

Media Information

January 2011

BMW in Winter Sports – 2010/2011 Season.

Contents.

Joy is always in season: BMW in winter sports.	2
An interview with Karsten Engel, BMW Group, Head of Sales Germany.	4
An interview with Johannes Seibert, BMW Head of Marketing Germany.	7
 BMW supports the BSD as Premium and Technology Partner.	 10
The 2010/2011 bobsleigh and skeleton calendar.	13
The 2010/2011 luge calendar.	14
From wind tunnel to ice channel.	15
Lightweight safety: the helmet 'Sport' by BMW Motorrad.	17
An interview with Christoph Langen, head bobsleigh coach for the BSD.	19
An interview with Georg Hackl, three-time Olympic champion and national luge coach.	22
 BMW is Premium Partner of the FIS Cross-Country World Cup and the FIS Tour de Ski.	 25
The 2010/2011 cross-country calendar.	26
 BMW is Official Main Sponsor of the IBU Biathlon World Cup and the IBU Biathlon World Championships.	 27
The 2010/2011 biathlon calendar.	28
 The Germany Ice Hockey Federation drives BMW.	 29
The 2010/2011 ice hockey calendar.	31
An interview with the coach of the German national team, Uwe Krupp.	32
 BMW supports the 2018 Munich Olympic and Paralympic bid.	 35
An interview with Katarina Witt, BMW Group Olympic Ambassador.	37
 BMW Group is partner of the United States Olympic Committee.	 40
BMW is Car Partner of the 2012 Olympic Games in London.	41
 Press Service.	 43



Media Information

January 2011

Joy is always in season: BMW in winter sports.

BMW is involved in winter sports on a grand scale, and is a prominent feature in many disciplines.

Munich. As the 2010/2011 winter sports season gains momentum, BMW is actively involved as a partner and promoter of many attractive sports. BMW Sales Germany's commitment to biathlon, cross-country, ice hockey, bobsleigh, luge and skeleton, along with the BMW Group's support for the Munich bid to host the 2018 Olympic and Paralympic Winter Games, ensure the brand's year-round presence in competitive sports.

Karsten Engel, BMW Group, Head of Sales Germany, says: "With its xDrive four-wheel drive system and activities within its BMW Winter Joy initiative, BMW enjoys a high degree of expertise and credibility in the winter. We are now underlining this with a multifaceted offensive in the world of sport. BMW customers are very interested in winter sports and follow the sports we support intently. Our goal is to allow our customers to experience winter sports directly. Ultimate performance, dedication, concentration and precision are some of the key values in all disciplines. These attributes are perfectly suited to the BMW brand. Furthermore, it is very important for the athletes to use their power efficiently. This provides a link to our sustainability strategy BMW EfficientDynamics. I am looking forward to an exciting season and am convinced all those involved will once again put on a display of spellbinding sport this winter."

Biathlon and cross-country are two disciplines that have consistently grown in popularity over recent years. BMW acknowledges this development and is represented within a framework of extensive partnerships in Nordic skiing. From this season, the company is official main sponsor of the IBU Biathlon World Cup and the IBU Biathlon World Championship. In cross-country skiing, BMW is Premium Partner of the FIS Cross-Country World Cup and the popular FIS Tour de Ski. Both commitments are in place for a number of years. In addition, BMW is also the Official Car Partner of the International Biathlon Union (IBU) and its marketing company Infront Austria.



The 2010 Ice Hockey World Cup in Germany showed just what an audience magnet this sport is. As “Official Car Partner” of the German Ice Hockey Federation and German National Team, BMW Germany provides DEB officials and national coach Uwe Krupp with 15 premium BMW vehicles. The cooperation gives the brand exclusive advertising rights as an automobile manufacturer. This is also a long-term commitment.

BMW will also play an important role in the ice channel in the 2010/2011 season: as Premium and Technology Partner of the Bob- und Schlittenverbandes für Deutschland (BSD – the German bobsleigh and luge federation), the company will be actively involved in adding to the success story of German bobsleighters, lugers and skeleton athletes. This partnership will allow athletes to train in the most advanced wind tunnels the automobile industry has to offer. The bobsleigh team will line up in integral helmets from BMW Motorrad, which are ideally suited for use in the ice channel. Furthermore, the top athletes and BSD officials will be transported in vehicles provided by the Official Car and Mobility Partner, BMW.

The company is not only stepping up its activities in Germany, but also in North America: the BMW Group is “Official Mobility Partner of the United States Olympic Committee (USOC)” and the new Mobility Partner of four national sports federations: USA Bobsled and Skeleton Federation, US Speedskating, USA Swimming and USA Athletics.

Alongside these partnerships, the BMW Group is also supporting the bid put together by Bavarian capital Munich to host the 2018 Olympic and Paralympic Winter Games in its capacity as National Sponsor. The company will add its extensive experience in the field of mobility concepts to the bid, and will set aside a total sum of three to five million Euros for its involvement. This also covers non-cash benefits, such as the provision of cars. The ambitious goal of the “Munich 2018” commitment is to make the vision of a sustainable Olympic and Paralympic Games a reality. On the way to achieving this goal, the BMW Group can count on the support of prominent winter sports stars, such as BMW Olympic Ambassador and Chair of the Munich 2018 Bid Committee, Katarina Witt.



Media Information

January 2011

"We want fans to be as enthralled by BMW as they are by winter sports."

An interview with Karsten Engel, BMW Group, Head of Sales Germany.

Munich. BMW launched an offensive on the 2010/2011 winter sports season: as a partner of many popular sports and events, the brand is ensuring it remains a prominent figure in top-class sport, even in the winter months. In an interview, Karsten Engel, BMW Group, Head of Sales Germany, speaks about the importance of this commitment and the company's objectives.

Mr. Engel, what was the motivation behind BMW's future winter sports involvement?

Karsten Engel: "As one of the biggest producers of four-wheel drive vehicles in the world, BMW enjoys a high degree of expertise in winter sports, and we are keen to present this within the framework of our sporting commitments. Our customers in this country are very interested in winter sports. Add to that the popularity of the German athletes and you have a promising basis for a successful involvement. Our presence in winter sports is perfectly suited to the brand's 'Joy of Driving' claim and our current Joy campaign. I am certain the performances of German athletes will continue to give us a great deal of joy over the coming years."

Are you a fan of winter sports?

Engel: "I think any sports fan is happy to be able to continue watching high-class competition in the winter. The athletes produce outstanding performances in their respective disciplines. Whether biathlon, cross-country, ice hockey, bobsleigh, luge or skeleton: I really enjoy being able to watch the various sports on a winter weekend. It goes without saying I have my fingers crossed for the German athletes."



Does it make a difference whether you watch winter sports on TV or live at the venue?

Engel: "Both have their own appeal. It goes without saying, within the framework of our commitment, we have attached importance to the prominent positioning of the BMW brand, as a partner, for spectators watching on television. However, there is much more to it than that. We want to offer the fans at the venues a unique brand experience. At many events, visitors will be able to take test drives or show their driving ability on the BMW xDrive course. We will obviously be highlighting the quality of our products. We want the fans to be as enthralled by the BMW brand as they are by winter sports."

What makes biathlon and cross-country so attractive to BMW?

