



Media Information
BMW BERLIN MARATHON
21st September 2017

44th BMW BERLIN MARATHON: BMW i3s leads a world-class field on the fastest running track in the world.

- **Eliud Kipchoge (KEN), Wilson Kipsang (KEN) and Kenenisa Bekele (ETH) aim for world record.**
- **Unique atmosphere at biggest one-day sporting event in Germany.**
- **BMW provides around 50 vehicles as the main sponsor and car partner.**

Berlin. On 24th September, the German capital will host the fastest 42 kilometres on the international running calendar for the 44th time: the BMW BERLIN MARATHON. No fewer than ten world records have been set at the biggest one-day sporting event in Germany to date. BMW is title partner of the record event for the seventh time. Around 70,000 participants compete in the marathon festivities, which draws around one million spectators along the route. The BMW BERLIN MARATHON is the highlight of the extensive 'BMW Laufsport', BMW's running commitment. As at all major marathon events in Germany, the BMW i3s (electricity consumption: 14.3 kWh/100 km, combined CO2 emissions: 0 g/km) will be in action as the official lead car.

"It is always a joy to see how tens of thousands of participants and a million spectators create an atmosphere on the streets that celebrates performance and dedication as much as the shared experience of an international sporting event," said Peter van Binsbergen, Head of Sales and Marketing at BMW Deutschland. "The BMW i3, the official lead car, and the plug-in hybrid BMW i8 are the peak of our efforts in the areas of sustainability, environmental impact and future viability. The BMW i cars combine efficiency and performance – a principle that also applies in running."

In addition to the enthusiasm of the residents of Berlin, the runners can look forward to ideal conditions and promoter SCC EVENTS GmbH's perfect organisation. Title partner BMW will also play its part, and as well as the BMW i3s,



will send a BMW i8 (combined fuel consumption: 2.1 l/100 km, combined CO₂ emissions: 49 g/km) as the safety car, seven timing cars and twelve BMW E-Scooter C evolutions (electricity consumption: 9.0 kWh/100 km, combined CO₂ emissions: 0 g/km) onto the track. On top of this, there will be a total of 40 additional organisational vehicles and shuttles.

Once again, the BMW BERLIN MARATHON has an outstanding selection of top athletes. As it stands, on 24th September, the three best marathon runners in the world will compete. Kenya's Eliud Kipchoge, the 2015 Berlin champion and Rio de Janeiro 2016 Olympic Games winner, is eager to break the world record of his fellow Kenyan Dennis Kimetto, which was set in Berlin in 2014. The clock stopped at 2:02:57 hours back then. Another Kenyan is returning to the site of a significant victory: Wilson Kipsang, the 2013 world record holder. Kipsang had his big moment four years ago, when he improved on his compatriot Patrick Makau's Berlin world record of 2:03:38 hours with a time of 2:03:23 hours at the 40th BMW BERLIN MARATHON. Last year, Kipsang was ten seconds faster than his world record, but only did enough to finish in second place behind Ethiopia's Kenenisa Bekele, who will also be returning to Berlin this year.

With six women who have best times of under 2:24 hours, the female entrants in the BMW BERLIN MARATHON are also top class once again. The world-class sextet is headed by Kenya's Gladys Cherono, the winner of the 2015 BMW BERLIN MARATHON (2:19:25 hours). In addition to Aberu Kebede, who has already won three times in Berlin (2010, 2012, 2016, best time 2:20:30 hours), three other Ethiopian women are also competing: Amane Beriso (second in Dubai in 2016), Gulume Tollesa (winner in Frankfurt in 2015), Meseret Mengistu (winner in Paris in 2015), and Kenya's Valary Aiyabei (winner in Prague in 2017). Anna Hahner (best time 2:26:44 hours) is making her marathon comeback in Berlin after a long break due to injury. The brand ambassadors Anna and Lisa Hahner are the faces of BMW Laufsport.

With their commitment, BMW Deutschland reaches a total of more than 175,000 participants, and millions of spectators enthusiastic about running. BMW is also partner to major international running events such as the marathons in Tokyo and Shanghai, the BMW Dallas Marathon, the BMW Oslo Marathon, and the Vienna City Marathon.



As in previous years, the BMW BERLIN MARATHON will be broadcast live by ARD and rbb. ARD is scheduled to broadcast from 9:05 a.m. to 12:00 p.m. on 24th September, and rbb from 9:00 a.m. to 2:00 p.m. (all times CEST).

Media Contact.

BMW Sports Communications

Dr. Robert Hohenauer

Phone: 089 – 382-45720

E-mail: robert.hohenauer@bmw.de

Media Website.

www.press.bmwgroup.com/deutschland

BMW Laufsport on the web.

BMW Group Sports: www.facebook.com/BMWGroupSports

Website: www.bmw-berlin-marathon.com

Facebook: www.facebook.com/berlinmarathon