Press Information
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**The stage is set for the BMW X3 Games in Geneva**Thrilling multi-sport competition for amateur sportsmen and women gets underway. Winning team can look forward to three BMW X3 cars

**Munich/Geneva**. An international line-up, featuring entrants from 19 European countries, is itching to get the BMW X3 Games started in Geneva (SUI). Following the official registration, the first events are scheduled for Thursday. The BMW X3 Games sees BMW organise a multi-sport event for ambitious amateur sportsmen and women for the first time. A spectacular prize awaits the winning team of three: each team member will receive a new BMW X3.

From mid November 2010, sportsmen and women have had the opportunity to register for the BMW X3 Games. Over 15,000 registrations are proof of the huge interest in this competition. A draw determined the 52 teams who will now do battle for overall victory until Saturday.

Versatility is the trump card at the BMW X3 Games: six challenging disciplines await the competitors. On Thursday they must demonstrate their talent running and on the golf course. Skiing and driving ability tests at the wheel of the BMW X3 are scheduled for Friday. On the final day, mountain biking and sailing will ultimately decide the overall winners.

The competitors must also demonstrate their creativity. In cooperation with Samsung, a partner of the BMW X3 Games, they must take photos dealing with the subjects of joy, dynamics, challenge and aesthetics as part of their “creative task”. The jury will reward the most impressive image in each field.

However, the attractive prize is not all the competitors in the BMW X3 Games can look forward to. The event also features some captivating venues. Whether skiing on the slopes of Mont Blanc or sailing on Lake Geneva: the BMW X3 Games is guaranteed to offer the lucky sportsmen and women an experience to remember.

Partners of the BMW X3 Games are: Sixt, K2, Kempinski, Peak Performance and SAMSUNG.

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**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.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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 six years.