Engel: "A large proportion of BMW customers are active cross-country skiers. As with biathlon, this sport enjoys great media presence in many countries. Cross-country and biathlon are disciplines that have enjoyed the greatest growth out of all the winter sports in recent years. In addition, they are both environmentally-friendly sports, which is very appropriate for BMW EfficientDynamics. As Event Sponsor, BMW is sponsoring the entire World Cup and supporting the sport, regardless of nationalities and federations. Besides the World Championships, in which we are also involved, and the Olympic Games, the World Cup is the most important event with the largest number of visitors on site and highest viewing figures on TV. The World Cup events offer BMW a communication platform throughout the entire winter season."

BMW is also the new Automobile Partner of the German Ice Hockey Federation (DEB). How important is this commitment?

Engel: "The partnership with the DEB adds another aspect to our winter sports presence. As one of the few true team sports played in the winter, ice hockey has a huge fan base in Germany. The successful World Championship in Germany showed just how enthusiastic the fans are about Uwe Krupp's national team. The record number of spectators at the opening match was spectacular proof of this. From a sporting point of view, the team's fourth place also won a lot of people over. We are looking forward to supporting the DEB as a partner on the road to the championships in Slovakia."



What makes the Bob- und Schlittenverband für Deutschland such a good partner?

Engel: "We have been cooperating intensively with our colleagues at the BSD for a long time. That was already the case during our initial involvement in bobsleigh in the 1980s and 1990s. The federation's motto – 'high tech, high speed, high performance' – shows just how in tune its values are with the BMW brand. The BSD is also an extremely reliable partner. That is just one reason why our partnership is a long-term commitment."



Media Information

January 2011

“Winter sports fans will experience the BMW brand at close quarters”.

An interview with Johannes Seibert, BMW Head of Marketing Germany.

Munich. The current range of BMW products is enough to set the pulse of any winter sports fan racing. Whether the new BMW X3, the BMW X1 or models from the BMW 3, BMW 5 and BMW 7 series with xDrive: BMW customers are in good hands on snow and ice. In an interview, Johannes Seibert, BMW Head of Marketing Germany, speaks about BMW's unique winter expertise and the connection with the comprehensive winter sports commitment.

Mr. Seibert, why can BMW drivers look forward to the winter season?

Johannes Seibert: “There are, without doubt, a multitude of reasons. As always, BMW customers can count on being safe in our cars, whatever the weather – while still experiencing the ultimate driving pleasure. This is guaranteed by our intelligent xDrive all-wheel drive system with fully variable torque distribution. What is new for this season is that BMW will be prominent at renowned and popular winter sports events. Over the course of the winter, countless fans are drawn to the events, or their television sets, to follow the biathlon, cross-country and bobsleigh action. They see a lot of BMW and experience the allure of the brand at close quarters.”

Why are BMW vehicles so well suited to winter usage?

Seibert: “Twenty five years after BMW launched the first four-wheel drive model, the company has established an excellent market position and expertise in the field of four-wheel drive vehicles. In the meantime, every fourth BMW sold around the world and every fifth BMW sold in Germany are equipped with xDrive. The long-standing success of the BMW X models has contributed significantly to this development. In addition, the number of four-wheel drive models in other series is also growing continuously. BMW currently offers 45 models, in which xDrive provides variable torque distribution between the front and rear wheels.”



The new BMW X3 is also equipped with the xDrive system as standard ...

Seibert: "That is correct. The rapid and precise reactions of the electronic controls, which are linked to the Dynamic Stability Control (DSC), promptly counter any tendency to oversteer or understeer. With a new set-up, which promotes driving dynamics, the intelligent four-wheel drive optimises traction and, primarily, cornering. The agile handling can be improved even further with the optional Performance Control."

What else is new on the BMW X3?

Seibert: "I would first like to take a look back at the unrivalled success story that is the BMW X3. Only a few BMW models of recent years have enjoyed that kind of resounding success. Since its launch in 2003, over 600,000 vehicles have been sold worldwide. Since the end of 2010, the new BMW X3 has been charged with continuing this success story. Compared to its predecessor, it offers greater space, impressive elegance, and efficiency and dynamics that are unbeatable in its class. It sets a totally new benchmark in its sector, in terms of performance, consumption, functionality, elegance and versatility. Whether you are using it to transport your ski equipment for a day the on the slopes or pulling up to the red carpet for an opera premiere – this vehicle will always look perfect in any situation."

How exactly does BMW xDrive work?

Seibert: "The intelligent four-wheel drive system BMW xDrive was originally designed for the BMW X models, but has since been used in the BMW 5, BMW 3 and BMW 7 series and is constantly being further developed. It boasts precise control, which is unique to its competitive environment. The system's significance as an intelligent four-wheel drive system is a result of the fact that it uses a transfer gearbox with electronically controlled multi-disc clutch to ensure that the axle, whose wheels are in optimum contact with the surface, is always supplied with power in a manner that is appropriate for the situation and in sensible doses. This way, BMW xDrive ensures excellent stability, even in difficult road conditions."



A lot of winter sports athletes would love to have the XDRive on the cross-country track or the ice ...

Seibert: "Sport is so attractive precisely because there is no system like this, which means the athletes' skill is decisive. If you take our technology partnership with the Bob- und Schlittenverband für Deutschland (BSB), however, you can see the technological resources of a company like BMW can also make a considerable contribution to success in winter sports. The German bobsleigh team is very happy with the results of the extensive wind tunnel tests. In the ice channel, it is then up to the athletes to realise the potential and convert it into good results. I am convinced they will succeed."



Media Information

January 2011

BMW in the ice channel: Premium Partner and Technology Partner of the BSD.

BMW Germany provides the Bob- und Schlittenverband für Deutschland (BSD) with technical know-how and specially designed helmets.

Munich. When, every four years, German sports fans take a look at the medal tables for the Olympic Winter Games, they can rely on the athletes from the Bob- und Schlittenverbandes für Deutschland (BSD). For many years, their results have ensured that Germany plays a role at the top end of the table. To achieve the prerequisites for this success, and to maintain this into the future, the BSD is this season cooperating with BMW Germany as Premium and Technology Partner.

This partnership has basically been in existence since the 1980s, as Karsten Engel, BMW Group, Head of Sales Germany, explains: "We have been cooperating closely with our colleagues at the BSD for a long time. That was already the case during our initial involvement in bobsleigh in the 1980s and 1990s. The federation's motto – "high tech, high speed, high performance" – shows just how in tune its values are with the BMW brand. The BSD is also an extremely reliable partner. That is just one reason why our partnership is a long-term commitment."

BMW supports the athletes of the BSD on a wide scale and is also the Official Automobile and Mobility Partner of the federation. Since the partnership was announced in July 2010, the top athletes and officials in the BSD have been traveling in BMW cars. BMW Motorrad has equipped the bobsleighters with the Sport helmet, which is perfect for their requirements. The company has also provided the BSD with unique opportunities when it comes to developing high-tech sporting equipment.



