<!DOCTYPE html>

<html>

<head>

<title>BMW</title>

<style>

body {background-color:darkgrey;}

</style>

</head>

<body>

<center>

<table style="background-color: grey; width: 75%;">

<center>

<tbody>

<tr style="height: 114px;">

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<h1 style="text-align: center;"><span style="color: #ffffff;"><img src="http://pngriver.com/wp-content/uploads/2017/12/download-BMW-LOGO-Car\_company-PNG-transparent-images-transparent-backgrounds-PNGRIVER-COM-LogoBMW.png" alt="" width="96" height="96" ;" br="" />Designed&nbsp;For Driving Pleasure</span></h1>

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<tr grey="" style="height: 18px;">

<td style="background-color: grey; text-align: center; height: 18px; width: 22%;"><a href="https://www.bmw.ca/en/home.html" title="Home">Home</a></td>

<td style="background-color: grey; text-align: center; height: 18px; width: 22%;"><a href="https://www.bmw.ca/en/home.html" title="About">About</a></td>

<td style="background-color: grey; text-align: center; height: 18px; width: 23.9439%;"><a href="https://www.bmw.ca/en/home.html" title="Portfolio">Portfolio</a></td>

<td style="background-color: grey; height: 18px; width: 26.0561%; text-align: center;"><a href="https://www.bmw.ca/en/home.html" title="Contact">Contact</a></td>

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<tbody>

<tr style="height: 25px;">

<td style="width: 102.685%; height: 11.1477px;" colspan="4" rowspan="8">

<h1 class="article\_\_title"><span style="color: #000080;">How BMW Is Driving Innovation</span></h1>

<p>To stay ahead, BMW realized the importance of accelerating its innovation process into a more systematic approach, and they also quickly understood that the workplace could play a pivotal role in that effort.</p>

<p>The BMW Innovationswerk facility, in a suburb just north of the Munich headquarters, is a new centre where innovations and new technologies can occur in a novel way. With the help of their design partner for spatial strategies Die Planstelle, Steelcase and IDEO, it was purposefully planned for cross-functional teams doing forward-facing explorations into the cars of the future. Here, the essential modes of creative work &mdash; focusing, collaborating, socializing and respite &ndash; are optimally supported.</p>

<p>&ldquo;We wanted to create a special place to innovate with users at the centre to support the process. And this is exactly what space does,&rdquo; says Sebastian Schelper, who headed the Innovationswerk project for the BMW Group from 2013 till 2016.</p>

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<h3><strong><span style="color: #000080;">Subscribe!</span></strong></h3>

<a href="https://www.bmw.ca/en/home.html"><img src="http://pngriver.com/wp-content/uploads/2017/12/download-BMW-LOGO-Car\_company-PNG-transparent-images-transparent-backgrounds-PNGRIVER-COM-LogoBMW.png" alt="" width="24" height="24" />https://www.bmw.ca/en/home.html</a>

<h3><span style="color: #000080;"></span></h3>

<h3><span style="color: #000080;">Popular Items</span></h3>

<p><a href="https://www.bmw.ca/en/home.html">https://www.bmw.ca/en/home.html</a></p>

<p><a href="https://www.bmw.ca/en/home.html">https://www.bmw.ca/en/home.html</a></p>

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<h3><span style="color: #000080;"></span></h3>

<h3><span style="color: #000080;">Contributors</span></h3>

<p style="text-align: center;"><a href="https://www.bmw.ca/en/home.html">https://www.bmw.ca/en/home.html</a>&nbsp;</p>

<p style="text-align: center;"></p>

<p style="text-align: center;"><button type="button" onclick="alert('Hello Ayush!')" style="background-color: yellow;" font-size:="" 125="">Join us!&nbsp;</button></p>

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