

Photo Release

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Team BMW: Running with Efficient Dynamics

Singapore. Thousands of Team BMW members took part in the Standard Chartered Marathon Singapore (SCMS) today, having prepared for the big race with a number of BMW training runs and clinics over the last few months.

This year's SCMS saw BMW join as a co-sponsor for the very first time in the event's history. One key highlight of the new partnership was a chance for Half of Full Marathon runners to win a brand new BMW X1 sDrive18i. All Singaporeans and Permanent Residents who joined Team BMW and completed their run today have entered the grand prize draw. The lucky winner is set to be announced in mid-December.

BMW also sponsored the pacers programme for this year's Full Marathon, allowing participants to improve and achieve their personal bests. And as the Official Car Sponsor, BMW cars were deployed on site today to provide medical, logistics and operational support.

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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 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 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 seven years.

Issued by:

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