"As a successful international automobile manufacturer, BMW has immense technical resources. We are allowing the Bob- und Schlittenverband für Deutschland access to our know-how and modern wind tunnel technology," says Engel. "The Aerodynamic Test Center we opened in 2009 is a good example of this. Aerodynamic development is a decisive component of BMW EfficientDynamics. Reducing the aerodynamic drag of a BMW model by ten percent also reduces the amount of consumption when driving by 2.5 percent. Reducing aerodynamic drag is also an important factor in bobsleigh and luge: the more efficient the aerodynamics, the faster the athletes are in the ice channel. For that reason, cooperating more closely in this area was a logical step. BMW and BSD – that works perfectly."

For the athletes in the ice channel, the BMW Energy and Environmental Test Center is particularly attractive. This is where BMW vehicles are subjected to dynamic test drives under a diverse range of environmental influences. Whether in the bitter cold or a thaw: athletes can also test their bobs and luges in all conceivable weather conditions.

It is no surprise then, that Andreas Trautvetter, President of the Bob- und Schlittenverbandes für Deutschland (BSD), is so enthusiastic about these opportunities: "We are looking forward to tackling the coming challenges side by side with BMW. The technical expertise of a global player like BMW is immense – and I am certain our athletes will benefit even more greatly from this in the future."

The bobsleighters were given the first opportunity to prove the worth of this partnership when the World Cup got underway in Whistler, Canada (22nd to 28th November 2010). The calendar includes a further seven World Cup events – always alongside the skeleton sliders – including an event in Germany (Winterberg, 17th to 23rd January 2011). The German team is aiming to hit top form at the highlight of the season, the Bobsleigh and Skeleton World Championships in Königsee in February 2011.

"The artificial ice channel in Königsee is currently being modernised, and will experience its first major competition at the World Championships," says two-time Olympic champion and head bobsleigh coach, Christoph Langen. "We want to win as many medals as possible. However, it is a long road to Königsee, and the opposition will not be sat at home twiddling its thumbs."



The lugers are also keen to continue the success enjoyed in recent years. The German ladies have occupied the top three world cup rankings since the 2001/2002 season. The Olympic champion from Vancouver, Tatjana Hüfner, goes into the season as defending champion. In the men's competition, 2010 Olympic champion Felix Loch, who finished third last year, is determined to bring Italian Armin Zoeggeler's dominance of the World Cup to an end. In the men's double luge, André Florschütz and Torsten Wustlich won last year's overall world cup ahead of teammates Patric Leitner and Alexander Resch.

The lugers met in Innsbruck, Austria, on 27th and 28th November for the start of the World Cup. Of the nine race weekends, four are held in Germany (Winterberg, 4th/5th December 2010; Königssee, 5th/6th January 2011; Oberhof, 15th/16th January 2011; Altenberg, 22nd/23rd January 2011). The World Championships will be held in Cesana (Italy) on 29th and 30th January, and will see Germany attempt to defend two titles: in the men's single luge (Felix Loch) and the team relay event (Felix Loch, Natalie Geisenberger, André Florschütz and Torsten Wustlich).



Media Information
January 2011

The 2010/2011 Bobsleigh and Skeleton Calendar.

The dates for the FIBT Bob and Skeleton World Cup and the FIBT Bob and Skeleton World Championship.

FIBT Bob and Skeleton World Cup.

22nd – 28th November 2010	Whistler, Canada
29th November - 5th December 2010	Calgary, Canada
6th – 12th December 2010	Park City, USA
13th – 19th December 2010	Lake Placid, USA
10th – 16th January 2011	Innsbruck-Igls, Austria
17th – 23rd January 2011	Winterberg, Germany
31st January - 6th February 2011	Cesana, Italy

FIBT Bob and Skeleton World Championship.

14th – 27th February 2011	Königssee, Germany
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Media Information
January 2011

The 2010/2011 luge calendar.

The dates for the FIL Luge World Cup and FIL Luge World Championship.

FIL Luge World Cup.

27th/28th November 2010	Innsbruck-Igls, Austria
4th/5th December 2010	Winterberg, Germany
10th/11th December 2010	Calgary, Canada
17th/18th December 2010	Park City, USA
5th/6th January 2011	Königssee, Germany
15th/16th January 2011	Oberhof, Germany
22nd/23rd January 2011	Altenberg, Germany
12th/13th February 2011	Paramonovo, Russia
19th/20th February 2011	Sigulda, Latvia

FIL Luge World Championship.

29th/30th January 2011	Cesana, Italy
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Media Information

21 July 2011

From wind tunnel to ice channel: BMW supports the Bob- und Schlittenverband für Deutschland with the latest technology.

In the future, German bobsleighters, lugers and skeleton sliders will be able to make even more intensive use of the automobile industry's most advanced wind tunnel in the world.

Munich. Aerodynamic development has constantly grown in importance and is a crucial component of the BMW EfficientDynamics development strategy. No other automobile manufacturer is willing or able to consistently invest in the efficiency of new models on such a massive scale as the BMW Group. An example of this is the new Aerodynamic Test Center (AVZ), which was opened last year and is also open to German athletes within the technology partnership between BMW and the Bob- und Schlittenverband für Deutschland (BSD).

The AVZ offers unique opportunities to research aerodynamic properties in a realistic environment. Models and vehicles can be analysed in a multitude of situations. The AVZ is the world's most up-to-date facility of this type in the automobile sector. In order to be able to recreate the most important effects, the driving surface is modelled over a ground simulation consisting of five treadmills. In a second wind tunnel, models can be moved on the largest wind tunnel treadmill in the world, with the use of a mounting that can be controlled in any spatial direction. This simulation makes it possible to analyse the vehicle flow in a diverse range of driving conditions. The multitude of scenarios and precision of the measurement procedures achieve a unique level for systems of this type. Flow speeds of up to 300 km/h can be generated in both wind tunnels.

German bobsleighters, lugers and skeleton sliders also benefit from the new Energy and Environmental Test Center (EVZ). This extensive test landscape adds a new dimension to the BMW Group's vehicle development process.



Previously it was only possible to test and safeguard the BMW Group's products under the influence of climatic conditions such as heat, cold, air pressure, wind and precipitation once development had reached a certain level and using complete prototypes on the road – often in distant locations. For many of these developmental issues, the BMW Group has met the prerequisites for performing this safeguarding in a far more efficient and profitable manner on site in Munich.

The biggest innovation, in terms of the previous test facilities within the BMW Group, is how close to reality the test drives are in the EVZ. For the first time in a facility of this type, it is possible to reproduce dynamic test drives in a diverse range of environmental conditions. In connection with the environmental simulation, the test facility environment makes it possible to define the test parameters more precisely than was previously possible on the road. In the wind tunnel, for example, tests for thermal operating safety can be performed in both heat and cold, right up to the highly dynamic range.

In the EVZ's three thermal wind tunnels and two air-conditioned chamber test facilities, the athletes can test their sporting equipment in exactly the same conditions as they would face during winter events in the ice channel – even at the height of summer. Snow, rain, cold and even altitude can be simulated. As well as the wind speed, the temperature and humidity can be individually controlled in all five test facilities.

The EVZ offers a whole host of opportunities, particularly when it comes to the further development of BMW models from an EfficientDynamics point of view. The success of this strategy lies in the sum of all the measures taken throughout the entire fleet of vehicles. Even small measures, which may only lead to a saving of one tenth of a gram of CO₂, make a telling difference. Nowhere can these savings be experienced, tested and traced better than in a highly-sensitive and precise test facility with the very latest technology.

