

Photo Release

11 January 2013



Lito German, Marketing Director, BMW Group Asia (right), presents the grand prize of a brand new BMW X1 sDrive20i to Team BMW winner Goh Yeow Kwang.

Team BMW Member Wins a Brand New BMW X1 sDrive20i

Singapore. BMW Asia today announced the winner of a brand new BMW X1 sDrive 20i at the Team BMW Finishers' Draw, conducted after the Standard Chartered Marathon Singapore (SCMS) 2012.

Thousands of Team BMW members who have completed the Half or Full Marathon at the SCMS 2012 entered the Team BMW Finishers' Draw, but only one lucky winner, 33, Mr Goh Yeow Kwang, walked away with the grand prize of a BMW X1 sDrive20i. Mr Goh prepared for SCMS 2012 by participating in the BMW training runs and clinics and successfully completed the Full Marathon (42.195km) on race day.

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"This is the second consecutive year that we've sponsored the Standard Chartered Marathon Singapore, and we were delighted to support Mr. Goh, along with thousands of other Team BMW members, cross the finish line. We supported Team BMW members through our BMW training activities and running clinics – and of course, everyone was motivated by the chance to win a

brand new BMW X1 sDrive20i," said Mr Lito German, Marketing Director, BMW Asia. "Our admiration goes out to Mr Coh for his dedicated attendance of our training clinics, and for his inspiring effort in completing the full marathon."

The BMW X1 sDrive20i 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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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 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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