



Press release  
7 November 2014

## **GQ Men Of The Year Awards 2014: BMW official partner third year running.**

**Karolína Kurková, Elyas M'Barek und Donald Sutherland ride up to the red carpet in BMW shuttles.**

**Munich/Berlin.** The 16th GQ Men Of The Year Awards ceremony was held last night amid the stylish ambience of Berlin's Komische Oper to honour a line-up of high-calibre national and international personalities from show business, the music world, society, sports, politics, culture and fashion. BMW is an official partner of the award, which is held in eleven countries. The Group provides an exclusive shuttle service for the high-profile event, comprising 28 trademark models such as the BMW X5 and BMW 7 Series, along with a range of BMW M cars.

One of the most coveted awards went to top model and BMW brand ambassador Karolína Kurková, who was proclaimed "Gentlewoman of the Year" by men's style magazine Gentlemen's Quarterly. Further accolades were conferred on Oscar-winning actor Adrien Brody in the Film International category, longstanding Hollywood great Donald Sutherland in the Legend category, music icon Lenny Kravitz in the Music International category, and world champion footballer Miroslav Klose in the Sport category. Another major star on the red carpet was the winning car of this year's DTM, the BMW M4 DTM Champion Edition, with Marco Wittmann – the youngest DTM champion of all time – among the event's 800 invited guests. Hosting the awards ceremony was Joko Winterscheidt, who had already emceed the event in 2013.

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## Winners of the GQ Men Of The Year Awards 2014 at a glance:

Winner	Category
<b>Karolína Kurková</b>	Gentlewoman of the Year
<b>Donald Sutherland</b>	Legende
<b>Miroslav Klose</b>	Sport
<b>James Blunt</b>	Social Media
<b>Olly Murs</b>	Style
<b>Paul Smith</b>	Fashion
<b>Andreas Bourani</b>	Music National
<b>Lenny Kravitz</b>	Music International
<b>Elias M'Barek</b>	Film National
<b>Adrien Brody</b>	Film International
<b>Donald Sutherland</b>	Legend
<b>Karolína Kurková</b>	Gentlewoman of the Year

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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 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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