

Media Information

For Immediate Release
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Emergency aid for the Philippines. BMW Group donates € 30,000 to typhoon victims. BMW X-model relief convoy provided as additional support.

Manila. Given the devastating consequences of Typhoon Haiyan that hit the Philippines, the BMW Group is showing solidarity with the victims of the catastrophe and has pledged emergency aid totaling € 30,000. The donation will be made through the Philippine Red Cross.

“Our deepest condolences go to the victims of Typhoon Haiyan. During this difficult time, our thoughts and sympathies are with the victims and their families,” said Mr Graeme Grieve, Vice President of Importer Regions, BMW Group.

In addition to the monetary pledge, BMW Asia and Asian Carmakers Corporation will be deploying a relief convoy comprising of ten BMW X-model Sports Activity Vehicles (mixture of BMW X1, X3 and X5) for the transport of medical and relief supplies around Metro Manila.

“Apart from monetary donation, we felt that more could be done for the victims. A convoy fleet carrying medical and relief supplies would be one of the most direct way of delivering help to the victims at this point in time,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

Funds used to purchase the medical and relief supplies were diverted from the launch budget originally planned for the launch of Autoallee, a new BMW showroom in EDSA, Quezon City.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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