

Media Information

14 September 2017

BMW extends global partnership with Montblanc as the official car sponsor for an exclusive Montblanc launch in Singapore.

Singapore. BMW is proud to be the Official Car Sponsor for Montblanc's invite-only gala dinner and private showcase held in Singapore from 11-13 September 2017 at the Capella and Fullerton Bay Hotels in Singapore. As part of the sponsorship, BMW provided a fleet of 30 units of the new BMW 7 Series and all-new BMW 5 Series to chauffeur international guests who attended the event from the United States, Europe and Asia.

This exclusive event hosted some of Montblanc's best customers and their guests, providing them with the opportunity to have an up-close and personal look at a collection of new writing instruments and meet Nicolas Baretzki, the newly appointed CEO of Montblanc International.

"BMW has been collaborating with Montblanc globally since 2015, and it is an honour to extend this partnership in Singapore. This was a great opportunity to showcase our newest fleet of BMW 7 Series and BMW 5 Series luxury limousines and ensure that all visiting guests were chauffeured in utmost comfort," said Mr. Paul de Courtois, Managing Director of BMW Group Asia.

"Montblanc and BMW have successfully come together over the past couple of years to bring our customers exquisite writing instruments and leather accessories that celebrate our shared passion for tradition, quality and craftsmanship," said Mr. Julien Renard, Executive Vice President Sales, Montblanc International. "We have elevated our global partnership to the next level by partnering with BMW Asia for this launch event in Singapore."

"Montblanc for BMW" created the Centennial Fountain Pen for the "BMW Individual 7 Series THE NEXT 100 YEARS", the BMW Activity Key Set for the all-new BMW 5 Series, as well as the "Montblanc for BMW" leather creations, Nightflight Collection and writing instruments.

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For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

Montblanc for BMW – Icons of perfection.

The written word and personal mobility are among the greatest forces that push humanity forward. For ages they have been drivers of culture and society, constantly evoking a spirit of innovation among those that embrace them. But in the last century, both made an exceptionally big leap forward.

In the year 1906, Montblanc was founded and has epitomised the art of writing ever since, providing the world with iconic writing instruments such as the Meisterstück fountain pen.

BMW, conquering the automotive world just 10 years later, has brought innovative technologies and progressive design together, creating legendary vehicles and extending the limits of human mobility.

Two companies, born in an age of pioneering, that share a common spirit.

A spirit of heritage and progress, of functionality and fascination, of pushing boundaries through new, innovative concepts and inspiring people to realise their full potential and then surpass it.

Both have built icons and will continue to do so, to chase dreams until they come true and to write the future of mobility and luxury.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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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Montblanc

Guided by the pioneering spirit since 1906, Montblanc revolutionized the culture of writing with breakthrough innovations. Today, the Maison continues to push boundaries and evolve the expression of fine craftsmanship across each of its product categories: the pinnacle of luxury writing instruments, timepieces, leather goods, accessories, fragrances and eyewear. With every innovation, Montblanc offers new functionalities and groundbreaking designs imbued with the Maison's heritage of sophistication and crafted to the highest standards through the skills of its artisans in each of its manufactures whether Hamburg, Germany for its writing instruments, the Swiss Jura in Le Locle and Villeret for its timepieces or Florence, Italy for its leather goods. Reflecting its ongoing mission to create fine lifetime companions born from the most pioneering ideas, the iconic Montblanc Emblem has become the ultimate seal of performance, innovation, quality and expression of style. With its origins deeply rooted in the culture of handwriting, Montblanc continues to assert its cultural commitment around the world with the creation of wide-ranging initiatives to promote arts and culture in many forms, while honouring the modern day patrons who support the advancement of the arts.

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