The cooling system of the test facility in the EVZ is particularly sophisticated. The standard method for generating cold uses a central cold pool. This must be constantly maintained and is very energy-intensive. In contrast, the EVZ is based on a cascading cooling concept. Only the cold required at the present moment is provided. Various levels of the cooling system are active, depending on the level of cold required by the test facility.



Media Information

21st July 2011

Lightweight safety: the helmet 'Sport' from BMW Motorrad.

German bobsleighters line up with a true highlight from the BMW Motorrad equipment range.

Munich. Bobsleighters place complex demands on their helmets. While racing down the tight, winding track, the head protection ideally improves aerodynamics and ensures perfect ventilation, offers the athletes a wide field of vision, and guarantees the greatest degree of protection for the driver and his team-mates in case of a crash. All this is provided by the helmet 'Sport' from BMW Motorrad, which will be used by the men and women of the German national bobsleigh teams from the 2010/2011 season.

Hendrik von Kuenheim, General Director of BMW Motorrad, and Manfred Bräunl, Head of Marketing BMW Germany, officially presented national coach Christoph Langen with 90 helmets for the German bobsleighters at the start of the season in mid October in BMW Welt. The helmet sports a dynamic BMW bob design and striking line management, making it easy to recognise that it has been tuned for ultimate performance by BMW Motorrad developers. The helmet's main feature is its excellent aerodynamics. Just as the athletes test their equipment in the BMW Group's test centres, the Sport helmet has also proven itself in comprehensive wind tunnel tests.

At the same time, it is one of the quietest integral helmets on the market and offers impressive aeroacoustics. In the important concentration phase before the start, the Sport helmet allows the drivers to focus fully on the impending slide down the ice channel. The high-class double-glazed visor extends peripheral vision. The neck band ensures even greater safety, while seven latch positions and the ability to change visor without using a tool increase the comfort level. The interior features a two-tone, moisture-wicking Hydroplus liner. Neck pads, chin spoilers and cheek pads are available in various sizes and can be replaced when necessary.



The helmet is guaranteed to fit perfectly: to allow it to be perfectly adjusted to the head size, weight-reducing helmet shells are available in two different sizes. The Sport helmet weighs between 1,350 and 1,450 grams, depending on the size. The outer shell is made of glass fibre, while the EPS inner shell is a multi-segment shell with improved impact absorption. The fittings include two vents in the forehead area, which can be controlled using a slider and allow comfortable ventilation. This ensures airflow right around the rider's head. A central rocker switch controls the visor ventilation and allows excellent airflow.



Media Information

January 2011

“We are excellently prepared going into the new season”.

An interview with Christoph Langen, head bobsleigh coach for the “Bob- und Schlittenverband für Deutschland” (BSD).

Munich. As head coach, Christoph Langen has been responsible for the BSD bobsleigh squad since July 2010. The pinnacle of his first season in charge of the national team will be the World Championships in his own country. On the way to the World Championships, the double Olympic champion and his team can count on the support of BMW. In an interview, Langen draws his first conclusion, reveals the positive effects of the close cooperation with BMW, and describes the fundamentals of bobsleigh.

Mr. Langen, the 2010/2011 season is in full flow. How are you finding your first season as coach?

Christoph Langen: “Bobsleigh is my life. It goes without saying that I am very proud to be head coach of a successful team. I am really enjoying this big challenge. We carried out extensive testing and training, and have had a very successful first half of the season since the curtain-raiser to the World Cup in Whistler. It is a new feeling for me to experience the competition from alongside the ice channel, rather than in the bob. However, I still have the same desire to succeed. We want to defend our position as one of the leading bobsleigh nations and remain a permanent fixture on the podium, despite some tough competition. That applies in particular to the World Championships at Königsee.”

How important are the World Championships in your own country?

Langen: “It is obviously the highlight of the season for us. The artificial ice channel at Königsee is currently being modernised, and will experience its first major competition at the World Championships. To make this event a success, which is very important to Munich's bid to host the 2018 Olympic and Paralympic Games, we want to win as many medals as possible. However, it is a long road to Königsee. The opposition will not be sat at home twiddling their thumbs, and the new layout means the home advantage is not that great. That just means we must prepare even harder.”



BMW is supporting the Bob- und Schlittenverband as Premium and Technology Partner. How do the athletes benefit from this partnership?

Langen: "Even before the season has started I can already say that BMW's support is helping enormously. There are many parallels between the requirements in bobsleigh and luge and the demands that BMW places on its cars – especially from an aerodynamic point of view. We have been able to make full use of the BMW Group's new Energy and Environmental Test Center. As well as wind speed, it is also possible to individually control temperature and air humidity, and to perfectly simulate competition conditions. That has been very helpful."

How valuable are the tests in the wind tunnel as you prepare for the season ahead?

Langen: "Extremely valuable. For one thing, this has allowed us to use the summer months to prepare. And – unlike in the past – we were able to prepare in the same conditions as we will be faced with in the winter. Thanks to the many hours spent in the wind tunnel with our bobsleighs, we will be as well prepared as possible when we head to the actual ice channel. However, we have already set our sights on the 2014 Olympic Games in Sochi. Over the course of the season, we will keep returning to the wind tunnel to push on with the material development, which we have already started in cooperation with BMW and FES. To verify the results, we will remain in Königsee after the World Championships for a week of testing on the new track."

Athleticism, driving skills and technology come together in bobsleigh. Which of these factors is the most important?

Langen: "I think these factors must all come together perfectly. When it comes down to it, a car with nothing but a high engine output is not a joy to drive. It is exactly the same story in sport. During training we try to get the athletes up to a higher performance level in all the important areas. Thanks to BMW, we are also well prepared when it comes to the technology."



Your team will be appearing with new helmets from BMW Motorrad. How do you like the design?

Langen: “The helmets are real eye-catchers. The BMW bobsleigh design reflects precisely the dynamics that fans find so captivating about bobsleigh. You can see from the helmets that they have been made as aerodynamic as possible to suit our purposes. On top of this, they are extremely safe – and that is obviously particularly important in the ice channel.”

What requirements must a bobsleigh helmet fulfil?

Langen: “The requirements are complex. Optimal aerodynamics is just as important as perfect ventilation, a large field of vision, and the best possible protection for athletes should they crash. Just as we are testing our sports equipment in the BMW Group's test centres, the helmet has also proven itself in extensive wind tunnel tests. What is also important for the athletes is that the BMW helmet is one of the quietest integral helmets on the market. In the important concentration phase before the start, the helmet ‘Sport’ allows the drivers to focus fully on the impending slide down the ice channel.”



Media Information

January 2011

“I am passionate about fighting for every last detail”.

An interview with Georg Hackl, three-time Olympic champion and national luge coach.

Munich. After an unprecedented career as a luger, in which his triumphs included three Olympic gold medals for Germany, Georg Hackl signed up for a three-year training programme to become a qualified trainer and ended the course in April 2009 with the best marks in his year. Nowadays Hackl, who is also known as “Hackl Schorsch” and is passionate about technology, is passing his experience down to the current generation of German lugers as national coach. The Bob- und Schlittenverband für Deutschland (BSD) is also supported by Premium and Technology Partner BMW. For Hackl, this partnership has already formed part of his success story for over twenty years. In an interview, he speaks about working together with BMW, the similarities between car and luge, and his enthusiasm for BMW EfficientDynamics.

