



Press Kit
13th November 2014

The 2014/2015 BMW Wintersport commitment.

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Start of a new era.

BMW to be Title Sponsor of BMW IBU World Cup Biathlon.

Munich. Since the 2010/11 season, BMW has been the main sponsor of the IBU World Cup Biathlon. Now it's time for the next step in BMW's commitment to one of the most popular winter sports in Europe: As the Official Title Sponsor, BMW will be the most important partner and will lend its name to the BMW IBU World Cup Biathlon. When the starting pistol gets the new season underway on 29th November in Östersund in Sweden, BMW will be much more present in all areas around the races than in previous years.

As well as being the title sponsor, BMW will also be the "Official car partner of the BMW IBU World Cup Biathlon and the IBU World Championship Biathlon", as well as the "Official Presenting Sponsor of the IBU World Championship Biathlon". Together with the IBU and its marketer Infront, BMW has helped devise a new marketing concept, which, as of this season, will guarantee optimised visibility of the partners and a new brand identity.

Friedrich Edel, Head of Sports Marketing BMW Germany said: "Over the years the biathlon has become a spectacular event in Germany and in Europe, delighting people both at the course and following on television. All of us have cheered so often when our favourites have battled for every hit at the shooting range and for every second on the cross-country skiing trail. The biathlon captivates its fans with its combination of precision, technique and endurance. These characteristics fit the BMW brand perfectly and make the sport an excellent platform for us. We are looking forward to this much closer cooperation with IBU going forward."

"It's extremely valuable for our sport to have a strong partner such as BMW at our side," said Nicole Resch, Secretary General of the International Biathlon Union. "For years BMW has demonstrated its exceptionally high value as a partner and sponsor through its intensive commitment to winter sports – as well as other sports. You can tell that sponsoring sport is not just business for BMW, but rather it is close to its heart."

The BMW IBU Biathlon World Cup season comprises a total of nine stages, including the two tradition-steeped German venues Oberhof and Ruhpolding, which have been the highlights of the season alongside Antholz for years now. The IBU Biathlon World Championships take place from 3rd to 15th March 2015 in Kontiolahti in Finland.



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BMW extends commitment to winter sports and will be the main sponsor of the FIBT Bob & Skeleton World Cup as of this season. The highlight of the partnership with the International Bobsleigh & Skeleton Federation is the 2015 BMW FIBT Bob & Skeleton World Championship in Winterberg.

Munich. BMW is a strong winter sports partner. As of this season, BMW is extending its commitment by entering into a partnership with the International Bobsleigh & Skeleton Federation (FIBT). BMW will also be the “Official Main Sponsor of the Viessmann FIBT World Cup”, “Official Car and Technology Partner of the FIBT World Cup, World Championships and Federation”, as well as “Title Sponsor of the FIBT World Championships”. BMW will be at the “Home World Championships” taking place in Winterberg, German region of Sauerland, in February 2015 for the first time as title sponsor of the “2015 BMW FIBT Bob & Skeleton World Championships”.

“The BMW commitment to bobsledding has tradition at BMW. The technology partnership has linked us with the German Bobsleigh, Luge, and Skeleton Federation since 2010,” said Friedrich Edel, Head of Sports Marketing BMW Deutschland. “As of next season, BMW will also be present on an international level as the partner of the International Bobsleigh & Skeleton Federation.”

FIBT President Ivo Ferriani said: “We are delighted with BMW's commitment to bobsledding and skeleton. BMW is not only an outstanding brand that is highly regarded throughout the world, just like its excellent cars. The enterprise also enjoys a successful tradition as a committed winter sports partner. On behalf of FIBT and all the athletes, I would like to say that we are looking forward to the debut season with our new main sponsor BMW, in particular to the BMW FIBT Bob & Skeleton World Championships in Germany.”

In future BMW will have a prominent position at the FIBT World Cup events and at the FIBT World Championships, on the athletes' helmets and on banners in the track area. At the World Championships, the BMW logo will also be clearly visible on the front of the bobsleighs. The company will also provide BMW shuttle vehicles at selected World Cup events.



The “2015 BMW FIBT Bob & Skeleton World Championships” in Winterberg are the first highlight of the new partnership between BMW and FIBT. From 23rd February to 8th March 2015 the bobsleigh and skeleton riders will battle for medals at the classic track in the Sauerland. The German bobsleigh riders Francesco Friedrich and Maximilian Arndt will compete in the two-man and four-man bobsleigh as defending champions.



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On a virtual bobsleigh ride with BMW through the track.
BMW visualises the fascination of the “Formula 1 of winter sports” and shows the technology behind it.

Munich. Bobsleighing is all about thousandths of a second. Aerodynamic sports equipment with steering precision down to just millimetres and the mastering of tremendous physical forces are what characterise bobsleighing. The technological advances take place behind closed doors. When a bobsleigh races through the track at 140 km/h and up to 5g, this precision work is hardly recognisable to spectators. As of this season, BMW is the “Official Main Sponsor of the FIBT World Cup” and “Title Sponsor of the FIBT World Championships”. The car manufacturer from Munich is also the “Official Automobile and Technology Partner of the FIBT World Cup, World Championships and Federation”.

