

Media Information  
April 11, 2014

## **BMW hosted Munich Philharmonic Orchestra for concert in Vanderbilt Hall, Grand Central Terminal in New York City.**

**Woodcliff Lake, NJ.** In the afternoon of April 10, 2014, BMW presented a cultural delicacy, a live performance by the Munich Philharmonic Orchestra in Vanderbilt Hall, Grand Central Terminal, as a special treat for New York City. Passing travelers and New Yorkers were given the memorable experience to hear classical music when the musicians rehearsed with open doors for a private evening concert in the historic venue.

The orchestra is in town to perform at Carnegie Hall on Friday, April 11 and Saturday, April 12. As a partner of the Munich Philharmonic, BMW's support helped to make their New York City tour stop possible. Both organizations share the same city of origin and BMW wanted to share one of the most renowned symphony orchestras in the world with New York.

Paul Müller, Intendant of the Munich Philharmonic Orchestra said, "We are thrilled to be back in New York for the first time since 2002 when we were last presented by Carnegie Hall." Müller also thanked BMW for its crucial ongoing relationship with the orchestra and for making their visit to New York possible. "It could not start off better with a special concert for friends of BMW in the grand environment of Vanderbilt Hall at Grand Central Terminal. The Munich Philharmonic is looking forward to many more compelling projects with BMW," he said prior to the concert on Thursday.

BMW Group has been a partner of the Munich Philharmonic for many years. Since 2011, BMW has supported the orchestra with the cultural education initiative "SPIELFELD KLASSIK" (Court Classic) as a long term partner. It presents school concerts, rehearsal visits, introductions and workshops to curious children and teenagers and received an award by a co-founded initiative of the German government and industry honoring forward looking and innovative local projects. As part of this cooperation BMW supported the orchestra's Japan tour in 2013 and now brings the Munich Philharmonic to New York City.

### **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 Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwazer, 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.



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

**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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For questions please contact:

Dr. Thomas Girst  
BMW Group Corporate and Governmental Affairs  
Head of Cultural Engagement  
Telephone: +49 89-382-24753, Fax: +49 89-382-24418

Stacy Morris  
Corporate Communications Manager – Marketing and Culture  
+1 201-360-5134 / [Stacy.Morris@bmwna.com](mailto:Stacy.Morris@bmwna.com)

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)