Mr Hackl, you have been working with the BMW Group since 1987. In your opinion, what were the highlights of this cooperation?

Georg Hackl: “The optimisation and test work in the wind tunnel. We had an enormous amount of ground to make up in 1986. The BMW aerodynamics experts were able to provide us with important information on how we should improve the luges. Then came the real work: fiddling about. And our reward came in the form of silver and bronze at the 1988 Olympic Games in Calgary.”

Exactly what improvements were made?

Hackl: “One example is the position of the body axis. We had to raise all the panelling at the front to achieve the lowest flow resistance, despite the fact that everyone had thought it must be the other way round. Unlike with motor-driven vehicles, the luge does not require downforce to achieve maximum cornering speeds. The physical principles may be the same, but the prefixes are different.”



This partnership is now more intense than ever ...

Hackl: "Yes, and we at the BSD are very happy about that. Together with our athletes, we can access BMW's immense resources and know-how. Over the last months we have already seen what a big help this is, particularly in the BMW Group's Energy and Environmental Test Center. The facilities there are made for us and give us a real competitive advantage. If this ultra-modern facility had been available in my time, the BMW engineers would probably have had to forcefully remove me from the building every evening."

From what you have said in the past, you are a big fan of BMW, and particularly EfficientDynamics. Why is that?

Hackl: "I was so successful in my sport because I worked so meticulously to improve every little aspect - even when others said 'come on, it is not worth it'. My philosophy, however, was that if I improve by one hundredth of a second every day, then in 20 days I will be two tenths of a second faster, and that ultimately wins and moves me up three places. It is for precisely that reason I am so fascinated by EfficientDynamics: it is also all about constantly improving details. Although the time and effort appears uneconomic at first, the benefits are considerable. Once the measure is implemented, it pays off every time. If I implement ten measures that all save 0.1 litres of fuel, then I eventually save a litre."

So BMW EfficientDynamics represents a link between luge and cars?

Hackl: "Yes, and precisely that is my passion: constantly optimising everything and fighting for every last detail. Humanity cannot go on simply wasting resources. A lot of people say that. BMW is not just talking about it, but is doing something about it."



Catchword “Turbo Schorsch”: in your opinion, what exactly is the difference between the luge and driving cars?

Hackl: “In principle, I obviously like travelling at high speed. The difference for me is the reward system. In the ice channel I am rewarded for being the fastest – on the road I am punished for that.”

You drove the new BMW X3. What impression did it make on you?

Hackl: “It was great fun. It is fantastic what progress vehicle development has made with regard to comfort, sportiness and efficiency. The BMW X3 is also well suited to my home, where we also like driving off road.”



Media Information

January 2011

On the right track together: BMW and the FIS.

BMW is Premium Partner of the FIS Cross-Country World Cup and the FIS Tour de Ski.

Munich. BMW is joining the cross-country circuit as Premium Partner of the FIS Cross-Country World Cup and the popular FIS Tour de Ski. BMW will use the commitment, which is set to run for several years, to demonstrate its winter expertise as one of the largest providers of four-wheel drive vehicles in the premium sector. As well as the classic communication methods, such as advertising hoardings and presence, the BMW logo will also be visible on the athletes' vests at selected races on the Tour de Ski.

"A high proportion of BMW customers actively participate in cross-country skiing," says Karsten Engel, BMW Group, Head of Sales Germany. "Just like biathlon, this sport enjoys a huge media presence in many countries. Cross-country and biathlon are disciplines that have enjoyed the greatest growth out of all the winter sports in recent years. In addition, they are both environmentally-friendly sports, which is very appropriate for BMW EfficientDynamics. As Event Sponsor, BMW is sponsoring the entire World Cup and supporting the sport, regardless of nationalities and federations. The World Cup events offer BMW a communication platform throughout the entire winter season."

"We are proud to have acquired a premium brand for the FIS Cross-Country World Cup, in the form of BMW," says Christian Pirzer, CEO of FIS Marketing AG. "This is an emphatic endorsement of our new marketing concept, which sees all races in the FIS Cross-Country World Cup marketed centrally. BMW's high expectations with regard quality are both an incentive and endorsement for us. We are looking forward to a good, long-term partnership."

The 2010/2011 FIS Cross-Country World Cup began on 20th November in Gällivare, Sweden, and ends in March 2011 in Falun. The FIS Tour de Ski, which forms part of the World Cup season, was held around the turn of the year. At the end of the four events in Germany and Italy, Switzerland's Dario Cologna (Men) and Justyna Kowalczyk of Poland (Ladies) came out on top of the overall rankings.



Media Information

January 2011

The 2010/2011 cross-country calendar.

The dates for the FIS Cross-Country World Cup and the FIS Tour de Ski.

FIS Cross-Country World Cup.

20th/21st November 2010	Gällivare, Sweden
26th-28th November 2010	Kuusamo, Finland
4th/5th December 2010	Düsseldorf, Germany
11th/12th December 2010	Davos, Switzerland
18th/19th December 2010	La Clusaz, France
15th/16th January 2011	Liberec, Czech Republic
22nd/23rd January 2011	Otepää, Estonia
4th-6th February 2011	Rybinsk, Russia
19th/20th February 2011	Drammen, Norway
12th/13th March 2011	Lahti, Finland
16th March 2011	Stockholm, Sweden
18th-20th March 2010	Falun, Sweden

FIS Tour de Ski.

31st December 2010-1st January 2011	Oberhof, Germany
2nd/3rd January 2011	Oberstdorf, Germany
5th/6th January 2011	Cortina-Toblach, Italy
8th/9th January 2011	Val di Fiemme, Italy



Media Information

January 2011

Unerring success: BMW is the new partner of the IBU.

BMW is Official Main Sponsor of the IBU Biathlon World Cup and the IBU World Championships.

Munich. As overall winners of the 2009/2010 IBU Biathlon World Cup, the Norwegian Emil Hegle Svendsen and Magdalena Neuner from Germany are the hunted, since the new biathlon season got underway in Östersund, Sweden, on 29th November 2010. BMW is Official Main Sponsor of the IBU Biathlon World Cup and the IBU Biathlon World Championships.

Among other things, BMW will be present on advertising hoardings and the athletes' vests at IBU Biathlon World Cup events in Europe and North America, as well as the 2011 Biathlon World Championships in Russia. In addition, BMW is also the Official Automobile Partner of the International Biathlon Union (IBU) and its marketing company Infront Austria.

"Biathlon is a fascinating sport," says Karsten Engel, BMW Group, Head of Sales Germany. "In hardly any other discipline is the perfect interplay of stamina, technology and precision so important. Wherever the IBU Biathlon World Cup calls in, it is met by enthusiastic fans creating a very special atmosphere. We are pleased to be involved in these events as Official Main Sponsor from this season, and to be able to present the BMW brand in this fascinating environment. The IBU Biathlon World Championships in Khanty-Mansiysk will certainly be the highlight of the first season since the Olympic Games in Vancouver."

