



Media Information  
October 10, 2011

## **BMW supports Frieze Art Fair London. VIP shuttle for guests of honor.**

**London/Munich.** One of the world's most influential art shows, the Frieze Art Fair, is being held at Regent's Park in London from 13 to 15 October 2011. BMW will be providing the official VIP shuttle fleet for invited guests of honour attending the fair, which will focus on the presentation of international contemporary and future-oriented works of art. More than 170 galleries from a total of 33 countries will be presenting their outstanding achievements. BMW has been a partner of the annual fair since it was first held.

Amanda Sharp, Co-Founder of Frieze Art Fair London: "It is a great pleasure to work with a company such as BMW who have such a deep commitment to support of contemporary art and artists. They have been long-standing collaborators of the Frieze Art Fair, and we are thrilled to be working with them yet again this year."

In addition to the Frieze Art Fair London, BMW supports other art shows throughout the world, including the Art Basel, Art Basel Miami Beach, Hong Kong Art Fair, Art Toronto, Art Amsterdam, TEFAF Maastricht and Paris Photo as well as the initiatives Gallery Weekend Berlin and Independent Collectors.

### **About BMW's Cultural Commitment**

In 2011 the BMW Group is celebrating 40 years of international cultural commitment. For 40 years now, the BMW Group has initiated and engaged in more than 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. The BMW Group has also been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Thomas Demand and Jeff Koons have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group will open in New York. A movable structure that will be travelling for six years from city to city from North America to Asia, the BMW Guggenheim Lab will bring together international artists and scientists and will be a public place for sharing ideas on major issues affecting urban life. The BMW Group guarantees absolute creative freedom in all the cultural activities it is involved in – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Information regarding the BMW Group's cultural involvement: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture)

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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, Husqvarna Motorcycles 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 seven years.

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