

Media Information  
March 11, 2015

## **Official VIP shuttle service by BMW at TEFAF** **BMW Group as partner of the international art and antiques fair**

**Maastricht.** The 28<sup>th</sup> edition of TEFAF Maastricht, the most important fair for art and antiques worldwide, will take place March 13-22, 2015. As in previous years, BMW Group, as partner, will be involved in a number of ways throughout the fair.

BMW supplies 25 BMW vehicles for the official VIP shuttle services transporting all guests of honour of the art exhibition.

The BMW Group offers a program to participate in two Art Seminars with Axel Ruger, Director of the Van Gogh Museum in Amsterdam, followed by a guided tour of the fair. Due to great interest, the program was fully booked shortly after the start of registration.

“We are delighted to be part of this multifaceted art fair and we welcome the art lovers from all over the world. It is wonderful, once again, to be in a position to bring our numerous guests closer to the art world”, said Neil Fiorentinos, Managing Director of BMW Group Netherlands.

274 renowned galleries from 20 countries contribute to making TEFAF a display of the most important artistic works on the market. Since 2001, TEFAF has been a partner of the BMW Group, which supports numerous other art fairs worldwide including Art Basel, Art Basel Miami Beach, Art Basel Hong Kong, Frieze London, Frieze New York, Paris Photo, Paris Photo Los Angeles as well as initiatives such as Gallery Weekend Berlin and the Art Berlin Contemporary. The BMW Group further operates long-term cooperations with cultural institutions and artists the world over supporting projects such as BMW Tate Live, Preis der Nationalgalerie für junge Kunst and BMW Art Cars.

Further information about TEFAF is available at [www.tefaf.com](http://www.tefaf.com).

### **For further questions please contact:**

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For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)

**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 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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