Dr. Stefan Seykora, Managing Director of Infront Austria, says: "We have once again shown that Infront can acquire the right commercial partners for the sport of biathlon. The involvement of BMW as Main Sponsor of the IBU World Cup and IBU World Championships is another addition to the impressive list of international sponsorship brands. This is a great success for all involved, particularly as the images of BMW and biathlon compliment each other magnificently. We are expecting excellent results for BMW, especially as a result of the very extensive TV coverage of the biathlon events, which comprises 1,400 hours of broadcasting."



Media Information
January 2011

The 2010/2011 biathlon calendar.

The dates for the IBU Biathlon World Cup and the IBU Biathlon World Championships.

IBU Biathlon World Cup.

29th November-5th December 2010	Östersund, Sweden
8th-12th December 2010	Hochfilzen, Austria
14th-19th December 2010	Pokljuka, Slovenia
3rd-9th January 2011	Oberhof, Germany
10th-16th January 2011	Ruhpolding, Germany
18th-23rd January 2011	Antholz-Anterselva, Italy
2nd-6th February 2011	Presque Isle, USA
8th-13th February 2011	Fort Kent, USA
15th-20th March 2011	Oslo Holmenkollen, Norway

IBU Biathlon World Championships.

1st-13th March 2011	Khanty-Mansiysk, Russia
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Media Information

January 2011

The German Ice Hockey Federation drives BMW.

BMW provides 15 cars as Official Automobile of the DEB.

Munich. Few other team sports are as elegant, dynamic and technically challenging as ice hockey. From this season, these characteristics will also play a role away from the ice for the German Ice Hockey Federation (DEB): BMW Germany is supporting the DEB as Official Automobile Partner and is providing officials and national coach Uwe Krupp with 15 premium BMW cars.

Karsten Engel, BMW Group, Head of Sales Germany, says: "We are pleased to support the German Ice Hockey Federation as Official Automobile Partner. The partnership is another component of BMW Germany's winter sports offensive, and complements our cooperation with the Bob- und Schlittenverband, as well as our biathlon and cross-country activities."

In May 2010, the World Championships in Germany once again proved conclusively that ice hockey is a favourite with the public in Germany. National coach Krupp and his young team thrilled more than 77,000 spectators with a 2:1 victory over the USA in the opening match. Never before had so many people watched an ice hockey match live. This early success was the start of a fantastic run for the German team, which only came to an end in the semi-final and was rewarded with an outstanding fourth place.

This season, Krupp and his team are looking to follow on from these performances. However, the former world-class defender, and only German ever to have won the title in the American NHL, knows that everything must fall into place in order to enjoy similar success at the next World Championships in Slovakia (29th to 15th May 2011). "We are not on a par with the leading countries, in which ice hockey is the national sport," says Krupp. "If we have our German NHL players on board and rise to the challenge, however, we can hold our own against an ice hockey nation. The team is committed and a super troop. Everyone in the team wants to produce something similar at the next World Championships. Whether that is possible is a different question. However, this is our motivation as we approach the task at hand."



The schedules of the ice hockey leagues mean the national coach can only assemble his A squad three times in the run up to the World Championships. In July, a training week was held with the extended squad at the Eishockey-Bundesleistungszentrum (national ice hockey performance center) in Füssen. This was followed by the Germany Cup in Munich's Olympic Hall (12th to 14th November 2010). The final test before the World Championships comes in the form of the "Slovakia Cup" in Bratislava (10th to 12th February).

"The cooperation with the premium brand BMW is very important for the DEB. The partnership is extraordinarily valuable to German ice hockey," says the national coach. "I won't hide the fact that I am very much enjoying the BMW 5 Series Gran Turismo, with which I have been provided. My work means I spend a lot of time on the roads, and I really appreciate the amenities, comfort and dynamics of this unique car. Furthermore, I simply have a good feeling about the cooperation with BMW. It is fun, and the people at BMW are unbelievably dedicated and motivated."

Franz Reindl, General Secretary of the German Ice Hockey Federation, is happy with the cooperation with BMW. He says: "We are very proud of this cooperation. BMW is a world-renowned, highly attractive premium brand, which is known for its competitive spirit and dynamics. We are very pleased with the partnership. It adds a very attractive facet to our range of sponsors. We are grateful to BMW for its comprehensive support."

Within the framework of the partnership, BMW Germany is given the title "Official Automobile Partner of the German Ice Hockey Federation and the National Team". The cooperation guarantees the BMW brand exclusive advertising rights as an automobile manufacturer. In addition, the long-term commitment also incorporates a presence on the federation's means of communication.



Media Information

January 2011

The 2010/2011 ice hockey calendar.

The dates for the DEB men's national ice hockey team.

2010 Germany Cup.

12th-14th November 2010

Munich, Germany

Schedule:

12th November 2010

Germany - Canada

13th November 2010

Germany - Slovakia

14th November 2010

Germany - Switzerland

2011 Slovakia Cup.

10th-12th February 2011

Bratislava and Košice, Slovakia

Participants:

Germany, Switzerland, Slovakia, Belarus

2011 IIHF Ice Hockey World Championships.

29th April-

Bratislava and Košice, Slovakia

15th May 2011

Schedule, preliminary group A:

29th April 2011

Germany - Russia

1st May 2011

Slovakia - Germany

3rd May 2011

Slovenia – Germany



Media Information

January 2011

“We want to follow on from the greatest success achieved by a German national ice hockey team”.

An interview with national coach Uwe Krupp.

Munich. In May 2010, the German national ice hockey team, under the guidance of national coach Uwe Krupp, sensationally finished fourth at the World Championships in its own country. This season BMW is supporting the DEB and national team as "Official Automobile Partner". In an interview, the only German ever to win the Stanley Cup speaks about the reasons for the fairytale summer, his team's World Championship prospects, and the cooperation with BMW.

Mr. Krupp, does the number 77,803 still give you goosebumps?

Uwe Krupp: "The spectator record at the opening match of the World Championships against the USA in Gelsenkirchen on 7th May 2010 was obviously a special moment for everyone involved. The fact that we then went on to pick up points from the game was an incredible feat for us – and a magnificent performance by the team."

How does this experience compare with winning the Stanley Cup as a player?

Krupp: "Successes as a player are very personal affairs. The Stanley Cup triumph was obviously an unforgettable highlight for me. As a trainer, you see yourself more as the person responsible for trying to make progress and guide the team. There are also tournaments, in which the performance as coach, the organisation, tactics and everything you can influence are very good, but you just don't get the sporting results. At the opening match of the World Championships I was very proud that the team was well prepared and played boldly, despite the impressive backdrop. However, the actual success itself is down to the players. I was pleased for the team, but it is very different to actually playing yourself."



The success did not end with the opening match. Your team was only halted in the semi-final. How would you rank fourth place at the 2010 World Championships?

Krupp: "From a sporting point of view, I would like to emphasise this was the greatest success ever achieved by a German national ice hockey team. It goes without saying we now want to follow on from there. If this were not our goal, then we should all retire. However, this is not the case. Everyone in the team wants to produce something similar at the next World Championships. Whether that is possible is a different question, but this is our motivation as we approach the task at hand."

The ice hockey leagues are already underway. What is the schedule for the national team this season?

