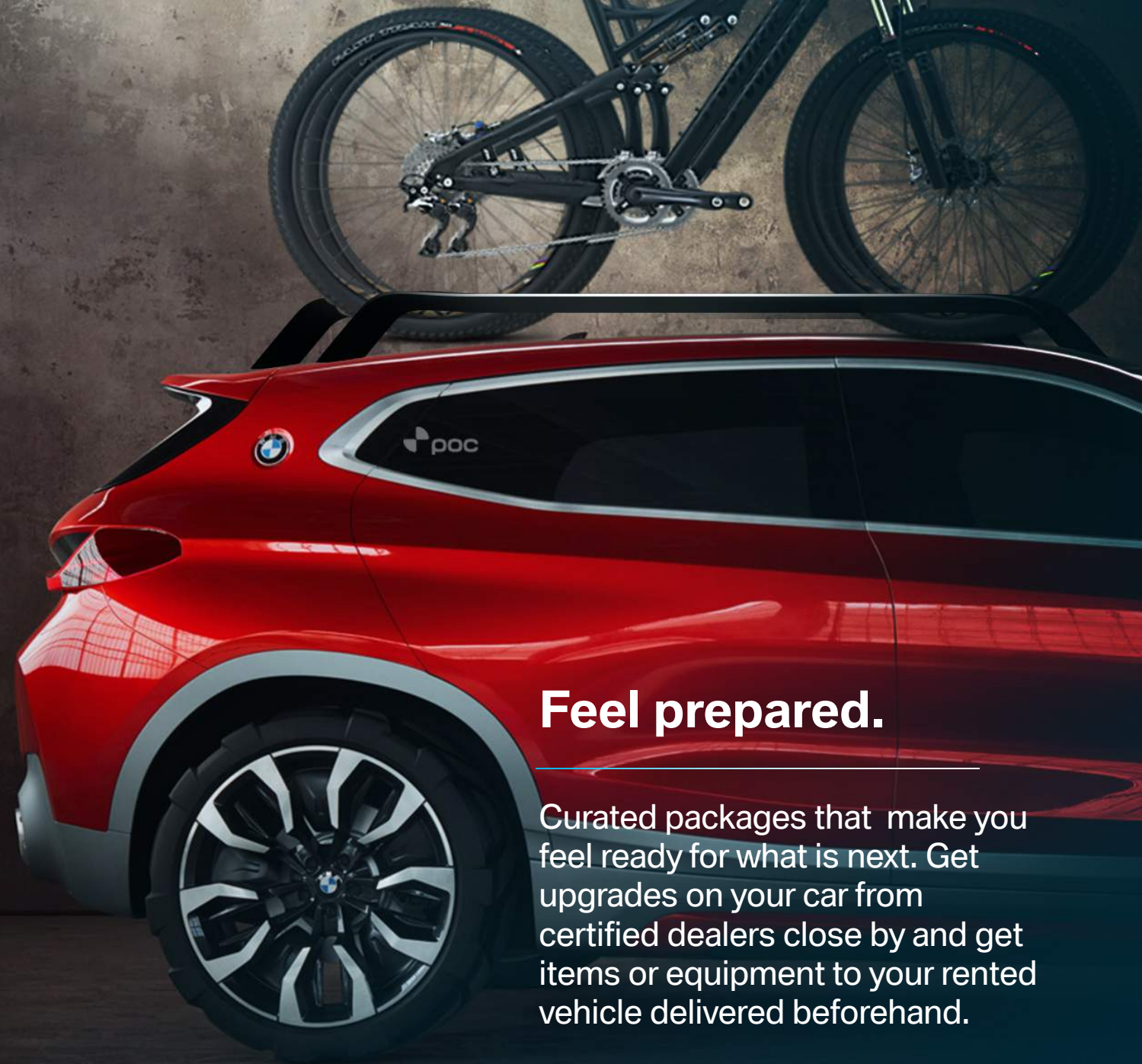
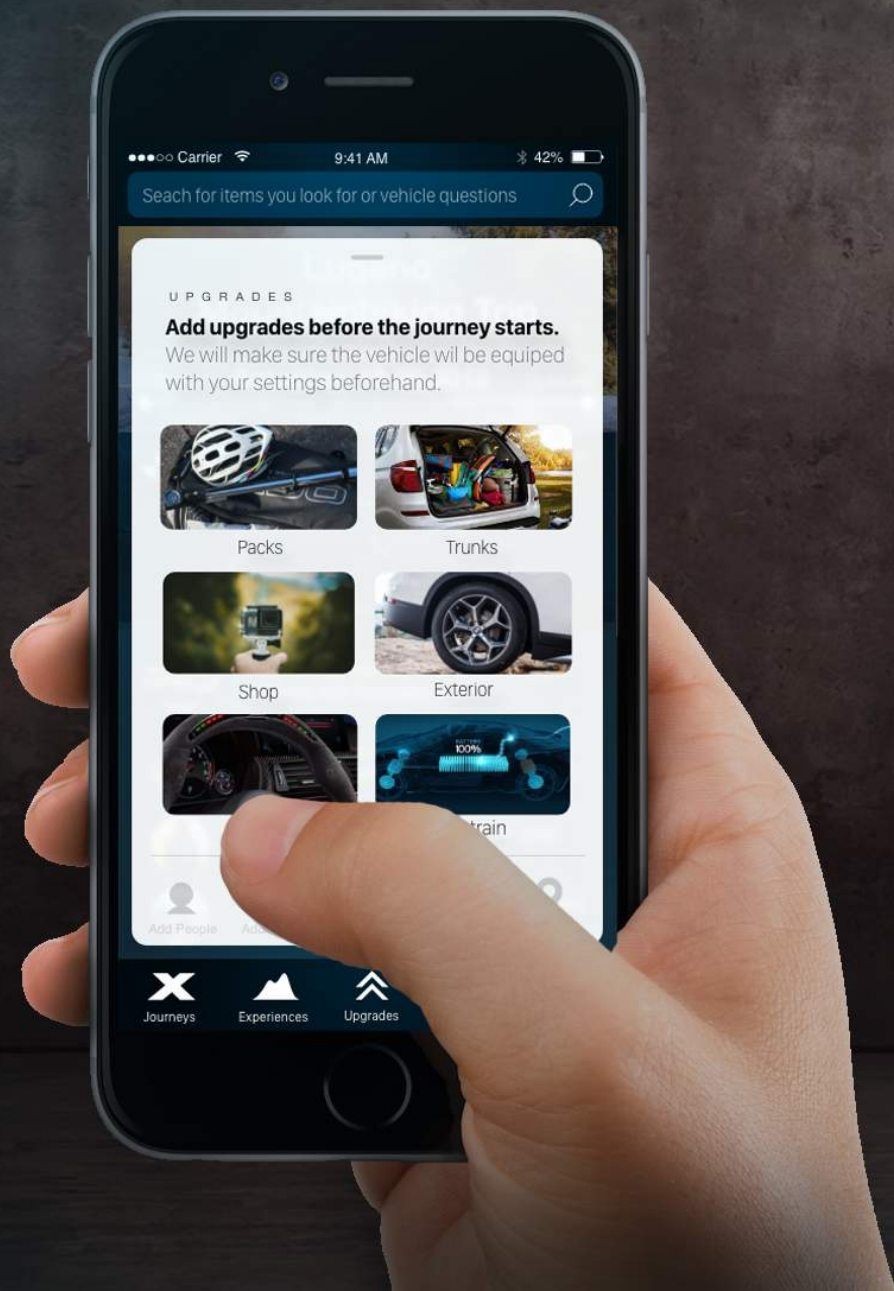
Curated Experiences that include everything you need. The perfect route, equipment and the prepared vehicle.





