

Media Information
20 February 2012

Successful conclusion of the 62nd Berlin International Film Festival: Ten days of Hollywood in the capital – BMW Group one of the main partners

Munich/ Berlin. For the third time, the BMW Group was one of the main partners to the Berlin International Film Festival, which ended on Saturday with the presentation of the Silver and Golden Bears.

International acting stars such as Angelina Jolie and Brad Pitt, Salma Hayek, Billy Bob Thornton, Keanu Reeves, Diane Kruger, Juliette Binoche, Shah Rukh Khan, Clive Owen and Antonio Banderas took their places in more than a hundred BMW, MINI and Rolls Royce vehicles, as did Oscar winner Meryl Streep, who was presented with the "Honorary Golden Bear" for her lifetime achievements.

Festival Night, 100 years of the Babelsberg studios, MINI Shooting Stars

The highlights of the film festival included the dazzling "Festival Night" organised by BUNTE and BMW Berlin with 500 guests from the worlds of film, media and business (including Berlin's current Mayor Klaus Wowereit, Veronica Ferres and Carsten Maschmeyer, Mario Adorf, Ralf Moeller, Franziska Knuppe, Miriam Pielhau, Sabine Christiansen and Norbert Medus) and the celebrations to mark "100 years of the Babelsberg studios", at which BMW i presented its BMW i3 and BMW i8 concept cars. As part of the "EFP Shooting Stars – Europe's best young actors", ten European up-and-coming actors were able to give free rein to their creativity by designing their own MINI.

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BMW Golden Bear Lounge

Once again this year, the BMW Golden Bear Lounge in the Hyatt Hotel at Potsdamer Platz was a popular meeting place for actors and film-makers. Nearly 200 famous actors recorded their names in the guest book for all eternity, including stars Christina Ricci and Robert Pattinson, who presented their new film "Bel Ami" during the Berlinale, along with TV producer Regina Ziegler and actor Jürgen Vogel, Bond baddie Mads Mikkelsen and Hollywood legend Sir Christopher Lee. In the BMW Golden Bear Lounge legend Lee was reunited with the internationally popular actress Nastassja Kinski for the first time since 1976.

There was a new talk format in the BMW Golden Bear Lounge this year: **Florian Gallenberger** talked with actress **Sibel Kekilli**, director and screenplay author **Dennis Gansel** and director and actor **Michael Gwisdek**.

The film talks and the highlights of the Berlinale can be seen on BMW TV at **www.bmw.de/berlinale**.

Copyright-free TV footage for journalists' reports is available to download free of charge from:

<http://kunden.bylauterbach.com>

(user name: Berlinale2012 / password: BMW)

The latest press releases and photo material are available from the BMW Pressclub at

<https://www.press.bmwgroup.com/pressclub/p/de/startpage.html>

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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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 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.

For more than four decades, the BMW Group has been consistently committed to cinema and TV within the creative and cultural landscape. Product placement is an important element here that has played an essential role in our long-term image and product communication from the very beginning. However, this commitment is not limited just to television and film productions; the BMW Group also supports the industry's teaching facilities and countless industry events – from major, top-class film festivals through to small but ambitious cinema days.

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