

BMW Group Corporate Communications

Press Release
25 May 2010

Last call for BMW Group Award for Intercultural Commitment! **International jury of experts to choose best ideas starting 31 May.**

Munich. The submission deadline for the BMW Group Award for Intercultural Commitment is approaching: Applicants from all over the world are invited to submit their ideas on how to promote intercultural understanding by 31 May 2010. The three best project proposals will be honored in Munich on 18 November 2010. In addition to a cash prize, the award winners receive the BMW Group's support with operational, strategic or technological matters for the course of one year. The specific services to be provided by the company are customized based on the winning concept's individual requirements. With this award, the BMW Group aims to encourage the realization of lasting and effective projects worldwide in order to motivate many people to get involved in intercultural activities.

A renowned jury of experts from intercultural projects, education, politics, science and the media has been appointed for the selection process: Ruth Cheshin (President of the internationally active charity Jerusalem Foundation), Prof. Dr. Vernor Muñoz Villalobos (UN Special Rapporteur on the Right to Education), Dr. Barry van Driel (Secretary General of the International Association for Intercultural Education), Prof. Rajendra K. Jain (Professor of European Studies at Jawaharlal Nehru University in New Delhi), Dr. Mark Terkessidis (migration researcher and journalist) and Markus Hipp (Executive Director of the BMW Foundation Herbert Quandt) will determine this year's award winners. Chairman of the award competition is Harald Krüger, Member of the Board of Management of BMW AG.

Bridging the gap between different cultural contexts has long been a core element in the BMW Group's socio-political commitment.

With the award revised in 2010, the company is now stepping up its commitment to fostering a better understanding between people from different cultural backgrounds.

For further information on the award competition and application requirements please see <http://www.bmwgroup.com/award>.

If you have any further questions please contact:

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