

Media Information
September 2016

“Shades of Winter: Between” – BMW supports athlete-filmmaker Sandra Lahnsteiner’s exceptional freeride film project.

Julia Mancuso, Janina Kuzma and many others to attend world premiere at BMW Welt on 7 October.

Munich. “Shades of Winter: Between” is the third film project of Austrian filmmaker and BMW-sponsored athlete Sandra Lahnsteiner. The feature film follows top female athletes, such as Julia Mancuso, Evelina Nilsson and Janina Kuzma, on their journey to freeride hotspots around the globe, with the new BMW X1 at their side. BMW is the exclusive automotive partner of this unique project. “Shades of Winter: Between” will celebrate its world premiere at BMW Welt in Munich on 7 October 2016.

“Shades of Winter: Between” is the latest film by pro-skier and filmmaker Sandra Lahnsteiner. Since her film debut in 2010, the Austrian athlete has devoted herself to paving new ground for female action sports. Following on from films released in 2013 and 2014, “Between” is the third instalment in the “Shades of Winter” series, which focuses on female extreme winter-sports athletes.

“Between” features Olympic athlete Janina Kuzma (NZL); gold-medallist Julia Mancuso (USA); three-time WSL surfing world champion Carissa Moore (USA); Evelina Nilsson (SWE), who came third in the Freeride World Tour in Andorra; Verbier Extreme winner 2013 Matilda Rapaport* (SWE) and two-time Freeride World Tour champion Nadine Wallner (AT). The action documentary follows the extreme athletes around the world to the snow-covered slopes of Sweden, Austria, Canada, New Zealand, Alaska, Switzerland and Hawaii.

BMW provided the athletes with a new BMW X1 to accompany them on their travels. With its exceptional functionality, sporty design and intelligent BMW xDrive all-wheel-drive, the Sports Activity Vehicle is ideally suited for reaching the best freeride spots. It boasts impressive performance on-road and off, with perfect handling and precise traction on any surface.

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The BMW brand combines all its winter-time commitments and activities Europe-wide under the name BMW Mountains, including long-term cooperation with renowned ski resorts and partners from the sporting and outdoor goods industry, but also its support for a large number of projects in the winter-sports arena. The brand has been involved with freeride skiing through BMW Mountains for many years.

"Freeriding is a sport that demands the highest level of performance and athleticism – which makes it the perfect fit for the dynamic BMW brand," explains Jörg Reimann, Head of International Brand Experience. "BMW and "Shades of Winter" both share a passion for winter and mountaineering, so we are delighted to be able to support this project."

"Shades of Winter: Between" celebrates its world premiere at BMW Welt in Munich on 7 October 2016.

*Matilda Rapaport died in a tragic accident after filming was completed. The BMW Group extends its sincere condolences to Ms. Rapaport's family and friends. The BMW Group respects her family's wish to show the film in its original form.

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on

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revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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