

BMW and SALEWA continue their cooperation in the spirit of electric mobility

Ongoing partnership for an unparalleled alpine and outdoor sports experience

Munich. The automobile manufacturer BMW and the mountain sports specialist SALEWA will continue to collaborate and pool their expertise also for the summer season 2016 – sustainable mobility and a perfect outdoor experience. The cooperative partnership has already existed since 2014 and offers the perfect combination of innovative technology, sporty driving dynamics and a fascination for mountain sports. New to the cooperation is the BMW 225xe iPerformance Active Tourer, which combines sustainable electric mobility with a high level of functionality and dynamics.

The new SALEWA campaign “get vertical” aims to inspire and invite like-minded alpinists to leave their own “comfort zones” and join forces in rising to alpine challenges. The competition entitled “Base Camp Experiences” starts on 01 April 2016 at <http://getvertical.salewa.com> and will make an incredible experience possible.

“Together, we wish to create unforgettable moments for outdoor enthusiasts, because these are emotional experiences that characterise a brand in the eyes of customers and render it uniquely distinctive,” emphasises Jörg Reimann, head of International Brand Experience. “Thanks to the generous amount of space they offer, our vehicles from the BMW 2 Series range – the BMW 2 Series Active Tourer, the BMW 2 Series Gran Tourer and the new BMW 2 Series Active Tourer as plug-in hybrid – are excellently suited to an outdoor-oriented target group that is also addressed by SALEWA.”

The BMW 225xe iPerformance Active Tourer featuring a plug-in hybrid drive system combines BMW EfficientDynamics with comfort, driving fun and electric four-wheel drive technology, a high degree of variability and spaciousness in one single compact vehicle. It provides for locally emission-free driving without forgoing typical BMW driving pleasure, combining an electric driving experience and a long range with functionality and everyday suitability. As a result, the BMW 225xe iPerformance Active Tourer is the perfect companion for a lasting experience in the

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free nature of the Alps. Moreover, environmental responsibility is also becoming increasingly important for mountain sports.

Those taking part in the competition can submit an application for an alpine adventure, the so-called “Base Camp Experiences” in the Alpine region by 30 April 2016. Furthermore, all registered participants have the chance of winning an additional prize – a three-day driving experience in a model of the BMW 2 Series in the Zillertal Alps in Austria, including overnight stay in a four-star hotel.

The “Base Camp Experiences” take the winner to San Martino di Castrozza, St.Moritz / Pontresina, Val d’Isère and to the Ötztal Valley. San Martino di Castrozza is a partner of SALEWA. The other destinations have been partners of BMW within the framework of the “BMW Mountains” initiative for some years now and offer optimal preconditions for the “get vertical” outdoor adventure. BMW fosters long-lasting partnerships with premium alpine destinations in order to develop various adventure formats for customers. Many successful projects have already been implemented such as the BMW xDrive Cup, test drives in current BMW models and free-ride experiences. During the upcoming “get vertical” campaign, BMW will also create that special driving experience on the mountain passes leading to the base camp with the BMW 225xe iPerformance Active Tourer or the BMW 2 Series Gran Tourer.

Individual mobility is a crucial factor for fascinating outdoor experiences, as is the correct equipment. The BMW 2 Series Active Tourer offers not only a generous amount of storage space for sports equipment, but also combines a dynamic design with a high level of functionality and variability. Innovative features from BMW ConnectedDrive such as the Concierge Service or Real Time Traffic Information and the manifold possibilities of individualization render it the perfect companion on the way to the mountain sports adventure. Moreover, the BMW 2 Series Gran Tourer convinces with a generous amount of space as well as versatility and flexibility. Depending on the equipment level, it offers up to seven seats and plenty of storage space for everything a rope team needs to take on a mountaineering trip.

Alpine and automobile enthusiasts from all over the world may take part. The website is available in 5 languages (German, English, French, Italian and Spanish).

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based 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.

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SALEWA

For 80 years now, SALEWA has stood for experience in the field of vertical and high alpine expeditions. The mountain sports specialist aims to inspire people all over the world to live the alpine adventure, providing ambitious mountaineers with suitable equipment for their alpine activities. For its development of innovative and functional quality products, the multi-specialist relies on its network of alpine institutes, active mountaineers, specialised partners and professional mountain guide associations. Established in Munich in 1935, the headquarters of the management-run, family-owned company now lies in the heart of the Dolomites, in Bolzano, South Tyrol. With its four product lines Apparel, Footwear, Equipment and Technical Hardware, the company is one of the world's leading suppliers of alpine sports equipment, employing 550 people worldwide.