



Press release
6 November 2015

**BMW Group once again official partner of the
GQ Men of the Year awards.**
**Exclusive BMW shuttle service ensures the stars roll up
to the red carpet in suitably glamorous style.**

Munich/Berlin. Last night, the 17th GQ Men of the Year awards were held at the famous Komische Oper in the historic centre of Berlin. As an official partner of the event – which recognises outstanding German and international personalities from show business and the music scene, as well as society, sports, politics, culture and fashion – BMW provided a shuttle service of an exclusive kind. Stars such as Daniel Brühl, Til Schweiger, Isabelle Huppert, Sir Tom Jones and Bryan Adams were chauffeured to the red carpet in style courtesy of the latest luxury BMW 7 Series Sedan and high-performance BMW M models.

A further highlight at the red carpet drop-off zone was the new BMW M4 GTS. With output of 500 hp and a raft of pioneering technology, this high-performance special edition – in a limited production run of 700 – was specifically designed for use on the race track. Thanks to unrestricted approval for road use, however, the BMW M4 GTS also delivers exclusive driving pleasure beyond the high-speed circuit.

Laying on the musical entertainment were top music acts such as Bryan Adams, Lang Lang and hip-hop band Die Fantastischen Vier with a debut performance of their single “Name drauf”.

Attended by some 800 guests, the gala event was this year hosted for the first time by Barbara Schöneberger. The prizes presented by the men’s style magazine are awarded in eleven countries worldwide, including the USA, Great Britain, Japan, India and China.



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All the winners of the 2015 GQ Men of the Year awards at a glance:

Winner	Category
Isabelle Huppert	Gentlewoman of the Year
Sir Tom Jones	Legend
Boris Becker	Sport
Lang Lang	Social Media
Til Schweiger	Social Commitment
Tommy Hilfiger	Fashion
Die Fantastischen Vier	Music National
Bryan Adams	Music International
Daniel Brühl	Film National
Mads Mikkelsen	Film International



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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, 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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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