

Media Information
June 12, 2017

BMW partner of Chinese Film Festival hosted by Confucius Institute Munich.

Munich. From June 12 to 17, 2017, the Confucius Institute Munich in cooperation with Munich's city library will host the 5th Chinese Film Festival in the city of Munich. For the duration of the film festival, BMW will provide the vehicles for its shuttle service. As partner of the festival, BMW Group once again emphasises its commitment to cultural and intercultural exchange. Following the world premiere of the new BMW Art Car designed by Chinese artist Cao Fei, BMW will thus continue its long-term commitment to contemporary Chinese culture.

Confucius Institute Munich

In celebration of the 45th anniversary of the diplomatic relations between Germany and China, the festival will form part of the cultural programme "China Today". This year marks the fifth edition of the film festival organised by the institute for Chinese language and culture, Confucius Institute Munich. Since its founding in Munich in 2009, the institute has supported the promotion of Chinese culture and language in Southern Germany and as such provided a platform for intercultural dialogue.

5th Chinese Film Festival

Screenings will take place at Gasteig Munich, the film club of the Technical University of Munich and in the city of Dietfurt an der Altmühl, where audiences will be offered a total of 16 Chinese movies of various genres including the most successful movies of the previous year. While the literary adaptations of China's currently most hotly debated author Liu Zhenyun will take centre stage, silent movies, documentaries and dramas will illustrate the broad range of Chinese film. In addition, a varied programme of events including panel discussions, expert talks and multiple exhibitions will complement the screenings.

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About BMW Group's Cultural Commitment

For almost 50 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 contemporary and modern art, classical music and jazz 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, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created the next two vehicles for the BMW Art Car



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Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the “Opera for All” concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

About BMW Group’s commitment to culture in China

BMW Group has always been committed to fulfilling corporate social responsibility through cultural engagement in China contributing to the development of Chinese art and culture.

In China, BMW Group kicked off BMW Culture Journey in 2007 to safeguard and promote Chinese cultural heritage. In the past decade, the initiative has visited six major eco-cultural preservation zones and over 270 intangible cultural heritage items and has donated over 16 million RMB to support 90 projects in urgent need of safeguarding.

The Tiexi plant in China is one of the world’s most advanced and sustainable automobile plants, which is also known as an “art factory”. There are many displays of artworks throughout, all of which are the result of a project called “10+10”, a cultural engagement program jointly initiated by the BMW Group, BMW Brilliance, LuXun Academy of Fine Arts and Akademie der Bildenden Künste München, to reflect on the relationship between industry, nature and humans under different cultural contexts.

The all-new BMW Brand Experience Center in Shanghai is a creative institution that harmoniously combines the strong BMW identity with Chinese elements, and offers free access to the public. The institution has a dedicated area to showcase the BMW Art Cars and allows the public to design their own art cars virtually. In addition to BMW branding events and experiential activities, it also hosts various programs regularly, e.g. innovation talks and culture journey workshops.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview
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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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