

## **BMW once again partner of European Outdoor Film Tour 2016**

### **World premiere at BMW Welt with seven inspiring and authentic documentaries from the fascinating world of outdoor sports**

**Munich.** From Myanmar through the Swiss Alps to the northernmost tip of Canada in just 120 minutes: This year's European Outdoor Film Tour (E.O.F.T.) got underway at BMW Welt. Around 600 guests were invited to enjoy a hugely varied journey through the world of outdoor sports. The current programme will tour 15 European countries between October 2016 and February 2017, presenting a total of seven fascinating documentary films, which can only be viewed in this form on the big screen at the E.O.F.T. BMW is once again the project's committed mobility partner. A number of the protagonists and filmmakers attended the premiere, including mountain biker Harald Philipp; mountaineer David Lama; climbers Ben Ditto, Nicolas Favresse, Seán Villanueva and Bob Shepton; steep skier Jérémie Heitz; Alpine journalist Mark Jenkins and stuntman and wingsuit pilot Matt Blank.

#### **Real adventures, real cinematic art**

Viewers in the BMW Welt Auditorium were impressed by the emotional and authentic stories told by the seven film teams showcasing the protagonists and their sport. Under the motto "This is Real!", the films of up to 30 minutes in length were filmed without scripts, without actors and without special effects. The result is an impressive combination of genuine adventures and true passion that is sure to enthral fans of outdoor sports throughout the remaining stages of the tour.

#### **BMW Group involvement in sports**

BMW has been the official automotive partner of the European Outdoor Film Tour since 2013. BMW Welt is a regular stop on the tour and was chosen to host this year's world premiere. BMW also uses this cooperation as a stage to display its products and technologies to an active and sporty target audience. This year, the focus is on the intelligent all-wheel-drive system, BMW xDrive, which guarantees exceptional handling and precise traction both on-road and off, on any surface, and makes BMW xDrive ideal for outdoor sports.

The European Outdoor Film Tour, one of outdoor films' most prestigious events, presents an ideal opportunity: Last year alone, more than 200,000 people attended the showings.

## Media Information

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“The European Outdoor Film Tour and BMW have formed a strong partnership that’s a really good fit,” explains Bernd Körber, head of Brand Strategy BMW. “Outdoor sports thrive on passion, achieving maximum performance and the pure joy of being in motion, just like BMW. We are delighted to support the E.O.F.T.”

In recent years, BMW has gradually expanded its involvement in outdoor and mountain sports across Europe to include long-term cooperation with renowned ski resorts and partners from the sports and outdoor industries, as well as support for a large number of projects in this field, such as the partnership with European Outdoor Film Tour launched in 2013.

If you have any questions, please contact:

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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 31 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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