

Media Information
November 29, 2018

BMW Group awarded for international cultural initiatives.

Corporate Art Award® 2018 goes to BMW Group Cultural Engagement in a ceremony hosted within the European Parliament.

Brussels. On Wednesday, November 28, 2018, the BMW Group Cultural Engagement was awarded with the prestigious Corporate Art Award® for their **“long-term engagement in hundreds of cultural initiatives worldwide”**.

The 2018 edition of the “Art Patrons of the XXI Century” program took place at the European Parliament in Brussels within the celebrations of the European Year of Cultural Heritage. The “Art Patrons of the XXI Century” awards recognizes institutions, corporations and private investors who actively contribute to the development of the arts and the society.

Maximilian Schöberl, Executive Vice President, BMW Group: “We are all honored and delighted to receive the Corporate Art Award 2018. The award acknowledges our sustainable and long-term cultural engagement. Together with the arts, we will explore new cooperations in the fields of technology and digitalization. Our cultural commitment is not about mere budgetary transactions as seen in traditional sponsorship, but rather about collaborative interactions based on curiosity, a shared interest and mutual appreciation.”

Thomas Girst, head of cultural engagement, BMW Group: “Corporate Citizenship is a guiding principle of a company’s value system. What can we return to a society which enables our business success? The Corporate Art Award also honors our know-how and network which we are encouraged to bring to the table every time we are engaging in a dialogue with artists or cultural institutions for the past 50 years.”

About BMW Group Cultural Engagement

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. In 2016 and 2017, female artist Cao Fei from China and American John Baldessari created 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, Moscow 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.



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The Corporate Art Awards®

The Corporate Art Awards®, part of the “Art Patrons of the XXI Century” program, were developed in 2016 by pptArt® in collaboration with LUISS Business School. The awards aim to enforce visibility, recognition and reputation for the best practices in the collaboration between the corporate world and the art world. The 2016 and 2017 editions were organized under the patronage of the Italian Presidency of the Republic and the Italian Ministry of Culture. The awards ceremonies took place at the presence of Sergio Mattarella, the Italian President of the Republic, and Dario Franceschini, former Minister of Culture. The past editions saw the participation of over 200 companies institutions from 28 countries in 4 continents. Over 80 companies have participated for the 2018 edition of the Corporate Art Awards®. More information is available at the following link: www.pptart.net/2018-participants

For further questions please contact:

Stefanie Jennes
BMW Group Corporate and Governmental Affairs
Cultural Engagement
Telephone: +49-89-382-30804

Doris Fleischer
BMW Group Corporate and Governmental Affairs
Cultural Engagement
Telephone: +49-89-382-27806

www.press.bmwgroup.com

Email: presse@bmw.de

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

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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 30 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 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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