

## BMW Group receives award from the Festival de Mexico en el Centro Histórico

The non-profit organization acknowledged the commitment with the culture shown by the Bavarian Group throughout twenty consecutive years.

**Mexico City, Mexico; March 14<sup>th</sup>, 2016.-** The Festival de Mexico en el Centro Histórico (Festival of Mexico at the Historical Downtown), which is annually organized in Mexico City since 1985, acknowledged the work performed by BMW as a promoter of the culture in Mexico upon having 20 years as an active partner of the organization.

During the 32<sup>nd</sup> edition, the newly appointed CEO, Dr. Alexander W. Wehr received the acknowledgement in a special ceremony that took place in the Fine Arts Palace (Palacio de Bellas Artes), the most important cultural precinct in Mexico City.

The executive thanked the award in the name of all associates of the Group and mentioned that "Globally and for more than 40 years, BMW Group has started and participated in multiple international cultural cooperation, we consider the commitment with the culture as an essential part of the BMW brand, with the purpose of transferring the company's principles, as well as granting full liberty to the creative potential for the development of revolutionary artistic works that are similar to the greatest innovations in business."

This time, the most important cultural celebration in Mexico City will be supported by BMW Group in the concert offered by the Leipzig String Quartet, on March 17<sup>th</sup> in the amphitheater Simon Bolivar and on March 18<sup>th</sup>, in the concert of the same group with the Polish soprano Aleksandra Zamojska, who currently is an artist residing in the Fribourg Opera House.

The Festival de México en el Centro Histórico is a non-profit civil association whose main purpose is offering a balance between tradition and the vanguard, presenting the best shows and artists of the world. For more information on the schedule and activities of the Festival of Mexico visit: [www.festival.org.mx](http://www.festival.org.mx)

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### About 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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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#### **About BMW Group Mexico**

BMW Group Mexico started its activities at the end of 1994 and executed in 2014 the 20 Anniversary of presence in Mexico. The Group announced in July 2014, the investment of one thousand million dollars for the construction and operation of a production plant in San Luis Potosí, the preparation works on the land already started and currently the first recruiting processes are being carried out throughout [www.bmwplantarh.com.mx](http://www.bmwplantarh.com.mx)

Currently, BMW Group Mexico trades the brands BMW, MINI and BMW Motorrad. It has 35 BMW dealers, 27 offer the brand MINI and 20 BMW Motorrad. All of them are located both in Mexico City and in the main cities of the Mexican Republic: Aguascalientes, Cancun, Chihuahua, Culiacan, Guadalajara, Hermosillo, Leon, Merida, Monterrey, Morelia, Oaxaca, Pachuca, Puebla, Querétaro, Saltillo, San Luis Potosí, Tampico, Tijuana, Toluca, Torreon, Veracruz and Villahermosa, generating more than 1,500 direct Jobs in the whole network.

In addition, BMW Group Mexico has a service and post-sale organization in the whole country, offering attention to customers during 24 hours in the day. For more information of products and services, please consult [www.bmw.com.mx](http://www.bmw.com.mx), [www.mini.com.mx](http://www.mini.com.mx) and [www.bmw-motorrad.com.mx](http://www.bmw-motorrad.com.mx).

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[www.press.bmwgroup.com/mx.html](http://www.press.bmwgroup.com/mx.html)

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