

Media Information
March 10, 2017

BMW Group extends partnership with TEFAF until 2019. Fleet of BMW's as Courtesy Cars for International art and antique fair's guests of honour for the next three years.

Maastricht. The 30th edition of TEFAF Maastricht, one of the most important art and antique fairs worldwide, will take place from March 10 to 19, 2017. As in previous years, the BMW Group will be a supporting partner of the fair. To this end, the BMW Group will provide a fleet of BMW 7 Series as Courtesy Cars offering transport for the fair's guests of honour.

"TEFAF is in the top ten of the largest art fairs in the world and this edition will be as impressive as before", said Peter Haug, Marketing Director of BMW Group Netherlands. "The TEFAF organization is as perfectionist as ever which makes us want to connect the BMW brand to this prestigious event for another three years. Until 2019 the fair's guests of honor are assured to experience the same level of perfectionism in the cars and their drivers."

The BMW 7 Series Courtesy Cars.

The BMW 7 Series BMW Group Netherlands provides are 'L' versions, with a longer wheelbase with engines ranging from the Plug-in Hybrid 740Le and gasoline V8 750Li to the ultimate quad-turbo diesel 750Ld. Some cars are equipped with the optional Executive Lounge interior with two separate, fully adjustable back seats with massage function. Each Courtesy Car ensures maximum comfort thanks to the air suspension and Executive Drive Pro, which recognizes bumps in the road via a stereo camera and prepares the suspension accordingly.

The BMW Art Guide by Independent Collectors and TEFAF 2017

Apart from courtesy car fleet, a visit of the Buitenplaats Kasteel Wijlre – home of the collection of Jo and Marlies Eijck - is part of BMW Group Netherlands activities during TEFAF 2017. The collection is listed in the latest BMW Art Guide by Independent Collectors, which presents 256 private yet publicly accessible collections of contemporary art — featuring large and small, famous and the relatively unknown. Succinct portraits of the collections with countless color illustrations take the reader to more than forty-three countries, often to regions or urban districts that are off the beaten path.

270 renowned galleries from all over the world contribute to making TEFAF a display of the most important artistic works on the market. Since 2001, TEFAF has been a partner of the BMW Group, which supports numerous other art fairs worldwide including Art Basel, Art Basel Miami Beach, Art Basel Hong Kong, Frieze London, Frieze New York, Paris Photo as well as initiatives such as Gallery Weekend Berlin. BMW Group further maintains long-term cooperations with cultural institutions and artists the world over supporting projects such as BMW Tate Live, Preis der Nationalgalerie and BMW Art Cars.

For more information about TEFAF, please refer to: www.tefaf.com.

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About BMW Group's Cultural Commitment

For almost 50 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 contemporary and modern art, classical music and jazz 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, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. Currently, female artist Cao Fei from China and American John Baldessari are creating the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing 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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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