

Press Release

San Donato Milanese, 20 July 2012

BMW Italia S.p.A. is donating 100,000 euro towards the education of children orphaned by the earthquake in Emilia.

The partnership with the Italian Red Cross Voluntary Nursing Corps will support these children and young people during their schooling.

San Donato Milanese. BMW Italia S.p.A. will aid victims of the earthquake in Emilia by contributing the sum of 100,000 Euro towards the education of orphans of victims, to support them during their studies for a period of five years.

In the last days the official ceremony took place at the BMW branch in Modena with Franz Jung, President and Managing Director of BMW Italia and Sister Monica Dialuce Gambino, Secretary General of the Voluntary Nursing Corps of the Italian Red Cross.

"Social commitment has always been an intrinsic part of our corporate culture and a key element of our sustainable strategy. We are proud of this special project we developed with the Italian Red Cross to offer concrete support to the children of victims to complete their schooling", Mr. Jung said.

"Partnership like this one are really important. We were next to population since the emergency began and now we are happy to share this project concerning the future of young generation with BMW. It is a project we are really interested in, as Corps of Red Cross" Sister Monica Dialuce Gambino said.

The donation will be distributed exclusively for the stated purpose for the next five years under the control of the Italian Red Cross Voluntary Nursing.

For further informations:

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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 29 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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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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