

Media Information  
10 August 2022

## **BMW Group welcomes competitors and guests to the 2022 European Championships in Munich.**

+++ The BMW Headquarters and BMW Museum, both architectural icons, are illuminated as part of the opening ceremony  
+++ 50 years of electromobility in the BMW Group  
+++ BMW Group Design creates the medals  
+++ 100% electric shuttle fleet  
+++

**Munich.** As part of the official opening ceremony for the European Championships on 10th August, the BMW Headquarters and BMW Museum were illuminated in a unique way to welcome all the athletes and guests. The nine sports in the European Championships were presented and orchestrated in a combination of laser and video projections. The symbols for the individual sports were based on the design from the 1972 Olympic Games, which also took place in Munich. The facades of the iconic company headquarters, which celebrates its 50th birthday this year, were lit up in interaction with emotional images on the museum. The diversity of this major sporting event was summed up in the message "United in Joy", which expresses the excitement of all those involved in the competition over the next few days.

The BMW 1602 Electric, BMW Group's first fully-electric vehicle, is also 50 this year. The BMW 1602 Electric was used as the lead car for the marathon at the Olympic Games in Munich, and naturally also featured in the illuminations. Together with the BMW i4, which is produced just a few metres away at the BMW Group's main plant in Munich, the two products underline the progress achieved by the company in 50 years of electromobility.

As premium partner with the BMW, MINI and BMW Motorrad brands, BMW Group is looking forward to supporting another major sporting event on its doorstep.

The 2022 European Championships in Munich are the biggest sporting event in Munich since the 1972 Olympic Games. From 11<sup>th</sup> to 21<sup>st</sup> August, roughly 4,700 athletes will have their sights set on victory across the nine different sports in the European Championships. In

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total, medals are up for grabs in 177 events. The medals themselves were designed by Designworks, the BMW Group's innovation studio.

As premium partner, the BMW Group is providing an extensive fleet of shuttle cars for the European Championships in Munich. The fleet consists exclusively of electrified vehicles from the BMW and MINI brands. In addition, BMW Group is also helping to make the event a logistical success and providing free parking for visitors during the competition.

If you have any questions, please contact:

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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 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was €16.1 billion on revenues amounting to €111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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