

Media Information
October 12, 2015

BMW Group is partner of Frieze Art Fair in London **Activities include experiences with the „BMW 7 series Lounge“**

London/Munich. BMW Group is the partner of the 13th edition of Frieze Art Fair, one of the most important fairs of contemporary art worldwide, taking place at Regent's Park between October 14-17, 2015. Throughout the fair, BMW will present its "BMW 7 Series Lounge". In addition to the new BMW 7 model, maquettes of BMW Art Cars designed by Andy Warhol (1979) and César Manrique (1990) will be displayed. The lounge will also be the starting point for the exclusive guided VIP tours of the fair.

Visitors will furthermore have the opportunity to discover Frieze Sounds at the lounge. These sound installations will also be available as online streams via www.friezeprojectsny.org. A total of three exclusive sound installations are the result of commissioned works by artists Alicja Kwade, Xaviera Simmons and Sergei Tcherepnin. For the fourth consecutive year, Frieze Sounds was curated by Cecilia Alemani. Frieze Sounds can also be enjoyed in the BMW 7 models as part of the exclusive VIP shuttle service provided for Frieze London and Frieze Masters.

In addition, "BMW Art Guide" will host an afternoon tea at the private gallery DRAF (David Roberts Art Foundation). "BMW Art Guide" is the first and only publication presenting a comprehensive overview of international private collections of contemporary art open to the public.

In collaboration with Soho House, BMW will also present "BMW Art Talk". Artist Christian Jankowski and the director of the art programme at the Royal Academy, Tim Marlow, will enter a lively debate held at Shoreditch House. As a global partner of the automotive industry, BMW cooperates with the various venues of Soho House & Co to offer events focusing on contemporary art, innovation and design.

BMW Group has been a partner of this London art fair since 2004 and extended its support to Frieze Masters, the fair for Old Masters, in its founding year 2012. Frieze Masters will be open until October 18. On October 13, select guests will have the opportunity to attend an exclusive preview day.

BMW is cultivating sustainable long-term partnerships with the most renowned art fairs worldwide including Art Basel, Art Basel Miami Beach, Art Basel Hong Kong, Frieze Art Fair and Frieze Masters London, Frieze New York, Paris Photo in Paris and Los Angeles, TEFAF Maastricht, art berlin contemporary and the Gallery Weekend Berlin.

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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

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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 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.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 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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