



Media Information
BMW BERLIN MARATHON
24th September 2017

Eluid Kipchoge wins the 44th BMW BERLIN MARATHON – Gladys Cherono wins the women’s race at the highlight of the BMW Running commitment.

- **The outstanding marathon runner of recent years, Eluid Kipchoge, (KEN), wins in Berlin for the second time, having previously won in 2015.**
- **Gladys Cherono (KEN) also repeats her victory from two years ago at the BMW BERLIN MARATHON.**
- **BMW Running Ambassador Anna Hahner comes home fifth in 2:28.32 hours to finish as the best-placed German and qualify for the European Championships.**
- **Title partner BMW supports the marathon with roughly 50 sustainable BMW i and BMW i Performance automobiles.**

Berlin. The clock on 2:03.32 hours as Olympic champion Eluid Kipchoge ran through the Brandenburg Gate to win the 44th BMW BERLIN MARATHON. The 32-year-old was embroiled in a captivating duel with marathon debutant Guye Adola (ETH) on the wet route, and only pulled clear to win in the final kilometre. In the women’s race too, the biggest marathon in Germany lived up to its reputation as an extremely fast route, despite challenging conditions: Gladys Cherono was victorious in a world-class time of 2:20.23 hours, cheered on by over one million spectators who lined the 42.195-kilometre route. BMW Running Ambassador made a successful comeback after a long injury layoff, and finished well within the European Championships standard. BMW was involved for the seventh time as title partner of the fourth of six World Marathon Majors.

“A great passion for running among the 70,000 people taking part and those watching along the route, and outstanding results from the elite athletes – the BMW BERLIN MARATHON was once again a top-class festival of marathon running this year,” said Stefanie Wurst, Head of Marketing BMW Germany. “On



behalf of BMW, I would like to congratulate Eluid Kipchoge and Gladys Cheronon on their wins. Both produced excellent performances and crowned a running event that captures the imagination of many around the world. The whole event raised the bar again this year. I would like to say a big thank you for that to our partner, promoter SSC EVENTS GmbH, and particularly the 5,500 volunteers. It was the perfect stage for the new BMW i3, our official timing and lead car, and the revolutionary BMW i8 plug-in hybrid sports car.”

It came as no huge surprise that Kipchoge, the top favourite coming into the event, emerged triumphant. However, his biggest challenge was expected to come from last year’s winner Kenenisa Bekele (ETH) and Wilson Kipsang (KEN), who both retired before the end of the race. Instead it was Guye Adola (KEN) who put up the biggest fight. The marathon debut refused to be shaken off and actually pulled ahead around the 37-kilometre mark. Ultimately, however, it was the more experienced Kipchoge who prevailed. Despite this, Adola can still be more than happy with his time of 2:03.46 hours. Gladys Cheronon opened up a big lead over the rest of the field, and claimed her second Berlin victory in commanding fashion.

For Anna Hahner , the BMW BERLIN MARATHON represented the first start over 42.195 kilometres since the 2016 Olympic Games, since when she has had to endure a long injury layoff. The 27-year-old suffered a torn tendon in her right thigh during the race in Rio de Janeiro. As such, the BMW Running Ambassador was simply delighted to be able to take her place at the start. Fifth place was an outstanding comeback, and her time ensured that she easily qualified for the European Athletic Championships, which also takes place in Berlin next year.

BMW was title partner in Berlin for the seventh time this year, during which time it has always provided a fully-electric lead car. This year, the Munich-based automobile group once again contributed to the success of the largest one-day sporting event in Germany with about 50 pioneering and sustainable cars. As well as the lead car, the BMW i3s (electricity consumption: 14.3 kWh/100 km, combined CO2 emissions: 0 g/km), the BMW i8 (combined fuel consumption: 2.1 l/100 km, combined CO2 emissions: 49 g/km) was also in action out on the track as the safety car, while a further seven timing cars and twelve BMW E-Scooter C evolutions (electricity consumption: 9.0 kWh/100 km, combined CO2 emissions: 0 g/km) were also used. An additional 40 organisational and shuttle cars rounded off the BMW fleet.



The BMW i3 is not only used as the official lead car at the BMW BERLIN MARATHON. The zero-emission car also leads the way at the other major German marathons, which BMW once again supports as main sponsor and automobile partner this season. These include the LEIPZIG MARATHON (9th April) and the Haspa Marathon Hamburg (23rd April), which have already taken place this year, as well as the RheinEnergieMarathon Köln (1st October), the MUNICH MARATHON (8th October) and the Mainova Frankfurt Marathon (30th October).

BMW is also partner of other important running events, such as the marathons in Tokyo and Shanghai, the BMW Dallas Marathon, the BMW Oslo Marathon, and the Vienna City Marathon.

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