BMW  
Corporate and Governmental Affairs



Media Information  
18 November 2009

Company

Bayerische

Motoren Werke

Aktiengesellschaft

Postal Address

BMW AG

80788 München

Telephone

+49 89 382-51584

Internet

www.bmwgroup.com

BMW announced as automotive partner of London Olympic and Paralympic Games

***BMW becomes a Tier One Partner and exclusive automotive sponsor of the 2012* Games**

**4000 low-carbon vehicles to be provided**

**London.** Lord Sebastian Coe, chairman of the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) has today announced that BMW has become the Automotive Partner of London 2012. BMW will provide the 4000 or so vehicles which are required at the Games to transport athletes, technical officials, media, LOCOG operational teams, national Olympic Committees, International Sports Federations, the IOC and marketing partners.

In addition, BMW becomes a Sustainability Partner supporting London 2012’s commitment to deliver its ‘low carbon’ and ‘healthy living’ Games.

Ian Robertson, member of the board of management of BMW AG, responsible for sales and marketing said: “Sustainability is a central pillar of our business and guides all aspects of our operations. This has lead to our being named by the Dow Jones Sustainability Index as the most sustainable automotive company, for the fifth year in a row. Therefore we have a natural affinity with London 2012 and its commitment to low carbon and healthy living.”

He continued, “We see our partnership as a major opportunity, over the next three years and beyond, to focus attention on our range of the most fuel efficient premium cars – and also to shine a light on the future of individual mobility. This partnership will be an inspiration for our customers, employees, dealers and suppliers.”

LOCOG set challenging targets with respect to CO2 and European emission standards for the car fleet. BMW will provide a fleet of cars which not only meet the Euro 6 emissions standard but also beat the maximum average of 120g CO2 / km established by LOCOG. BMW leads the automotive industry in emission-lowering technology through its Efficient Dynamics programme.

The company will also showcase electric vehicles as part of its activation in 2012.

LOCOG Chairman Sebastian Coe commented, “Operationally, an automotive deal is vital for any organising committee and so I’m thrilled BMW is on board. They share our vision to stage a sustainable Games in 2012 and will be a valued partner. We welcome BMW on board and look forward to working with them over the next three years.”

During the Games, BMW bicycles will be available for use by athletes in the Athletes Village and by London 2012 staff. BMW motorcycles will also be used in certain Olympic and Paralympic events.

A proportion of the fleet will be wheelchair-accessible and BMW will convert a number of vehicles for use by disabled drivers and passengers.

BMW has invested over £1bn in the UK since 2000 and employs over 8,000 people in manufacturing, distribution and financial services in Britain. The company has created over 50,000 further jobs through support services, suppliers and dealer distribution networks. BMW will also activate the deal across the iconic Mini brand between now and 2012.

LOCOG and BMW have many shared values which are an important foundation to this partnership agreement. A commitment to fair play, sporting competition and intercultural exchange have always been fundamentals of BMW’s value system – in addition to the central theme of sustainability.

For questions please contact:

Wieland Bruch, Corporate Communications Manager, BMW Group UK  
Telephone: +44 (0) 1344 480113, Mobile:+44 (0) 7525977067

E-Mail: wieland.bruch@bmw.co.uk  
  
Nicole Stempinsky, BMW Sports Communications,   
Telephone: +49 (0)89 382-51584, Fax: +49 89 382-28567

E-Mail: nicole.stempinsky@bmw.de

Media Website: www.press.bmwgroup.com

E-mail: presse@bmw.de

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of more than 1.43 million automobiles and over 101,000 motorcycles for the 2008 financial year. Revenues for 2008 totalled EUR 53.2 billion, with earnings before interest and taxes (EBIT) of EUR 921 million. The company employed a global workforce of approximately 98,000 associates on 30 September 2009.

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 five years.