



Media Information
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43rd BMW BERLIN MARATHON: BMW title partner again at the largest one-day sporting event in Germany.

BMW i3 to lead a world-class field through the capital in 2016.

Munich/Berlin. More than one million spectators, about 70,000 runners from 130 countries, and 5,500 volunteers: the German capital will once again be transformed into a gigantic open-air stadium for the 43rd BMW BERLIN MARATHON on 25th September. The fastest route on the international marathon calendar attracts some of the world's top runners ever year, as well as tens of thousands of amateur athletes. The marathon festival is the highlight of the extensive BMW Running commitment and is one of the six stand-out marathons in the world. As at all the major marathon events in Germany, the fully-electric BMW i3 will be used as the official timing and lead car.

“The great enthusiasm in the sporting metropolis of Berlin is a key factor in the largest marathon event in Germany, and is inspiring for the many participants. Sportiness is at the heart of our company, so we are all delighted to be the title partner of the BMW BERLIN MARATHON again as we celebrate the centenary of the BMW Group and the BMW brand,” said Peter van Binsbergen, Senior Vice President Sales and Marketing BMW Germany.

As well as an enthusiastic welcome from the people of Berlin, the runners can also look forward to an event perfectly organised by SCC EVENTS GmbH. Title partner BMW will also contribute to the success of the event: along with the BMW i3, it will also provide a BMW i8 as the safety car, a further seven timing cars, and 12 BMW E-Scooter C Evolutions, as well as a total of 40 additional cars for organisational purposes and for use as shuttles.

This year, a BMW winter sports squad boasting many Olympic victories and world championship titles will run in Berlin. Miriam Gössner (biathlon), Tobias Wendl (luge) and Johannes Lochner (bobsleigh) will experience the BMW BERLIN MARATHON out on the route – supported by BMW Running ambassadors and Olympians Anna and Lisa Hahner.

Two world records have been broken at the BMW BERLIN MARATHON in the past three years. In 2013, Wilson Kipsang covered the 42 kilometres faster than any man before him in a time of 2:03:23 hours. Now 34, the Kenyan is one of the top stars in this year's marathon. The same goes for Kenenisa Bekele from Ethiopia. One of the most successful track distance runners of all time, he is a three-time Olympic gold medallist



and five-time world champion over 5,000 and 10,000 metres, and has also won the World Cross Country championship 11 times, including victories over the shorter and longer distance. He also holds the world record over 5,000 and 10,000 metres. He has been trying his hand at marathon running since 2014 and this year's BMW BERLIN MARATHON represents his fifth start over the classic distance. Top favourite in the women's race is Florence Kiplagat from Kenya, who was first across the finish line at the Brandenburg Gate in 2011 and 2013 and also boasts a fastest time of 2:19:44.

"The fact that the route through the German capital is always good for a world record is another thing that makes the BMW BERLIN MARATHON so special," said van Binsbergen. "Facing every challenge and pursuing ambitious goals with passion and stamina has always been in the DNA of our company, ever since the early days of BMW. This is behind the innovation BMW demonstrates in automobile manufacturing, which has set new benchmarks in electric mobility with the development of the BMW i cars, which are made sustainably and from carbon."

The BMW i3 and BMW i8, together with other models, will be on display at the BERLIN VITAL trade fair, which will this year take place at an attractive new venue in STATION Berlin at Gleisdreieck. From 22nd to 24th September, roughly 200 national and international exhibitors will present their lifestyle, sport, wellness, health and nutrition products to 90,000 visitors.

As in previous years, ARD and rbb will broadcast the BMW BERLIN MARATHON live. ARD will report from 09:00 to 11:40 on 25th September, while rbb will broadcast from 09:00 to 14:00.

Note to editors:

You can find the latest press releases and copyright-free images for editorial purposes regarding BMW sporting commitments online at:
<https://www.press.bmwgroup.com/global>

You can also find general information in the BMW Running portal at:
www.bmw-laufsport.de

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