

Media Information

For Immediate Release
30 November 2012

Official BMW fleet hand over to Singapore Sports Council for Standard Chartered Marathon Singapore 2012.

Full and Half Marathon runners stand a chance to win a brand new BMW X1 sDrive20i.

Singapore – BMW Asia today announced their continued sponsorship of the Standard Chartered Marathon Singapore 2012 (SCMS) for the second consecutive year, by providing more than 25 units of BMW cars, with a mixture including; the flagship BMW 7 Series, the BMW 3 Series sedan, as well as sports activity vehicles like the BMW X1 and BMW X5.

Mr Lim Teck Yin, Chief Executive Officer, Singapore Sports Council, and Chairman of the SCMS 2012 Organising Committee said: “BMW’s continued support of the SCMS exemplifies how Corporate Singapore can be involved in sports events to engage their consumers in a meaningful way and help them live better through sports. Through its Pacers’ Programme and Team BMW – BMW has taken customer engagement to a deeper level. This builds brand awareness, affinity and loyalty in the long run. As we see more major sports events introduced in Singapore’s sports calendar, especially with the new Sports Hub opening in 2014, we encourage more companies to consider using sports as a channel to engage their customers.”

“BMW is pleased to be participating in the Standard Chartered Marathon Singapore 2012 for the second year. Contrary to popular belief, marathon running and BMW cars actually have a lot in common. While marathon runners aim to cover as much distance with as little energy spent, BMW cars are engineered to achieve more power without compromising on fuel efficiency and CO2 emissions thanks to the Efficient Dynamics technology,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

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The philosophy behind the Efficient Dynamics technology comprises 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 techniques, efficient use of energy and lightweight or aerodynamic running gear.

Apart from sponsoring the fleet, BMW Asia will also be providing a brand new BMW X1 sDrive20i for the runners of the Full and Half Marathon (more details as below).

BMW's Participation in Standard Chartered Marathon Singapore 2012

Similar as before, BMW Asia will be unveiling a series of initiatives aimed at further engaging participants and improving the race experience for SCMS 2012 runners, in the lead up to and during the race on 2 December 2012.

Runners of the Full and Half Marathon will also have a chance to win a brand new BMW X1 sDrive20i 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 2012.

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, a fleet of more than 20 BMW cars will be deployed to provide medical, logistics and operational support on race day.

Win the BMW X1 sDrive20i

All Singapore citizens and Singapore Permanent Residents, who are 18 years and above as of the date they signed up for either the Full Marathon or Half Marathon race category of the SCMS 2012, will be eligible to win the BMW X1 sDrive20i simply by registering for Team BMW. A point system and random draw will then determine the lucky winner of the BMW X1 sDrive20i, which will be conducted on 12 December 2012.

The BMW X1 is a tremendously popular compact all-rounder that has proved to be a bestseller with more than 300,000 units already delivered worldwide. The stand-out position of the BMW X1 is also reflected in the many national and international prizes bestowed on the BMW X model in recognition for its designed, deriving characteristics and high safety levels, including; Readers' Choice for Off-Roader of the Year by "OFF ROAD" magazine, Red Dot Designed Award 2011 and 5-star Euro NCAP safety rating, just to name a few.

Now, the new BMW X1 comes equipped with a more powerful engine powered by BMW TwinPower Turbo technology and a broad spread of BMW EfficientDynamics technology fitted as standard to give the sports utility vehicle the tools to further increase its lead over the competition in terms of sporting ability and efficiency.

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Enclosures

- Annex A: Details of BMW's Sponsorship of Standard Chartered Marathon Singapore 2012
- Annex B: Details of Team BMW Finishers' Draw
- Annex C: Specifications of BMW X1

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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.

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 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 eight years.

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Annex A

Details of BMW's Sponsorship of Standard Chartered Marathon Singapore 2012

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 designated 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 has already commenced in July 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) for more details.

2. BMW Run Efficient Mobile Run

The BMW Run Efficient Mobile Run is designated to provide TEAM BMW members 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 seven Team BMW Running Clinics which will be held from August to November. More details about these running clinics will be available on our website (www.teambmw.com.sg) and Facebook page (www.facebook.com/TeamBMW) shortly.

3. Team BMW Finishers' Draw

The Team BMW Finishers' Draw will see BMW sponsoring a BMW X1 sDrive20i as a prize giveaway in a random draw open to all Singaporeans and Singapore Permanent Residents (18 years and above as of the date they signed up for Team BMW) 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 draw, please refer to Annex B.

4. Official Race Vehicles

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

5. Other Race Initiatives and Offerings

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

Annex B

Details of Team BMW Finishers' Draw

What is the prize for the lucky draw?	BMW X1 sDrive20i
Who are eligible to participate in the lucky draw?	<p>Only participants who fulfil the following criteria may take part in the lucky draw:</p> <ul style="list-style-type: none">• Participants must be registered under the Full Marathon or Half Marathon race categories of the SCMS 2012.• Participants must be a Singapore citizen or Singapore Permanent Resident.• Participants must be 18 years and above as of the date they signed up for Team BMW.• Participants must have successfully completed the race.
How do eligible participants take part in the lucky draw?	<p>Participants would need to request for an invitation to join TEAM BMW via the Standard Chartered Marathon Singapore website (http://www.marathonsingapore.com/teambmw/)</p> <p>Those registrations that have met the above criteria will receive an email from TEAM BMW confirming their participation.</p>
How many chances will they get?	<p>The Team BMW Finisher's Draw 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, events and completing the marathon before certain timing. For more information on the point mechanic, please refer to www.teambmw.com.sg</p>
When will the draw be held?	The Team BMW Finisher's Draw for the BMW X1 sDrive20i will be conducted on 12 December 2012 in the presence of an auditor.
How will the winner be notified?	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 sDrive20i

BMW TwinPower Turbo technology with twin-scroll turbocharger, High Precision Direct Injection, Valvetronic fully variable valve control and double-VANOS fully variable camshaft control

Capacity: 1997 cc

Max output: 184 hp at 3,000 – 6,250 rpm

Max torque: 270Nm from 1,250 – 4,500 rpm

Acceleration: 0 – 100 km/h in 7.4 seconds

Top speed: 220 km/h

Average fuel consumption to the EU standard: 6.7 litre/100 km

CO2 emissions to the EU standard: 157 g/km

Full compliance with the EU5 emission standard.