



Press Information
20th September 2012

BMW BERLIN-MARATHON – The highlight of BMW's commitment to competitive running.

BMW demonstrates sustainability both on and off the course at the largest marathon in Germany.

Berlin/Munich. The emotional images of the athletics competitions at the Olympic Games in London are still fresh in the mind of German running fans. On 30th September it is the turn of the German capital to celebrate a huge, atmospheric sporting event: the 39th BMW BERLIN-MARATHON. One million spectators are expected to line the streets at the largest and most prestigious marathon in Germany. BMW is title sponsor of the event, which is one of the WORLD MARATHON MAJORS. Along with along with the races in Boston, Chicago, London and New York, Berlin is one of the most important marathons in the world and is broadcast live in 194 countries.

"The 39th BMW BERLIN-MARATHON is an extraordinary sporting event, and one that many tens of thousands of runners are looking forward to," said Johannes Seibert, Head of Marketing BMW Germany. "For BMW, the title sponsorship of the largest and most important marathon in Germany is the outstanding event in our extensive commitment to competitive running. It goes without saying that the field will once again be led out by a BMW ActiveE this year. We are inviting all the spectators to experience for themselves the BMW brand and our fleet of vehicles, with which the BMW Group has led the industry in the Dow Jones Sustainability Indexes for eight years."

BMW's involvement in the 39th BMW BERLIN-MARATHON will take on a wide variety of guises. The company will provide the event with about 60 vehicles for organisational purposes, support cars out on the course, and the car pool. The event will benefit fully from BMW's expertise as the most sustainable automobile manufacturer in the world. Thanks to EfficientDynamics technology, the fleet will be environmentally friendly and efficient – particularly the lead car, the BMW ActiveE. With its high-performance electric engine and rear-wheel drive, the field will have a zero-emission leader and time car in the form of the BMW ActiveE. The BMW Group is also tackling the challenges of the future on two wheels and will deploy the BMW C evolution, the production-based prototype of a high-performance electric scooter, at the BMW BERLIN-MARATHON. Among others, Race Director Mark Milde, who has used a bicycle at the race in the past, will now be able to perform his tasks on the electric scooter, whilst still remaining zero-emission.



“BMW can identify with terms like high-performance, determination, endurance and efficiency, which belong to the essential vocabulary of each and every runner. It is no coincidence that so many of BMW’s customers are passionate about running,” said Seibert. “Anyone who has been running knows: you are well advised to pace yourself. If not, you will lack the energy for bursts of speed later on. This efficient and performance-oriented management of resources also plays a central role in our cars. Our BMW EfficientDynamics sustainability strategy is the trend-setting solution here.”

The runners will be out to set a high tempo again this year, with the Berlin route one of the fastest in the world. Last year, Kenya’s Patrick Makau set a new world record of 2:03.38 hours. The biggest name in this year’s field is his compatriot Geoffrey Mutai, who finished runner-up in Berlin in 2010 and actually bettered Makau’s time at the 2011 Boston Marathon with a time of 2:03.02 hours. However, the course conditions in Boston meant that this time did not stand as a world record. Top German starter is BMW Running Ambassador Jan Fitschen. The 2006 European 10,000 metre champion has his sights on beating his personal best (2:15.40 hours, set at the 2011 BMW Frankfurt Marathon).

“I am very much looking forward to the BMW BERLIN-MARATHON, as this is my first real start there. Up until now I have only been a spectator and run as a pace-setter for a friend on one occasion. This is a dream race for me,” said Fitschen. “I will not enjoy the marathon itself quite so much, as I will be going flat out and am determined to go well under my personal best. It will be an ordeal, but that is just part of marathon running.”

BMW will present a wide range of activities and cars at the BMW BERLIN-MARATHON. This presence is focussed on the target areas of the BMW pavilion (flagship store) on Kurfürstendamm, where the BMW Fan Mile is located, and the BERLIN VITAL trade fair at Tempelhof Airport. The joy of running and sheer driving pleasure will also be brought to life at Breslauer Platz (Friedenau) and Platz am Wilden Eber (Schmargendorf). Each of these locations will appeal for different reasons. Visitors to the trade fair will have the opportunity to pose for a photo with the official time and lead car, the BMW ActiveE, on the cover of RUNNER’S WORLD. A kids’ track with radio-controlled BMWs will allow the younger fans to show off their driving ability. They can also take a junior driving test on BMW kids’ bikes and baby racers. Among the attractions on display at the BMW pavilion on the fan mile will be a samba group, an M3 simulator, and a kids’ track. The BMW 5 Series Touring with built-in slot-car track will offer sheer driving pleasure for visitors big and small at each of the locations.



BMW's commitment to competitive running.

BMW has been an important partner on the running scene in Germany for many years. In cooperation with its partner SportScheck, the company has been organising the largest City Run series in the country, which now features 17 events. BMW also supports all the major marathon events in Germany as Premium Partner. In doing so the brand reaches 220,000 active long-distance runners and millions of fans along the routes. However, BMW's commitment to competitive running reaches out way beyond the German border. BMW is a partner of important international running events, including the Standard Chartered Marathon in Singapore, the Tokyo Marathon (Japan), the Mumbai Marathon and Bangalore Marathon in India, Austria's Graz Marathon, and marathon events in Spain.

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 eight years.

If you have any questions, please contact:

BMW Sport Communications
David Biebricher
Tel.: +49-89-382-22979
E-mail: David.Biebricher@bmw.de
Internet: www.press.bmwgroup-sport.com

You can find the latest press releases, media folders and copyright-free images for editorial purposes regarding BMW's commitment to competitive running online at www.press.bmwgroup-sport.com.