



## **Media Information**

4 August 2011

# **BMW Asia announces sponsorship of Standard Chartered Marathon Singapore 2011**

**Full and Half Marathon runners stand a chance to win a brand new BMW X1 sDrive18i.**

**Singapore.** BMW Asia today announced its inaugural co-sponsorship of the Standard Chartered Marathon Singapore 2011 (SCMS). BMW Asia along with the race organiser, Singapore Sports Council (SSC), unveiled a series of initiatives aimed at further engaging participants and improving the race experience for SCMS 2011 runners, in the lead up to and during the race on 4 December 2011.

One key highlight of the partnership is a chance for Full and Half Marathon runners to win a brand new BMW X1 sDrive18i simply by joining Team BMW. This will be complemented with a series of activities including running clinics where runners will be given expert coaching to hone their technique and performance ahead of SCMS 2011.

BMW will also be sponsoring the pacers programme for Full Marathon runners to help them improve and achieve their personal bests. And as the Official Car Sponsor, BMW cars will also be deployed to provide medical, logistics and operational support on race day.

Commenting on the partnership, Mr Lim Teck Yin, Chief Executive Officer, Singapore Sports Council, and Chairman of the SCMS 2011 Organising Committee said: "SSC is delighted to have BMW Asia on board as a partner for the Standard Chartered Marathon Singapore. Sharing the belief that sport brings joy to individuals and the community, BMW Asia will add

to the unique pre-race and race day offerings for the SCMS runners. Working with our valued partners such as BMW, SSC is constantly looking for ways to enhance the SCMS as a premier race.”

Speaking from the announcement was Mr Neil Fiorentinos, Managing Director of BMW Group Asia, who said: “BMW is thrilled to be a major sponsor of the Standard Chartered Marathon Singapore 2011 as the event, and the sport itself, is the perfect fit for our brand characters of sporty, efficient and dynamic. Furthermore, driven by its EfficientDynamics philosophy, BMW has engineered its automobiles to deliver a more superior driving performance, but at the same time, to consume less energy and be more environmentally friendly.”

The philosophy of the EfficientDynamics technology comprise of a highly efficient engine through air and fuel management, minimised energy loss, lightweight design and superior aerodynamics. In principle, these are also core aspects of marathon running: proper breathing technique, efficient use of energy and lightweight or aerodynamic running gear.

“While BMW has relentlessly developed the superior technology to make its cars perform at their optimal level, marathon runners also have to follow a rigorous and well-planned training program in order to achieve their best result on race day,” added Mr Fiorentinos.

### **Win the BMW X1 sDrive18i**

All Singapore citizens and Singapore Permanent Residents, who are 18 years and above as of 4 August 2011, and have signed up for either the Full Marathon or Half Marathon race category of the Standard Chartered Marathon Singapore 2011, will be eligible to win the BMW X1 sDrive18i simply by registering for Team BMW. The Team BMW Finishers' Draw for the BMW X1 sDrive18i will be conducted one week after race day.

The BMW X1 sDrive18i comes with all the features so typical of a BMW X model and at the same time offers a new interpretation of BMW's Sheer Driving Pleasure. This youngest member in the wide range of BMW X models stands for versatile sportiness and supreme agility, with looks characterised by self-confident elegance and modern style. The BMW X1 brings together the features typical of a Sports Activity with the driving characteristics, dynamic performance and outstanding fuel economy and emission management of the BMW 1 Series.

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## **Enclosures**

- Annex A: Details of BMW's Sponsorship of Standard Chartered Marathon Singapore 2011
- Annex B: Details of Team BMW Finishers' Draw
- Annex C: Specifications of BMW X1

## **About BMW Group Asia**

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the East Asia region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

The BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.

## **About the Singapore Sports Council**

Formed in 1973, the Singapore Sports Council (SSC) is tasked with developing a holistic sports culture for the nation. The SSC creates opportunities for people to excel in sports; opportunities for people to be engaged in sports as, coaches, officials, volunteers or fans; and opportunities for people to do business in sports as sponsors and investors. The SSC has changed the way Singaporeans view and participate in sports. Through sports, we now have an enhanced national identity thanks to our sports participation programmes; greater national pride as a result of high performance results at international and regional games; and more diversified economic stability through our vibrant sports industry initiatives.

To find out more, visit our websites **[www.ssc.gov.sg](http://www.ssc.gov.sg)** and **[SingaporeSports.sg](http://SingaporeSports.sg)**

Follow SSC on Twitter at: **[www.twitter.com/Lets\\_PlaySG](http://www.twitter.com/Lets_PlaySG)** and Facebook at: **[www.facebook.com/letsplaysg](http://www.facebook.com/letsplaysg)**

For a range of photographs, search for "Singapore Sports Council" on [www.flickr.com](http://www.flickr.com)

Under a new initiative called Vision 2030, SSC and the Ministry of Community Development, Youth and Sports are engaging people from all walks of life, the business community and the public sector to explore and develop proposals on how sport can best serve Singapore's future needs. Vision 2030 will look at how sport can be used as strategy to develop individuals, our communities, our economy and our nation. Members of the public who wish to share ideas, experience and information are invited to post on the official website **[www.Vision2030.sg](http://www.Vision2030.sg)**

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## **Annex A**

### **Details of BMW's Sponsorship of Standard Chartered Marathon Singapore 2011**

#### **1. Official Pacers Programme**

As a benefit to the Full Marathon runners, the Official Pacers Programme will offer pace teams led by experienced pacers for a wide variety of target finish times. This support will be useful as runners strive to achieve their marathon goals.