Taking care.

The car as the personal assistant: Schedules pick-ups, drop-offs, answers questions about the car, divides costs and makes sure shared items are organized.



Feel prepared.

Curated packages that make you feel ready for what is next. Get upgrades on your car from certified dealers close by and get items or equipment to your rented vehicle delivered beforehand.

A warm welcome.

The user gets welcomed, his deliveries are all placed and the back-screen creates transparency of information as well as “Vorfreude”.

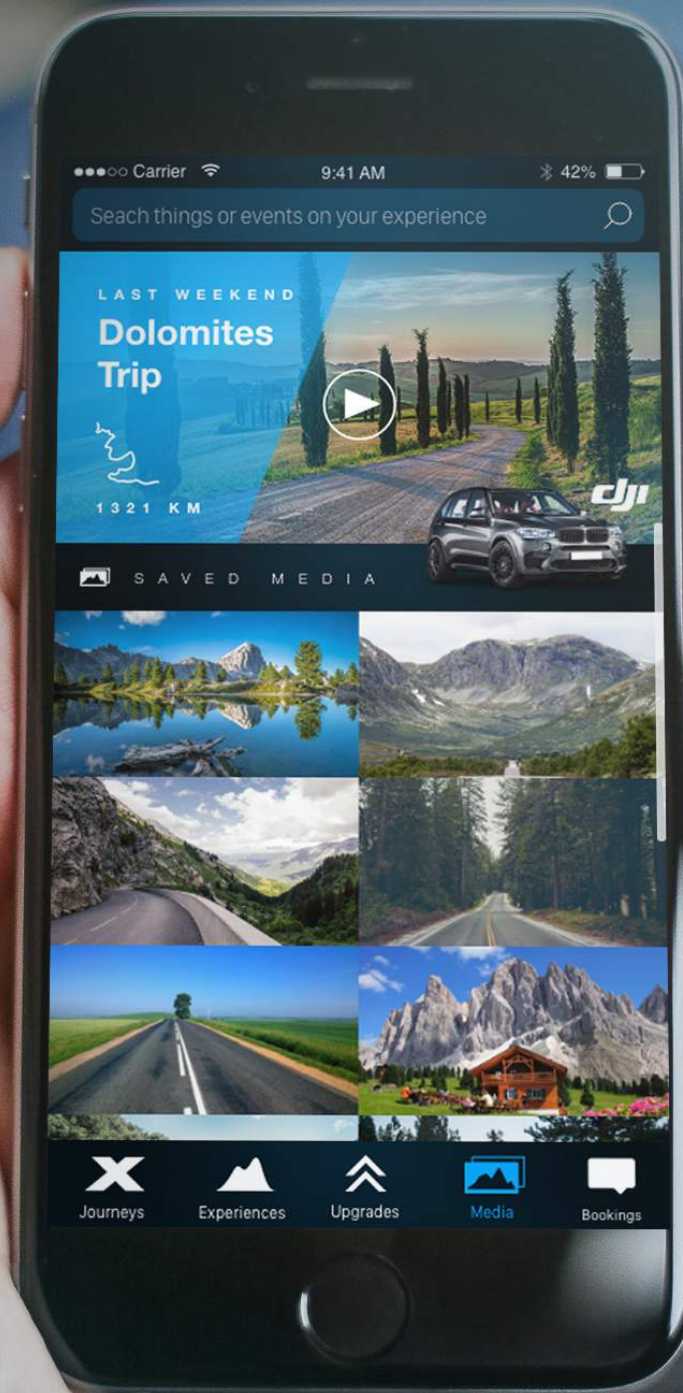




T H E W I N D O W O F T H E F U T U R E

Let the car do the work.

Get access to spectacular camera perspectives from the vehicle self-driving system and let snapshots and videos be summarized for you into a curated memory.