In this context BMW is keen to visualise the fascinating technological details of bobsleighing for fans of winter sports. To do so, BMW is producing virtual rides through selected bobsleigh runs. These will be made available to TV channels as well as online and print media without copyright to be used for editorial reporting.

“It's with good reason that bobsleighing is regarded as the Formula 1 of winter sports,” said Friedrich Edel, Head of Sports Marketing BMW Deutschland. “BMW has been the Technology Partner of the German Bobsleigh, Luge, and Skeleton Federation since 2010. As well as the work in the BMW wind tunnel, computer-aided analysis methods are used in the development of the sports equipment, using a 3D model to determine the aerodynamic characteristics. We want to bring this competency to our new partnership with the International Bobsleigh & Skeleton Federation (FIBT) and visualise the fascination as well as the technological aspect of the sport for fans of winter sports.”

BMW is producing animated track images of the Bobsleigh World Cup tracks at Lake Königssee, in Winterberg – the venue of the 2015 World Championships – as well as in Altenberg, regarded as one of the most technically demanding tracks. This material can be used by TV channels for live reporting. In addition to the insights into the challenges of each track, athletes will explain fascinating details such as challenging sections of the run and the description of the racing line from a rider's perspective. The complex animated HD material will also be used to generate graphics for print usage.

BMW **Corporate Communications**



If you are interested in the animations or info graphics, please contact:

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BMW supports the International Luge Federation FIL as Official Partner and Main Sponsor of the FIL World Cup. Successful partnership enters its second season.

Munich. BMW Germany took its commitment to luge to a new level at the start of 2014, since when it has been Official Partner of the International Luge Federation FIL. Within the framework of the partnership, which is set to run for several years, BMW will be present on the international scene as “Official Main Sponsor of the FIL World Cup”, “Official Partner of the FIL Luge World Championships and European Championships”, “Official Automobile Partner of the FIL World Cup and Federation,” and “Official Presenting Sponsor of the FIL Team Relay World Cup”.

As partner of the German Bobsleigh, Luge, and Skeleton Federation (BSD), BMW has already enjoyed positive experiences as a promoter of the luge on a national level. German stars, including Georg Hackl, Felix Loch and Natalie Geisenberger, regularly test their high-tech toboggans at the BMW wind tunnel. In very few other sports are dynamics, efficiency and technical perfection – qualities that also reflect the philosophy of the BMW brand and the BMW EfficientDynamics technology package – as important as in the luge. Furthermore, the luge is also a popular sport among BMW customers, and has always attracted a lot of attention on television.

BMW will now be a prominent feature on banners and elsewhere around the ice channel at events in the Luge World Cup, as well as the World and European Championships.

Josef Fendt, President of the International Luge Federation (FIL):

“As a federation, we are very proud to have a global brand like BMW as the Official Partner of our world cup. BMW has already proven over many years just what a valuable promoter of winter sport the company is. For the 2014/15 season, we are planning a special BMW prize, which the FIL and BMW will develop together. As such, I am delighted that our international federation can now count on the support of such a strong partner as BMW.”



Friedrich Edel, Head of Sports Marketing BMW Germany:

"We are delighted to extend our commitment to winter sport through the partnership with the FIL. Dynamics and efficiency are attributes that our cars share with the lugers' toboggans. Both are high-tech – which is why we believe they are perfectly suited to each other. Looking ahead to the coming years, it is particularly important for us to make an impact on the international luge scene, and to achieve greater value for athletes and fans alike."

Norbert Loch, national luge coach:

"Going on my own experience, I can only congratulate the FIL on this partnership. BMW has been Technology Partner of the BSD for years, and has contributed to our success through its support, which includes the use of the BMW wind tunnel."

Natalie Geisenberger, double gold medallist in the luge at the 2014 Olympics:

"We German lugers have been able to rely on the great cooperation with BMW for years. At the forefront of this is obviously the outstanding technical support. However, it has also been hugely enjoyable working together with BMW in many other areas. Privately, I have driven a BMW for years. It has never let me down and always brought me safely and comfortably to my destination. This way, I arrive at competitions in a much more relaxed frame of mind. This is another way, in which BMW has contributed to my success."



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Media contact and links.

Further information on the BMW Wintersport commitments.

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You can find the latest press releases and media folders, as well as copyright-free images regarding BMW's involvement in winter sport for editorial purposes, online at www.press.bmwgroup-sport.com

You can find the alpine experience guide "BMW Mountains" at:
www.bmw-mountains.com

You can also find results and latest news on the official websites of our partners.

International Biathlon Union
www.biathlonworld.com

Fédération Internationale de Bobsleigh et de Tobogganing
www.fibt.com

Bob- und Schlittenverband für Deutschland
www.bsd-portal.de

Fédération Internationale de Luge de Course
www.fil-luge.org