



DTM

BMW Motorsport and IHG extend long-term partnership: Priaux to drive Crowne Plaza Hotels BMW M3 DTM in 2012.

Munich, 5th March 2012. Crowne Plaza, part of InterContinental Hotels Group, will celebrate its debut in the DTM in 2012 as “Premium Partner BMW Motorsport”. BMW Team RBM’s Andy Priaux (GB) will contest the season at the wheel of the Crowne Plaza Hotels BMW M3 DTM.

The partnership between BMW Motorsport and Crowne Plaza is now in its sixth year and Priaux continues his relationship as a brand ambassador. In 2007, he won his third title in the FIA World Touring Car Championship with the Crowne Plaza logo adorning the bonnet of his BMW 320si WTCC. Over the following years, Crowne Plaza has expanded its involvement in motor racing and enjoyed numerous successes together with BMW Motorsport.

BMW Motorsport Director Jens Marquardt said: “It has always been important to us to work together on a long-term basis with our partners, and to celebrate success side-by-side on the racetrack. The cooperation with the InterContinental Hotels Group and the Crowne Plaza Hotels & Resorts brand is the perfect example of this. From the WTCC title in 2007 right through to the three GT titles in the 2011 American Le Mans Series: we have achieved a great many major successes together. We will be doing everything in our power to ensure that this is also the case in the DTM and within the framework of our other joint projects. It is fantastic to be able to count on reliable partners like IHG, who are also hungry for success.”

“The DTM represents the next step in our partnership with BMW Motorsport,” said Adrian White, Director Partnerships and Sponsorships at InterContinental Hotels Group. “We are excited at the prospect of supporting the BMW Motorsport drivers, team and crew on the track and in our hotels on their journey to success this year. We will ensure we give them the best possible environment to allow the team to connect and recharge for tests and races for what we anticipate to be our most thrilling season together.”

About IHG (InterContinental Hotels Group):

IHG (InterContinental Hotels Group) is a global organisation operating seven hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®. IHG also manages Priority Club® Rewards, the world’s first and largest hotel loyalty programme with over 63 million members worldwide.

IHG franchises, leases, manages or owns over 4,400 hotels and more than 658,000 guest rooms in nearly 100 countries and territories, and has more than 1,100 hotels in its development pipeline.

IHG expects to recruit around 90,000 new people worldwide across its estate over the next few years and is committed to gender balance throughout its business. We aspire to continue retaining a minimum of 25% female representation on the Board.



InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales.

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