



Press release  
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### **Biathlon superstar Björndalen samples Sheer Driving Pleasure.**

Ole Einar Björndalen appointed BMW biathlon and cross-country skiing ambassador.

**Munich/Ruhpolding.** The involvement of BMW in the IBU World Cup Biathlon and FIS Cross-Country World Cup will now enjoy illustrious support in the shape of Ole Einar Björndalen; the Norwegian superstar has been named as an official BMW biathlon and cross-country skiing ambassador.

“We’re delighted that such an exceptionally talented athlete as Ole Einar Björndalen will be representing the BMW brand,” says Johannes Seibert, Head of Marketing BMW Germany. “Through his sporting achievements over many years he has embodied outstanding precision, endurance and success – attributes shared by the BMW brand. This makes him the perfect choice for BMW biathlon and cross-country skiing ambassador.”

The superlative driving pleasure laid on by the BMW X6 Active Hybrid and sure-footed winter performance of the BMW xDrive intelligent all-wheel-drive system will allow Björndalen to fulfil his new role as BMW winter sports ambassador with a smile on his face. “BMW and biathlon are an excellent match,” Björndalen agrees. “It’s fantastic to be lining up for events as an ambassador for BMW.”

With 92 World Cup wins under his belt, Björndalen is the most successful biathlete in the history of the sport. The 36-year-old celebrated his greatest success to date at the 2002 Olympic Winter Games in Salt Lake City (USA), where he won all three individual disciplines and the relay. At last year’s Olympic Winter Games in Vancouver (CAN) he added an individual silver medal and relay gold to his collection. In total he has won six Olympic gold medals, four silvers and one bronze, plus no fewer than 14 World Championship titles.

Björndalen is currently lying third in the IBU World Cup Biathlon behind his compatriots Tarjei Bo and Emil Hegle Svendsen, and will be lining up in Ruhpolding as Germany hosts its second World Cup event of the season. The BMW logo can be seen on barriers and the athletes’ bibs – among other places – in the IBU World Cup Biathlon events in Europe and North America, and in the 2011 Biathlon World Championships in Russia. Added to which, BMW is the official car partner of the IBU and its promoter Infront Austria.

#### **Note to editors:**

You can find rights-free images (for editorial purposes) on Ole Einar Björndalen’s activities as BMW biathlon and cross-country skiing ambassador at [www.press.bmwgroup-sport.com](http://www.press.bmwgroup-sport.com).

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