

# BMW Group

## Corporate Communications

Media-Information  
21 May 2011

### Commitment against HIV/Aids.

**Munich.** The BMW Group operates in countries where the HIV/Aids pandemic represents a serious threat for the entire population, and therefore also for the employees of the company. The BMW Group's most comprehensive public commitment to fighting HIV/Aids is being applied in South Africa, where in some regions 20% or more of the population is now infected with HIV.

The BMW Group's social commitment therefore places great emphasis on effective preventative measures and programmes to combat HIV/Aids in affected regions in which the company is active. As well as a workplace programme for employees and their families at the South African site, the BMW Group has been extending its activities to cover local communities for some years now. The company is standing by its endorsement of the United Nations Millennium Development Goals, as no. 6 reads "Combat HIV/Aids, malaria and other diseases".

The BMW Group is a member of the Global Business Coalition on HIV/Aids, Tuberculosis and Malaria (**GBC**) and the South African Business Coalition on HIV/Aids (**SABCOHA**).

#### 1. Milestones South Africa

- **2001: Starting with a Workplace programme**

Employees and their family members receive extensive prevention measures, advice and medical support through the scheme. This includes a voluntary, individual testing programme and the free supply of all necessary medication. In order for the programme to exist, it is vital that a culture of trust among the staff is created and preserved. No employees are stigmatised or disadvantaged because they are HIV positive.

- **2005: Multi-purpose community centre in Soshanguve**

As well as an information and advisory service on HIV/Aids, the multi-purpose centre has a health centre with six consultation rooms in which up to 5.000 patients a month can be seen. There is also a library, educational facilities and mother and baby facilities, not to mention a vegetable garden. As well as the wide range of help and support on offer, the community centre also offers employment opportunities to local people.

- **2007: New LoveLife Prevention Centre**

The BMW Group has extended its social political activities in the fight against HIV/Aids still further with the construction of a new LoveLife Prevention Centre in South Africa in November 2007. Knysna, a city in

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the Westkap province, offered little in terms of leisure activities for the young locals, and now has a centre which offers not only numerous educational and sports programs, but also youth-oriented health services emphasising HIV/Aids prevention.

The LoveLife Trust is generally committed to promoting HIV/Aids prevention and healthcare for teenagers. The LoveLife programmes are run by young volunteers known as 'GroundBREAKERS' with the support of non-governmental organisations, schools and state clinics across the whole of South Africa.

- **2009: Examples for activities**

- Extension of the Multi-purpose Care Centre in Soshanguve
- BMW SA associates supported vulnerable and orphaned children on Youth Day June 16<sup>TH</sup> by collecting toys
- BMW SA Peer Educators and learners from local schools visited a hospice to visit and experience the terminal stages of HIV/Aids in order to have firsthand experience and share prevention messages with their co-associates.
- Seed gardens – all associates living with chronic diseases including HIV are supported by the company in growing their own gardens to ensure self sustainability and to have a source of organic fruit and vegetables.
- Dr. Natalie Mayet was appointed as the Chair person of the South African Business Coalition on HIV/Aids.

- **2010: FIFA World Cup**

BMW South Africa has offered its support to the South African Business Coalition on HIV/Aids (SABCOHA) to assist the organization's School Holiday Camp Programme.

Designed as a day camp, aptly named 'Camp I Am', under-privileged children was offered a safe environment with fun and educational activities taking place over 19 of the 22 days that the children were out of school.



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### 2. International Commitment

- **Baan Gerda, hostel for infected children, Thailand**

Family life is always of central importance, but particularly so for sick, traumatised children. The Baan Gerda children's village was set up in Thailand to give a home to HIV-infected orphans. Its aim is to prepare the children for later integration into society. The BMW Group Thailand wants to support children.

- **San Raffaele University Institute, Italy**

Since 2002, the BMW Group has been supporting the San Raffaele Biotechnological University Institute, the largest scientific biotechnology centre in Italy and one of the leading centers in Europe. The work carried out at San Raffaele concentrates on the therapeutic possibilities of these cells. It is hoped that they may hold the key to curing serious diseases such as Aids/HIV, Alzheimer's and Parkinson's disease.

- **Life Ball Gala, Austria**

For eleven years, MINI has supported the Life Ball in Vienna, Austria, one of the largest charity events in Europe. Every year, MINI donates a car which has been specially designed for the event, the proceeds of which support projects combating HIV/AIDS.

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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.

