BMW Group
Corporate and Governmental Affairs

Media Information
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Company

Bayerische

Motoren Werke

Aktiengesellschaft

Address

BMW AG

80788 München

Telephone

+49 89 382-14908

Internet

www.bmwgroup.com

BMW Group press releases in the social media

Latest international BMW Group press releases now on Facebook

**Munich.** Effective immediately, the latest press releases from 27 countries and regions worldwide in 14 languages are available through the company’s Facebook profile, BMW Group View at [www.facebook.com/bmwgroupview](http://www.facebook.com/bmwgroupview). The “Press” tab opens up an interactive world map where users click on a country to navigate to the latest news from that region.

The application gives users access to the latest news items from any country in the local language. There is also a direct link to each country’s national Press Club.

BMW Group View allows discussion of a wide range of subjects within the community. The integration of press and PR work into this new media channel is in line with the BMW Group’s objective of presenting information online in a current way.

The agency Gölz&Schwarz, based in Munich, assisted in the implementation of this application.

For questions, please contact:

**Corporate Communications**

Martina Daschinger, Communication Business and Finance, Marketing
Telephone: +49 89 382-14908, Fax: +49 89 382-24418

Marc Hassinger, Communication Business and Finance
Telephone: +49 89 382-23362, Fax: +49 89 382-24418

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

Email: presse@bmw.de

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.