The Official Pacers team is designed to provide the runners with a means for keeping track of their progress throughout the race. Using the Official Pacers as their guide and coach, they will be able to relax and enjoy the race, knowing that experienced marathoners are looking out for them and moving them through the course at a steady pace.

Approximately 28 - 35 pacers will be available on the race day for the full marathon runner and they will be wearing customised running apparel indicating their estimated time of completion for the Full Marathon. They will also have a helium balloon attached to them for easy identification.

The recruitment of Official Pacers will commence shortly this month and will be led by the Official Training Partner of the Marathon. Professional marathon runners who are interested to sign up for the pacers programme may visit the official website ([www.marathonsingapore.com](http://www.marathonsingapore.com)) for more details.

#### **2. BMW Run Efficient Clinics**

The BMW Run Efficient clinics are designed to provide Full Marathon participants with running-related tips and professional advice to help them prepare and train towards achieving a good personal race time. The clinics are conducted by the Official Training Partner of the Marathon and will invite professional runners and trainers to advise and train the participants.

There will be five BMW Run Efficient clinics which will be held from August to November. More details about these running clinics will be available on our website ([www.marathonsingapore.com](http://www.marathonsingapore.com)) and Facebook page ([www.facebook.com/MarathonSG](http://www.facebook.com/MarathonSG)) shortly.

#### **3. Team BMW Finishers' Draw**

The Team BMW Finishers' Draw will see BMW sponsoring a BMW X1 sDrive18i as a prize giveaway in a lucky draw open to all Singapore Citizens and Singapore Permanent Residents (18 years and above as of 4 August 2011) participating in either the Full Marathon or Half Marathon and completing their respective races. They will also have to register with Team BMW.

For more details about the lucky draw, please refer to Annex B.

#### **4. Race Route Video**

There will be a race video to showcase the routes of the Full Marathon, Half Marathon, 10km and 5km Fun Run. This will allow runners to be more familiar with the routes. Video will be put up on the SCMS Facebook page, YouTube channel, Race Entry Pack Collection and other pre-race activities.

For more details, please visit ([www.teambmw.com.sg](http://www.teambmw.com.sg)) and ([www.marathonsingapore.com](http://www.marathonsingapore.com)).

#### **5. Official Race Vehicles**

On race day, BMW will be providing more than 20 official cars for medical, operational and logistical purposes.

#### **6. Other Race Initiatives and Offerings**

On race day, BMW will be providing cheering and cooling stations to enhance the race experience of all runners.

## Annex B

### Details of Team BMW Finishers' Draw

<b>What is the prize for the Team BMW Finishers' Draw?</b>	BMW X1 sDrive18i
<b>Who are eligible to participate in the Team BMW Finishers' Draw?</b>	<p>Only participants who fulfil the following criteria may take part in the <b>Team BMW Finishers' Draw</b>:</p> <ul style="list-style-type: none"><li>• Participants must be registered under the Full Marathon or Half Marathon race categories of the SCMS 2011</li><li>• Participants must be a Singapore citizen or Singapore Permanent Resident</li><li>• Participants must be 18 years and above as of 4 August 2011</li><li>• Participants must have successfully completed the race</li></ul>
<b>How do eligible participants take part in the Team BMW Finishers' Draw?</b>	Participants would need to join Team BMW by logging on to the Team BMW microsite ( <a href="http://www.teambmw.com.sg">www.teambmw.com.sg</a> ) and register.
<b>How many chances will they get?</b>	<p>The <b>Team BMW Finishers' Draw</b> to win the BMW X1 will be based on a point system.</p> <p>To increase your chances of winning, participants will have to try and score as many points as possible by attending the various running clinics, road shows and events.</p>
<b>When will the draw be held?</b>	<b>The Team BMW Finishers' Draw</b> for the BMW X1 sDrive18i will be conducted approximately one week after race day.
<b>How will the winner be notified?</b>	Winner will be announced on the SCMS official website ( <a href="http://www.marathonsingapore.com">www.marathonsingapore.com</a> ) and a print ad will be published on a daily. The winner will also be notified personally via mail and contact number provided.

## **Annex C**

### **Specifications of BMW X1**

#### **BMW X1 sDrive 18i**

Capacity: 1995 cc, max output: 150 hp at 6,400 rpm

Max torque: 200Nm from 3,600 rpm

Acceleration: 0 – 100 km/h in 10.4 seconds

Top speed: 200 km/h

Average fuel consumption to the EU standard: 8.4 ltr/100 km

CO2 emissions to the EU standard: 195 g/km

Full compliance with the EU5 emission standard.