



Media Information  
28. January 2014

## **BMW and SALEWA announce cooperation: A dynamic partnership for unique mountain sports and outdoor adventures.**

**Munich.** In our fast-moving world, many people seek time-out in a natural environment. As a result, leisure activities in the open air are experiencing a major boom and an increasing number of sport enthusiasts feel attracted to open terrain and the mountains. Modern lifestyle is active and when it is possible to combine it with an impressive mountain setting, it offers health, variety and enjoyment alike. The diversity of the activities allows each and everyone to find his or her very own alternative. Whether hiker, climber or passionate cyclist, it is important that people are able to organize themselves quickly and easily. In order to do this, it is necessary to have the appropriate sports equipment, which is equally as important as a comfortable means of transport. From now on, mountain sports specialist SALEWA and car manufacturer BMW are pooling their competences to combine individual mobility with the perfect outdoor experience. In a cooperative partnership being launched in September 2014, those interested will experience a combination of driving pleasure and the fascination of mountain sports.

The collaboration between the BMW brand and SALEWA was announced at the ISPO, the leading international trade fair of the winter sports industry, on 28 January. In future, the carmaker and the mountain sports specialist will jointly invite active people to go out and enjoy nature. BMW's efficient technological orientation will meet up with the many years of experience multi-specialist SALEWA has to offer at a vertical level, thereby creating a dynamic connection.

From September 2014, the cooperative partners will be organizing a series of events featuring varied mountain sports and outdoor experiences designed to appeal to their guests. SALEWA will be supporting these outdoor activities with the appropriate equipment. Experienced athletes and mountain guides will accompany the events. With the provision of its own vehicles, BMW will allow visitors to each location to experience innovative technology, sporty driving dynamics and a newly conceived mobility concept.

With the series production version of the Concept Active Tourer, BMW is extending its model range within the rapidly growing premium small car and compact car segment. This new BMW combines a high level of spatial functionality and compact exterior dimensions with the highest degree of efficiency and driving dynamics as well as a stylish appearance boasting a typical

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BMW design. Therefore, it is ideally suited to active, sports-minded people who like to move about outdoors.

Dr. Steven Althaus, head of BMW Brand Management and BMW Group Marketing Services, says about the cooperation with SALEWA: "With the series production version of the BMW Concept Active Tourer, BMW is once again providing proof of its ability to provide new concepts that are oriented to the needs of customers. SALEWA – a manufacturer of high-quality mountaineering equipment – and BMW are sharing the mutual goal of providing people of today with optimum mobility for mind and body. We look forward to cooperating with SALEWA and to the joint realisation of exciting projects."

Those participating in the joint events will get to know the vehicle on a test drive, during which they will be able to convince themselves of its advantages. "Today, true luxury is defined by time that bestows you with unforgettable moments. Experiences like these can be found outdoors amidst nature, in alpine terrain, when you get your body moving. Amateur and professional sport enthusiasts alike must be able to rely on their equipment and reach their destinations safely. Individual mobility plays an essential role in achieving this. The partnership with BMW combines driving dynamics at the highest level with our longstanding experience in mountain sports, creating the ideal basis for unsurpassed mountaineering activities and other outdoor adventures," says SALEWA CEO Massimo Baratto, describing the benefits of the collaboration.

Roger Schäli, professional alpinist and SALEWA athlete, also appreciates a trouble-free drive to a destination. The Swiss sportsman travels around 35,000 kilometres each year in order to participate in training sessions and alpine projects. His motivation is a passion for mountains, which began on his local mountain, the Eiger, during his younger years. Today, alpinism is both his passion and profession at the same time and the mountain his "teacher" – even with regard to the daily aspects of life.

The mountain sports specialist's current campaign entitled "One Life to Live" will be an ideal platform for the joint initiative launched by BMW and SALEWA. The latter will be providing all active people, from the beginner to the professional, with the appropriate equipment and will, as a result, raise awareness of alpine hazards. In the summer, safety training sessions will be held on a via ferrata and, during the winter season, customers will be able to deepen their knowledge of how to handle terrain and avalanche transceivers by participating in organized training sessions conducted by experienced mountain guides. BMW will be the



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partner for selected events and will provide transport to each destination and back.

The cooperation between BMW und SALEWA is being accompanied by joint communications, which will be provided via both partners' online and offline channels as from the summer of 2014.

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#### **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 2013, the BMW Group sold around 1.963 million cars and 115,215 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.

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