



Press release
28 September 2013

World-class runners race for the best seat in the BMW i3.

Gebrselassie, Kipsang and Makau hold a lighthearted race ahead of the 40th BMW BERLIN-MARATHON, drive to the Reichstag in a BMW i3 and chat about modern marathons.

Berlin. They're among the greats of the sport, they've dashed through half of Berlin in rather a hurry – some of them more than once – and they've set records that have left onlookers open-mouthed. In the run-up to the 40th BMW BERLIN-MARATHON Haile Gebrselassie, 40, (Ethiopia), the legend of legends in distance running, met up with two of the current world's fastest marathon runners, Kenya's Patrick Makau (28) and Wilson Kipsang (31), to chew over the issues of the day. The three men climbed aboard the new lead car for the Berlin Marathon, the revolutionary BMW i3, for a drive along the banks of the River Spree to the Reichstag.

"I've been to Berlin many times. It's a vibrant city that I love very much, but I've never seen it from this perspective," beamed Gebrselassie, who won the Berlin Marathon four times in his long and glittering career, breaking the world record in the German capital on two occasions (in 2007 and 2008). On Sunday the Ethiopian will fire the starting gun to send the elite field – and the BMW i3 lead car – on their way.

Their Berlin tour left Kenya's Patrick Makau and his compatriot Wilson Kipsang suitably impressed – not only by the beauty of the city, but also by the sprinting ability of the all-electric BMW i3. "As runners we would be extremely happy if the vehicles driving ahead of us at every marathon event had no exhaust emissions," they agreed.

Kipsang, the favourite for Sunday's race, finished just four seconds shy of the world record at the 2011 BMW Frankfurt Marathon and was looking forward to finally going head-to-head with his fellow countryman in Berlin this year. However, Makau – the current world record holder – has been forced to pull out of the race because of injury. Not that this stopped the two Kenyans from challenging Gebrselassie to a tongue-in-cheek race of their own: first to the car would get the best seat. However, Kipsang and Makau hadn't reckoned with the craft and wile of the former champion. While the younger men were still busy preparing for the start, Gebrselassie broke into a short sprint to secure pole position. He also had some words of advice for Kipsang with an eye on the more serious business ahead: "If he's going to break the record, this is his chance now, here in Berlin. But he has to be able to surprise his opponents in the race as well."



Date 28 September 2013
Subject 40th BMW BERLIN-MARATHON:
World-class runners race for the best seat in the BMW i3.
Page 2

You can find film material of the three marathon runners on their Berlin tour on board the BMW i3 at: http://bl.wige-footage-center.com/BMW_Laufsport/BMW_BERLIN-MARATHON_130927_online_h264_mp4.zip

Note to editors: You can find the latest press releases, press kits and rights-free images (for editorial purposes) for BMW's competitive running activities at: www.press.bmwgroup-sport.com

You can also find general information at the BMW running portal:
www.bmw-laufsport.de

For all the details on the BMW and SportScheck city race series go to:
<http://mein.sportscheck.com/sport/laufsport/events>

Information on Germany's major half-marathon and marathon events is also available on the respective event organisers' websites:

www.berliner-halbmarathon.de
www.marathon-hamburg.de
www.stuttgart-lauf.de
www.bmw-berlin-marathon.com
www.koeln-marathon.de
www.muenchenmarathon.de
www.bmw-frankfurt-marathon.com
www.duesseldorf-marathon.de

Press contact:

BMW Group
Corporate Communications
Sports Communications
David Biebricher
E-mail: David.Biebricher@bmw.de
www.press.bmwgroup-sport.com
www.bmw-laufsport.de



Date 28 September 2013
Subject 40th BMW BERLIN-MARATHON:
World-class runners race for the best seat in the BMW i3.
Page 3

BMW's involvement in competitive running.

BMW has been a major partner of the running scene in Germany for many years now. Since 2005 the company has teamed up with SportScheck to host the country's leading city race series, comprising 19 events. In addition, BMW sponsors eight marathon events in Germany. Its status as title sponsor of the BMW BERLIN-MARATHON and the BMW Frankfurt Marathon, as well as its involvement in six other marathon events as an automotive partner, allows BMW to reach over 250,000 active runners and many millions of enthusiastic followers of the sport lining the courses.

The company's activities have extended beyond Germany for a while now. Indeed, BMW is also a partner of major international running events such as the Standard Chartered Marathon in Singapore, the Tokyo Marathon in Japan, the large-scale Mumbai Marathon and Bangalore Marathon in India, the Vienna Marathon and Graz Marathon in Austria, and marathon events in Spain and Switzerland.

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.