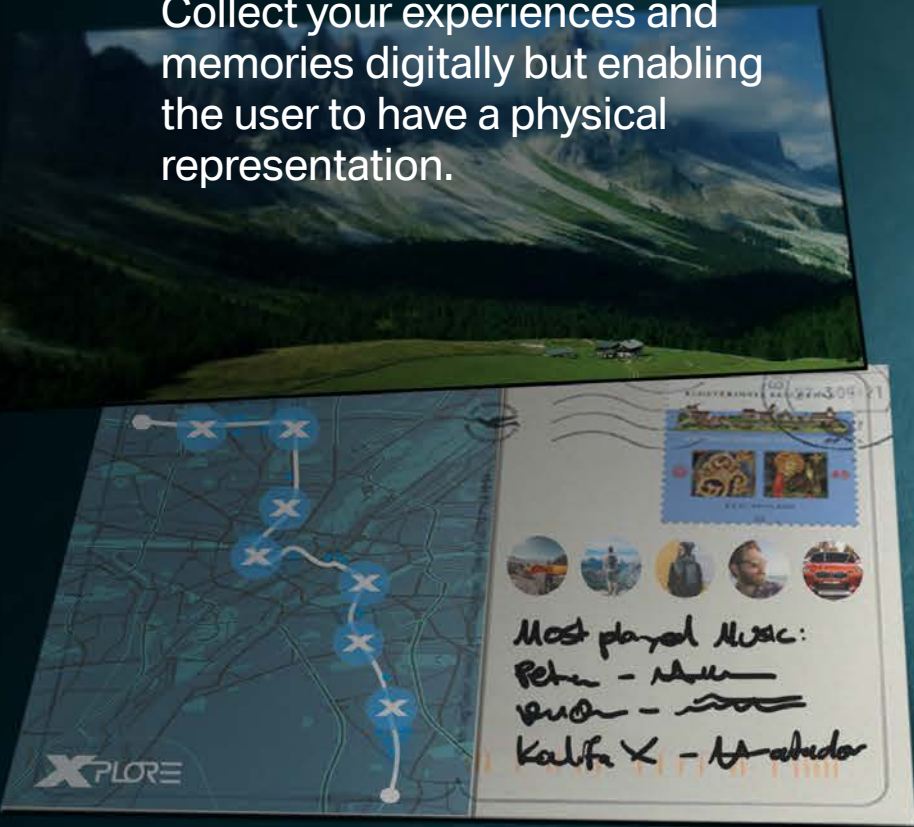
Your Journeys and Bookmarks.

