



Media Information
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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 bobsleighbg 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 bobsleighbg 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.

Note to editors: You can find the latest press releases, media folders and copyright-free images for editorial purposes regarding BMW’s sporting commitments online at: www.press.bmwgroup-sport.com

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