



Press Release  
19 September 2012

## **BMW at the Monaco Yacht Show 2012.**

Luxury experience in Monaco harbour.

**Munich/Monaco.** BMW takes on the role of exclusive automotive partner at yet another leading event – this time against the glamorous backdrop of the Monaco Yacht Show 2012. For the fifth time, the famous yacht fair provides the perfect stage for presenting the new BMW 7 Series and the luxurious BMW 6 Series to a high-calibre international public. Through its involvement in this event BMW is underscoring its commitment to the premium and luxury segment, in which the carmaker is targeting future expansion.

Each September, some 100 superyachts and megayachts converge on the Principality of Monaco to the delight of tens of thousands of visitors. Shipyards, marine fitters, architects, designers and yacht brokers set out their wares in Port Hercules for a maritime parade that ranks as one of the world's most exclusive yacht shows. For the BMW Group, as the world's most successful premium carmaker, it represents the ideal platform. Playing its part once again this year as a cooperative partner is Edmiston, one of the biggest yacht brokers worldwide.

Immediately below the Prince's Palace visitors can view, among others, the brand-new BMW 6 Series Gran Coupe. It comes with Individual matt Frozen Bronze Metallic paintwork that impressively highlights the elegant aesthetics of the BMW 6 Series Gran Coupe and is available exclusively for this model.

Another highlight at this year's Monaco Yacht Show is the BMW 6 Series Convertible on display in the harbour and featuring an exclusive yachting look created by the BMW Individual division. This dream car draws on elements from yacht design and is striking for its exquisite Individual paintwork in Tansanite Blue complemented by an exclusive interior sporting Merino full-leather upholstery in Opal White.

A total of 15 courtesy cars will be available for the event's guests in the guise of the BMW 7 Series Sedan launched this July. With its stylish design and



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innovative technology, the new BMW 7 Series is targeted at a discerning customer group that sets store by the utmost in comfort and convenience. The elegant BMW 6 Series and the BMW 7 Series set benchmarks for the luxury segment. With their stylish elegance and timeless design, they allow cutting-edge mobility to be experienced in its most luxurious form.

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### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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