

Media Information

8 February 2023

BMW Group to donate driver safety training for people with physical disabilities for every top world championship position achieved by German biathletes.

+++ Medals and top-six finishes of DSV athletes at the BMW IBU World Championships in Oberhof worth twice as much +++ BMW M Driving Experience safety training with specially modified cars +++ DSV to award safety training to its members +++

Munich/Oberhof. DSV Biathlon and BMW are taking the home World Championships as an opportunity to work together to give something back to society beyond sport. BMW has been linked with the discipline as a partner of the "International Biathlon Union" (IBU) since 2010, and as of this season has also been supporting Germany's national biathlon team with electrified cars, as the mobility partner. For every top-six finish achieved by German athletes in Oberhof, BMW will donate a driver safety training course for people with physical disabilities. Three of these training courses will be gifted for every German World Championship medal.

"As a premium automobile manufacturer and the mobility partner of Germany's national biathlon team, personal mobility is central for BMW. This is not a matter of course for all people. Joining forces with the DSV at the BMW IBU World Championships Biathlon, we want to do something about this," said Stefan Teuchert, Head of BMW Group Germany. "The BMW M Driving Experience offering includes special safety training for persons with physical restrictions and supports them in having more autonomous and safer mobility on the road. BMW will make these training courses available to people in DSV skiing clubs, thereby expanding the mobility partnership beyond high-performance sport."

Various BMW and BMW M models that have been equipped with control units operated by hand are used during the driver safety training courses. Participants learn how to keep their vehicle under control calmly and skilfully in unexpected situations. The offering is aimed at both paraplegics and people who work with people with

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physical challenges. Both groups can attend the special training course together and discover how to handle this kind of car safely.

"Our entire team is really looking forward to the home world championships, and to spectators being allowed at the track again. The athletes will give it their all to ensure German fans enjoy as many successful moments as possible," said Walter Vogel, Managing Director of DSV Marketing GmbH. "Having worked with BMW to think about how to evolve our mobility partnership, and adding this inclusive approach to the home world championships, gives everyone an extra motivational boost for the races in Oberhof."

The DSV will pass on all the driver training courses won by the German team at the BMW IBU World Championships Biathlon 2023 to its skiing clubs.

The BMW Group sees diversity as a strength. Diversity helps to attract and retain the best talent, and to meet customer expectations around the world. The BMW Group fosters a culture that is free of prejudice and appreciates differences. Equal opportunities and inclusion are key foundations here.

If you have any questions, please contact:

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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. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.



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In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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