

Media Information  
March 13, 2014

## **BMW Group Mexico to participate for the 17<sup>th</sup> consecutive time in the Festival of Mexico**

**Mexico City.** - BMW Group has had a long tradition of supporting the arts and culture for more than 40 years. Those involved in the arts and culture are significant players in society, and their voices challenge the company with new perspectives. This cultural commitment is thus rooted in the company's values.

Since their arrival in Mexico, BMW Group has been involved in several high quality projects that combine culture and artistic expression. Now, BMW Group Mexico is once more collaborating with the <<Festival de Mexico en el Centro Histórico>>.

This time, the Bavarian group will support Mexico City's most important cultural celebration with a concert performed by the Dresden Symphony Orchestra - which tops the list of the most outstanding contemporary music ensembles.

With performers from the most important orchestras in Europe, the Dresden Symphony Orchestra is deeply committed to connecting different modern music genres. Their repertoire includes Chinese, Latin American and Eastern music, in addition to the works of John Adams, Frank Zappa, Mark-Anthony Turnage, Silvestre Revueltas and Tan Dun, among other modern-day composers.

Founded in 1997 by Markus Rindt and Sven Helbig, the orchestra attracted international attention for their unorthodox song cycle, "Mein Herz brennt", based on lyrics and music by the band Rammstein. Saxon composer Torsten Rasch added orchestral arrangements to this industrial metal band's songs, giving them a completely new sound. This work earned them the Echo Klassik award in 2004.

On March 14th at 20:30 hrs, the Palace of Fine Arts will host the orchestra, conducted on this occasion by José Areán and joined by remarkable musicians from the Mexico City Philharmonic Orchestra, performing a concert that will reference the alleged end of the world as foretold by the Mayan prophecies.

In words of Elizabeth Solis, Director of Corporate Communications for BMW Group Mexico: "It is a pleasure to be a part of the Festival of Mexico for the 17th time. We are particularly proud to support the Dresden Symphony Orchestra and their presentation of the work titled "Codex Dresdensis", a piece that combines contemporary Mexican music with Pre-Hispanic Mayan instruments performed by musicians of different nationalities. This cultural diversity and coexistence among communities is a clear representation of BMW Group's principles worldwide".

The Festival of Mexico is an unincorporated nonprofit association with the purpose of offering a balance between tradition and vanguard, presenting the best shows and performers from around the globe. For additional information about the Festival of Mexico program and activities, visit [www.festival.org.mx](http://www.festival.org.mx)

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For more information on BMW Group commitment with art and culture, please visit:

[www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)

### **About BMW's Cultural Commitment**

For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Mehta, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

### **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 approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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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