Krupp: "Three major events in 2010 lead up to the highlight of the season, the World Championships in Slovakia. Firstly, the training week with the extended squad in July. The second pillar was the Germany Cup which we won in November in Munich, then the Slovakia Cup in February. Then we start with preparations for the World Championship. These three events will allow us to identify those players from the 50 or so members of the A and B squads, with whom we will be preparing for the World Championships."

You now have some German players who have made it in the American NHL. Does this reflect the level of German ice hockey?

Krupp: "There is no lack of quality in Germany. We produce good ice hockey players here. There is, however, a lack of quantity. We do not produce enough good players. There are about 25,000 ice hockey players in Germany – probably including me (laughs). Seriously though, that is actually a shocking number when you are talking about a competitive sport. This means we still have a problem with the depth of the squad. The NHL players obviously have a large influence on the strength of the team. If they are not available, we are soon found wanting at international level. To overcome this challenge and fill this gap, we are integrating more and more young players, who have developed here in Germany and play leading roles within their clubs."



With this in mind, what are the chances of travelling to Slovakia and achieving a similarly good result to the one at this year's World Championships on home soil?

Krupp. "Luck also plays a role. This year we had the best conceivable line-up. Once Nashville was knocked out of the NHL, we were able to call up Alexander Sulzer – a lively, young player who was desperate to play for the national team. We could also count on Christian Ehrhoff, who phoned me 45 minutes after losing in the NHL Playoffs and asked: 'When do you want me?' Marcel Goc said all year long that he would be there as soon as his team was knocked out. That creates an atmosphere that releases an incredible amount of energy and gives us the potential to be successful. And we were. I don't want to belittle the performance of the other players, but the NHL players do give you a special boost – and not just on the ice. Perhaps the biggest plus was the fact that the players who earn their money in Germany are from the same generation as those arriving from North America. It was a young, harmonious team without any egos – simply a good troop."

Talking of football: like many other sports, ice hockey does not find it easy to compete with football in Germany. Is that why partners like BMW are so important?

Krupp: "The cooperation with the premium brand BMW is very important for the DEB. The partnership is extraordinarily valuable to German ice hockey. There are a lot of similarities: ice hockey is a very dynamic winter sport, and the roots of German ice hockey are in Bavaria – the home of BMW. I won't hide the fact I am very much enjoying the BMW 5 Series Gran Turismo, with which I have been provided. My work means I spend a lot of time on the roads, and I really appreciate the amenities, comfort and dynamics of this unique car. Furthermore, I simply have a good feeling about the cooperation with BMW. It is fun, and the people at BMW are unbelievably dedicated and motivated."



Media Information

January 2011

Sights set on the biggest target: BMW supports the 2018 Munich Olympic and Paralympic bid.

BMW committed to sustainable mobility concept for the 2018 Olympic Winter Games.

Munich. BMW headquarters in Munich, with its famous four-cylinder towers, the newly designed BMW Museum and the captivating BMW Welt, is only a stone's throw from the Munich Olympic site. However, the spatial proximity is far from the only link between BMW and the Olympic Games.

“Sportiness is at the core of our identity and the BMW brand,” says Dr. Norbert Reithofer, Chairman of the Board of Management of BMW AG, explaining why the BMW Group is committed as National Sponsor of the bid to host the 2018 Olympic and Paralympic Winter Games in Munich and Garmisch-Partenkirchen. “We want to have a hand in athletes putting themselves to the test against fellow athletes from around the world in a fair contest here in our home city in 2018. As the most sustainable automobile manufacturer in the world, we are promoting and supporting the idea of sustainable Olympic Winter Games in Munich in 2018.”

The BMW Group is adding its considerable experience in the field of mobility concepts and sustainability, and will contribute a total value of three to five million Euros during the bidding phase, which runs until 2011. In doing so, BMW is making an important contribution to history being made in Munich: never before has a city hosted both the Olympic Summer and Winter Games. Munich hosted the Olympic Games back in 1972.

“BMW is one of the first German companies to declare itself willing to support the bid for the 2018 Olympic and Paralympic Winter Games as National Sponsor,” says Munich's Lord Mayor, Christian Ude.



“BMW and the Olympics – this alliance represents sportiness, verve and dynamics, as well as ecological responsibility and long-term success. If our vision of the Munich bid for the 2018 Olympic and Paralympic Winter Games becomes a reality, BMW could experience the opening of the Olympic Games on its doorstep for the second time. The BMW Group was involved in the marathon and walking races at Summer Games in 1972 with a BMW 1602 electric car. Today, the new range of BMW cars is demonstrating how sustainable mobility will look in the future.”

As well as cars from the BMW EfficientDynamics fleet, the BMW Group is also providing the “Munich 2018” team with an electric car, the MINI E. The Bid Committee has already been using this car since autumn last year. In August 2010 the first vehicle with hybrid drive, the BMW ActiveHybrid X6, was added to the Bid Committee's fleet.

“Environmental friendliness and sportiness: both are central components of our concept for the 2018 Olympic and Paralympic Winter Games and our new Munich 2018 BMW ActiveHybrid X6,” says Katarina Witt, BMW Olympic Ambassador and Chair of the Munich 2018 Bid Committee. “The BMW Group's hybrid technology plays an important role in our plans. For us, it is important that we are already able to use the BMW ActiveHybrid X6 to demonstrate that environmental friendliness, aesthetics, efficiency, dynamics and driving pleasure can be combined perfectly.”

This is also confirmed by independent parties: for the sixth time in a row, the BMW Group is the leader in the automobile industry and also the most sustainable automobile manufacturer in the world in 2010. This was the finding of the SAM Group, which published its latest analysis for the Dow Jones Sustainability Indexes (DJSI). The BMW Group is the only company in the automobile industry to have been represented in this important index for sustainable economic activities without interruption since its formation in 1999, and has been the leader in its industry for the last six years in a row. Last year the BMW Group is also the only German company in the group of the 19 international industry leaders.



Media Information

January 2011

“The Olympic Games are the absolute highlight of any athlete's career”.

An interview with Katarina Witt, double Olympic figure skating champion and BMW Group Olympic Ambassador.

Munich. In Sarajevo in 1984, and four years later in Calgary, Katarina Witt achieved the ultimate ambition of any winter sports athlete: the gold medal at the Olympic Games. The BMW sports ambassador now has another ambitious goal, only this time it is away from the ice. As Chair of the Bid Committee for the Munich 2018 Olympic and Paralympic Winter Games, Witt is lending her support to the bid.

In this interview, the exceptional athlete talks about her work, the enthusiasm shown by the public, and the partnership with BMW, one of the National Sponsors of the Munich Olympic bid.

Ms. Witt, how close to your heart is the bid to bring the Olympic Games to Munich?

Katarina Witt: “It is time the Olympic Games took place in Germany again. We have a clear vision of the Winter Games in Munich in 2018, and would like to welcome the world to a friendly Games – a 'Festival of Friendship'. Munich, with its passionate and knowledgeable fans and unique winter sports experience, would like to invite the Olympic and Paralympic family and its guests to a winter festival in 2018. Millions of fans from around the world celebrated the FIFA Football World Cup in Germany with us. We now hope to be able to experience this unbelievable enthusiasm and passion for sport again at the 2018 Winter Games in our own country.”