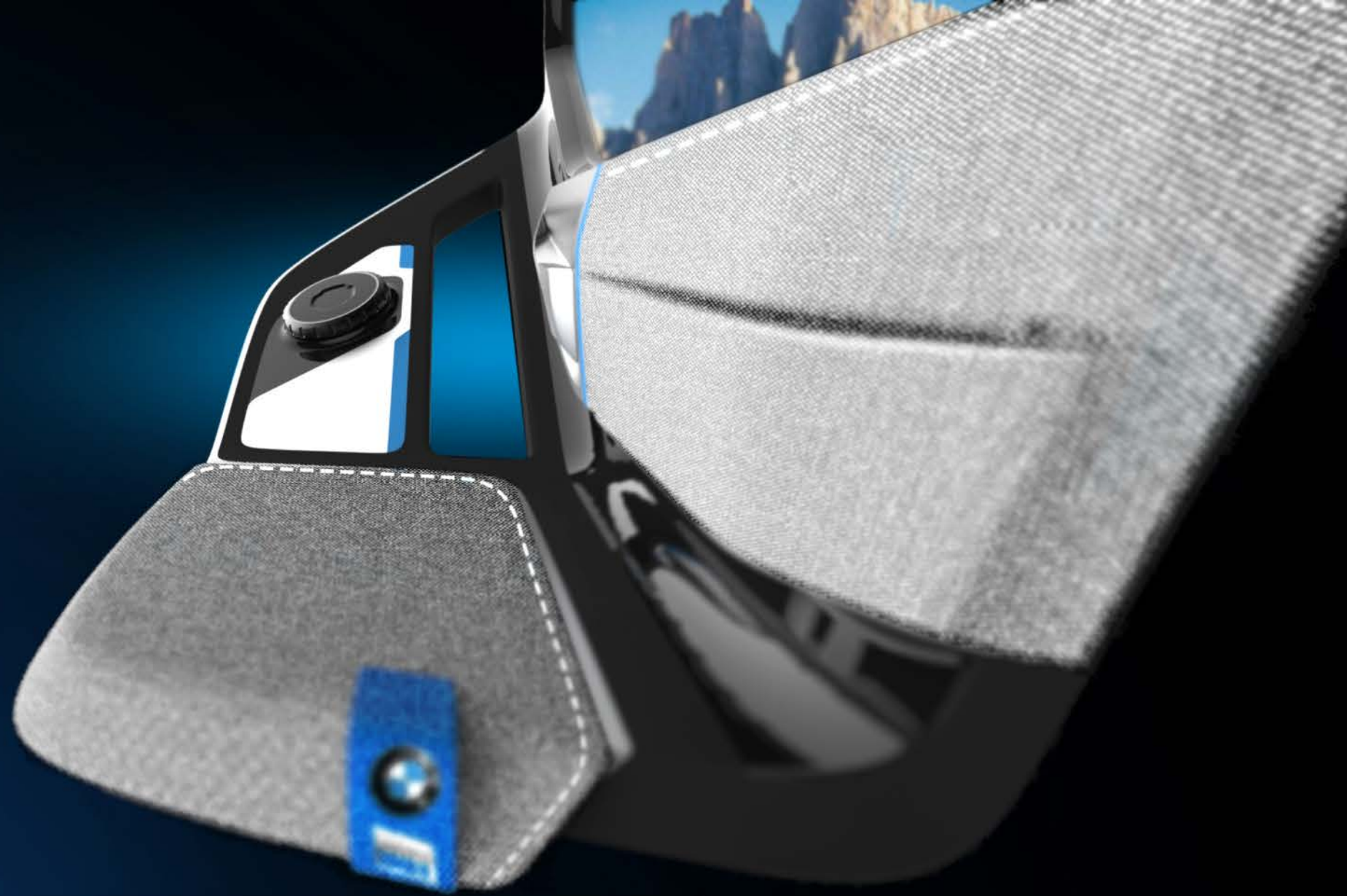
Your personal map with your journeys and things you want to remember. It acts as a visual representations of your experiences and grows over time and usage.



Look back.

Collect your experiences and memories digitally but enabling the user to have a physical representation.







contextual filters

Discovery Channel
Alpen-Tour

National Geographic
Time Travel

Jurassic Park
Historic Guide

X-DRIVE MAKE YOUR X



dji
Skydiving at Chiemsee

THE NORTH FACE
Steinberg - Geo Catching

Hurley
Windsurfing Day

SPECIALIZED

poc
Berchtesgaden Hike Day

SPECIALIZED
Enduro Biking Day

HEAD
Evening Hike & Climbing

Red Bull
Skydiving Zugspitze

GoPro
Horse Riding near Achensee

poc
Wintersport WE at Garmisch

Niko
Snow Climbing near Z...

adidas
Group Run Day at Trim Cle

GARMIN
Risenferner Downhill Day

NATIONAL GEOGRAPHIC
AR Diving at Tegernsee

X-PLORE

Enduro Biking Day

Search for journeys by keywords

BMW Xplore
View Forecast



Outside 23°C
-4.20h



LAST WEEKEND
Dolomites Trip
1321 KM



NEXT WEEKEND
Lugano Mountainbiking Trip



TALK TO AN EXPERT

dji
Skydiving at Chiemsee



FROM A TO X

X5 PERFORMANCE

THE EXPERIENCE

X JOURNEY



Journeys

Experiences

Upgrades

Media

Bookings



NATIONAL GEOGRAPHIC



Start a new journey.

