

Media Information
5 February 2018

BMW Partners with the Directors Guild of America for the 70th Annual Directors Guild Awards.

The BMW 7 Series, BMW i8 and BMW X3 were showcased alongside Hollywood's biggest stars.

Beverly Hills. Returning for a fifth consecutive year, BMW proudly supported the Directors Guild of America as the exclusive automotive partner at the organization's 70th Annual DGA Awards Ceremony on February 3, 2018. The Awards, which celebrate outstanding directorial achievement, took place at The Beverly Hilton in Beverly Hills, CA.

"BMW has a long tradition of supporting creative visionaries across artistic disciplines," said Uwe Dreher, Head of Brand Communication BMW. "We are proud to once again partner with the Directors Guild of America to honor some of Hollywood's most exciting storytellers."

Comedian Judd Apatow hosted the ceremony which was attended by some of the biggest names in Hollywood, including Betty Gabriel, Marcus Henderson, Richard Jenkins, Amy Schumer, Sam Rockwell, and David Hasselhoff.

Director and former DGA President Michael Apted (The World Is Not Enough, The Chronicles of Narnia: The Voyage of the Dawn Treader) was the recipient of the DGA Honorary Life Member Award in recognition of leadership in the industry, contribution to the Guild and the profession of directing, and outstanding career achievement – presented to him by DGA President Thomas Schlamme and Former National Executive Director Jay D. Roth.

Guillermo del Toro took home the evening's most coveted prize of the Directors Guild of America; the Award for Outstanding Directorial Achievement in Feature Film for 2017 for the film "The Shape of Water", which was presented to him by last year's winner Damien Chazelle (La La Land).

Media Information

Date 5 February 2018

Subject BMW Partners with the Directors Guild of America for the 70th Annual Directors Guild Awards.

Page 2

Seen on-site at the Directors Guild Awards were three iconic BMW vehicles: the BMW X3, the BMW i8 and the BMW 7 Series.

BMW's support of the Directors Guild of America is part of the company's ongoing commitment to arts, entertainment and culture. BMW vehicles have a long been featured on the big screen, including in iconic films like *Mission: Impossible* and the *James Bond* franchises.

The DGA Award for Outstanding Directorial Achievement in Feature Film has traditionally been a near-perfect barometer for the Best Director Academy Award. Only seven times since the DGA Award's inception has the DGA Award winner not won the same year's Academy Award®.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 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.



Media Information

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Page 3

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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