You have experienced the Olympics as an athlete. How important are these Games?

Witt: "The Olympic Games are the dream and absolute highlight of any athlete's career. Only every four years does the opportunity present itself to demonstrate your ability in front of millions of people and to compete for those precious medals. There is nothing to compare to the feeling of standing on the podium with the medal hanging around your neck. Wouldn't it be nice to see our current generation of talented youngsters winning medals in their homeland of Germany in 2018?"

The goal of the BMW Group is to hold sustainable Olympic Games in Munich. Does this approach appeal to you?

Witt: "I can completely identify with the concept of sustainable Games, which conserve natural resources and use existing sports facilities. The innovative environmental concept is at the heart of the Olympic bid. The partner, BMW, is also one of the most sustainable producers of premium automobiles in the world. No other company is more economic with resources. For that reason, BMW is well suited to Munich's Olympic bid. The BMW EfficientDynamics fleet is already being used intensively by the Bid Committee, as is the MINI E with its electric drive system. It is fantastic that sustainability is already such an important component, even at this early stage of our bid."

At the start of October 2010, the Munich council spoke out with an overwhelming majority in favour of the bid. How have you found the general support for your vision?

Witt: "This kind of result is a great signal to the International Olympic Committee. Over 90 percent approval in the city council really gives us a big boost. Our Candidature File for the official Bid Book has also been accepted with a clear majority in Garmisch-Partenkirchen and Berchtesgadener Land. These results also correspond with the impressions I gain time and time again when talking to people. A large majority sees the opportunities that go hand in hand with the bid. The enthusiasm for winter sports in Germany is huge, and our country would certainly be the perfect host for the Olympic Games."



It would be the first time a city has hosted both the Summer and Winter Games ...

Witt: "Yes, and this fact is also an important factor with regard to the sustainability mentioned earlier. The infrastructure in Munich is fantastic, existing sports facilities can be used, and the transport network is already excellent. That is all outlined in detail in the 'Bid Book', which was submitted to the IOC on 11th January 2011. We will obviously then follow the election of the host city in Durban, South Africa, on 6th July 2011 anxiously. I hope there will be reason to celebrate in Munich afterwards."



Media Information

January 2011

BMW Group supports USA Olympic Committee as Partner.
Assistance of national bob and skeleton, speed skating, swimming and athletics teams.

Munich. At the end of July 2010, the BMW Group announced details of a further sporting commitment within the Olympic concept: the company is “Official Mobility Partner of the United States Olympic Committee (USOC)”. The partnership will run until the end of 2016. The BMW Group is also the new Mobility Partner of the four national sports federations, USA Bobsled and Skeleton, US Speedskating, USA Swimming and USA Athletics.

As well as sponsorship amounting to several million US dollars, the agreement also offers the USOC new fundraising opportunities and allows the four sports federations access to the company's technical know-how. The BMW Group will support the Olympic and Paralympic teams with their training and performance improvement by making the company's experts, as well as their extensive technical possibilities and facilities, available.

The BMW Group (including BMW, MINI and BMW Motorrad) will be the “Official Mobility Partner” of the USOC and the US Olympic and Paralympic teams for 2012, 2014 and 2016, and the Pan-American and Parapan American teams in 2011 and 2015. The company will develop exclusive programmes to support the US teams and will also be present in the three Olympic training centers. These facilities are where America's top sportsmen and women live and train together, whether bobsleighters or skeleton sliders, speedskaters, swimmers or athletes.

The BMW Group is also represented at the major events of the four US sports federations. The USA Swimming National Championships kicked these off from 3rd to 7th August 2010 in Irvine, California. The BMW Group's sponsorship of USA Bobsleigh and Skeleton, US Speedskating, USA Swimming and USA Athletics, also encompasses support for education and training programmes, as well as increasing the awareness of the four federations and their athletes.



Media Information

January 2011

BMW is Automobile Partner of the 2012 Olympic and Paralympic Games in London.

Sustainability partner provides 4,000 low-carbon cars.

Munich. As Automobile Partner of the 2012 Olympic Games, BMW is making a significant contribution to the success of the year's greatest sporting event. BMW is providing 4,000 cars to keep the athletes, officials, media representatives, employees of the London Organising Committee (LOCOG), representatives of the National Olympic Committee, the international sports federations of the IOC, and sponsors mobile. As sustainability partner, the BMW Group is also supporting the objectives of London 2012: low-carbon games for a higher quality of life.

“In our company, sustainability is an important pillar and also the leading theme behind all our activities,” says Ian Robertson, Member of the Board of Management, Sales and Marketing BMW AG. “In 2010, we have been recognised with the title of the most sustainable automobile company in the 'Dow Jones Sustainability Index' for the sixth year in a row. That confirms we are doing things right. For that reason, we feel an association with London 2012 and the commitment to low-carbon games with a higher quality of life.”

“We view this partnership as an outstanding opportunity to position our fleet of the most consumption-efficient premium automobiles at the centre of attention over the next two years and beyond – and also to highlight the future of individual mobility,” says Robertson. “This partnership will inspire our customers, staff, dealers and suppliers.” As part of the partnership, the company will also provide electric cars in 2012.

The LOCOG has set itself ambitious goals regarding CO₂ emissions and the European emissions limits for its fleet of vehicles. BMW will provide cars that not only comply with the Euro 6 emissions standards, but also produce less than the upper limit of 120g CO₂ per kilometre set by the LOCOG. With its EfficientDynamics programme, BMW is playing a pioneering role in emission-reducing technology within the automobile industry.



“An automobile partner is of central importance for any organisational committee, and I am very happy we have BMW on board,” says Lord Sebastian Coe, chairman of the organising committee. “The company shares our vision of a sustainable 2012 games, and will thus be a valuable partner. We are looking forward to the cooperation.”

During the games, the athletes in the Olympic Village and the London 2012 personnel will have access to BMW bicycles, while BMW motorcycles will also be used in certain Olympic and Paralympic events.

Some of the vehicles will be accessible to wheelchair users. In addition, BMW will modify some of its cars so they can be used by disabled drivers and passengers.

In recent years, BMW has invested more than one billion pounds (1.13 billion Euros) in Great Britain, and employs more than 8,000 people in production, sales and financial services. More than 50,000 workplaces have been created in the company's network of service providers, suppliers and dealers. BMW will also include its cult MINI brand within the framework of the agreement, which runs until 2012.

LOCOG and BMW share joint values, which played an important role in the formation of this partnership. Fair play, sporting competition and inter-cultural exchange have always been elementary values for the BMW Group – as well as the core issue of sustainability.



Media Information

January 2011

Always up-to-date – even in winter.

More information on BMW in winter sports.

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You can find the latest press releases, press kits and images free for editorial use for the BMW Group's winter sports activities at: www.press.bmwgroup-sport.com

In addition, results and the latest news can also be found on the official websites of our partners.

Bob- und Schlittenverband für Deutschland

www.bsd-portal.de

Fédération Internationale de Ski

www.fis-ski.com

International Biathlon Union

www.biathlonworld.com

Deutscher Eishockey-Bund

www.deb-online.de

Bewerbungsgesellschaft München 2018

www.muenchen2018.org