



Media Information
November 4th 2011

BMW is the official partner in reopening the historical stage of the Bolshoi Theatre. **Gala evening after six years of reconstruction / Longterm cooperation with the BMW Group.**

Moscow. A long-awaited event gathered millions of high art lovers around the world for the official opening of the historical stage of the State Academic Bolshoi Theatre of Russia. President of Russia Dmitry Medvedev and Prime Minister Vladimir Putin attended the event. The gala concert featured artists of the Bolshoi and guest stars such as Monica Bellucci.

“Today the Bolshoi Theatre is the cultural symbol of Moscow, national treasure and historical heritage of the country”, says Peter Kronschnabl, President of BMW Group Russia. “We are happy to be testimonials in this grand historical moment: long-awaited reopening of the Bolshoi Theatre which is the pride of all Russian people.”

BMW Group Russia acted as the official partner of the festive ceremony and provided a fleet of 20 BMW 7 Series and BMW 5 Series Gran Turismo to the guests of the evening.

“We are enormously grateful to BMW Group for the long-term support they have been providing to the Bolshoi Theatre, especially during the period when this historic building was closed for reconstruction. Today is the day when we return to the stage and we are happy to share this glorious moment with our old friend and partner — BMW Group”, said Anatoly Iksanov, General Director of the Bolshoi Theatre.

The Bolshoi Theatre was closed for more than six years. Since July 2, 2005, the historic building of the Bolshoi Theatre underwent a reconstruction. Thanks to the large-scale works the theatre facility area doubled, the interiors regained their former appearance, the acoustics and technical equipment in all rooms have improved significantly.

The Bolshoi Theatre was established in 1776 by the order of Russian Empress Sophie Auguste Friederike von Anhalt-Zerbst-Dornburg. Russians called her just Ekaterina II. The years of her governance are named as golden age in the history of the Russian Empire.

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Millions of people around the world followed the official opening of the historic theatre. The broadcast of the evening was available free of charge to people in 36 countries, and in addition to that, it was streamed at the official channel of the Bolshoi on YouTube.

Cooperation between BMW Group and the Bolshoi Theatre.

The cooperation between the German company and the main theatre of Russia began over seven years ago. Since 2004, the BMW Group supports all the Bolshoi Theatre premieres, including masterpieces such as "The Flying Dutchman", "Midsummer Night's Dream", "Lady Macbeth", "Falstaff" and "War and Peace". These performances are admired by audiences around the world.

Support for the arts and collaboration with outstanding creative teams always remain very important for the BMW Group. "Creating a car involves inspiration and creativity of all employees of the company", says Peter Kronschnabl, President of BMW Group Russia. "So we want BMW cars not only be seen as automobiles with state-of-the-art technology."

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.

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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 25 production and assembly facilities in 14 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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