



Media Information
1st July 2011

200 BMW 7 Series limousines for the wedding of HSH Prince Albert II of Monaco.

Munich/Paris/Monaco. The BMW Group will provide a fleet of 200 BMW 7 Series limousines for the wedding of HSH Prince Albert II of Monaco.

The limousines – all of them in elegant metallic black equipped with the brand's renowned 6-cylinder inline engine delivering superior power for extremely low CO₂ emissions – will be used on an exclusive basis to shuttle the high-profile personalities invited by the Principality during the festivities on Saturday, 2 July - with the exception of the members of the royal family.

The choice of BMW Group as partner for the royal wedding has been motivated by the company's commitment to sustainability. Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value chain, taking full responsibility for its products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in the company's corporate strategy. BMW Group has been sector leader in the Dow Jones Sustainability Index for the last six years.

With more than 30 years of research dedicated to alternative drive trains (hydrogen and electric), as well as current hybrid models and the newly-launched brand BMW i – born electric, BMW Group is leading the way to future individual mobility.

The BMW 7 Series, as BMW's flagship sedan, represents the ultimate luxury experience, bringing together powerful design, supreme comfort, innovative features and a clear commitment to sustainability.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-23742

Internet
www.bmwgroup.com



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For questions please contact

BMW Munich

Frank.Strebe@bmw.de
Product Communications BMW Automobiles
Phone: +49 89 382-25920

Michael.Rebstock@bmw.de
Head of Product Communication BMW Automobiles
Phone: +49-89-382-20470

BMW France

Jordane.De-Tyssandier@bmw.fr
Corporate Communications BMW France
Phone: +33 1 30 43 93 23

Media Website: www.press.bmwgroup.com
E-mail: 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.

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.