



Media Information
December 4, 2018

BMW Italia is "Official Partner of the Inaugural Evening" of Teatro alla Scala of Milan for the "premiere" of the 2018/2019 season.

The partnership between BMW Group Italia and Teatro alla Scala, born over 15 years ago, is renewed for the 2018/2019 season, starting on December 7th with the opera "Attila" by Giuseppe Verdi, directed by Maestro Riccardo Chailly and Davide Livermore.

Milan. The partnership between BMW Group Italia and Teatro alla Scala, born over 15 years ago, is renewed for the 2018/2019 season, starting on December 7th with the opera "Attila" by Giuseppe Verdi, directed by Maestro Riccardo Chailly with Davide Livermore. BMW confirms its presence as "Official Partner of the Inaugural Evening" and is preparing to celebrate a new season alongside one of the most important and prestigious theatres in the world.

"The cultural activities to which the BMW Group contributes at a global level range from classical and contemporary music to architecture and design, boasting collaborations with world-renowned artists and leading institutions. In this panorama of excellence, we are proud of the contribution of BMW Italia, which brings in dowry the activities developed with the Teatro alla Scala" declared Sergio Solero, President and CEO of the BMW Group Italia.

BMW Group Italia and the Teatro alla Scala of Milan.

BMW Italia has been partnering with the Teatro alla Scala since 2002 as "Official Supplier" and since 2005 as "Official Partner of the Inaugural Evening". Since 2016, on the centenary of the BMW Group and its 50 years of presence in Italy, the Italian branch become "Fondatore Sostenitore" of Teatro alla Scala in Milan.

Many initiatives have been realized together over the years, for example the launch of new products, such as the last three generations of the BMW 7 Series and in 2013 of the BMW i3, the first electric car of BMW Group.

Starting from the first edition in 2014, the Italian subsidiary of the BMW Group supports the "Grandi Opere per Piccoli" project, which aims to train new generations for opera and concerts and has already brought to the Piermarini's theatre 200,000 young listeners who were able to appreciate the great titles of the operatic repertoire reduced to temporal dimensions and adapted to child-friendly dramaturgical structures.

SpecialMente: the CSR project of BMW Italia.

BMW Italia, the Italian subsidiary of BMW AG, has developed an integrated program of corporate social responsibility called SpecialMente, whose core pillars are culture, social inclusion, intercultural dialogue, and road safety. SpecialMente is a platform that includes many activities and shows how the theme is rooted in the corporate culture of BMW Italia: in line with the strategy of the BMW Group, but also a reference point within the universe of the group, in terms of intensity, integration and ability to act in the social fabric in which we operate.

In the cultural field, collaborations with the major Italian cultural institutions prove the company's values and commitment in the social fabric of the country. Further details on the Corporate Social Responsibility activities of BMW Italia can be found at www.specialmente.bmw.it

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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.

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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