

Media Information

4 October 2022

BMW Group remains a strong partner of biathlon.

+++ Successful collaboration with the International Biathlon Union extended +++ New mobility partner of the German National Biathlon Teams +++ DSV athletes receive electrified vehicles at BMW Welt +++

Munich. Biathlon remains an important pillar in the sporting activities of the BMW Group. The premium automobile manufacturer has been successfully working together with the 'International Biathlon Union' (IBU) since 2010. The title partnership with the 'BMW IBU Biathlon World Cup', which was initiated in 2014, has now been extended until 2026 and expanded to incorporate a title partnership with the 'BMW IBU Biathlon World Championships'. From 1st October, the BMW Group will also support national biathlon, as 'Mobility Partner of the German National Biathlon Team'. The commitment as premium partner of the 'Biathlon World Team Challenge' at the "Auf Schalke" arena has also been extended until 2025.

"We are delighted that the BMW Group has once again strengthened its extensive involvement in biathlon. The long-term and expanded partnership with the IBU sees us continue our success story together in biathlon. We are also proud to now support the German national biathlon teams with sustainable and sporty mobility," says Stefan Teuchert, Head of BMW Group Germany. "Over the coming winters, we will continue to offer our customers and fans fantastic sporting events, coupled with an emotional brand experience."

To kick off the cooperation with the BMW Group, the German athletes, trainers and officials visited BMW Welt in Munich last Friday, where they were presented with their new vehicles. Benedikt Doll, Denise Herrmann-Wick, Johannes Kühn, Vanessa Hinz and Vanessa Voigt each received the key to a BMW 330e Touring (combined fuel consumption: 1.9-1.7 l/100 km; combined power consumption: 15.6-14.5 kWh/100 km; combined CO2 emissions: 44-38 g/km). The sustainable plug-in hybrid is manufactured just a few metres from BMW Welt at the BMW Group's plant in Munich, which celebrates its 100th birthday this year. Franziska Preuß also opted for an efficient hybrid car, the BMW X3 xDrive30e (combined



fuel consumption: 2.4 – 2.1 l/100 km; combined power consumption: 16.7 – 16.0 kWh/100 km; combined CO₂ emissions: 54 – 47 g/km).

Walter Vogel, Marketing Director in the German Ski Association, said: "We are pleased, in BMW, to have acquired the ideal partner for the sport of biathlon. BMW has been one of the most important partners on the international biathlon scene for many years. From now on, our national mobility partnership will give us an extra boost in our joint communications and activation measures. And sheer driving pleasure is also guaranteed on the routes between the individual World Cup venues."

"At the start of a new Olympic cycle, it is fantastic to be able to announce the extension of a long-lasting and successful partnership," said Olle Dahlin, President of the International Biathlon Union. "Reliability, dynamism and sustainability are values shared by both premium products, BMW and biathlon, for over ten years as partners. That is why we are delighted that BMW will continue to support the IBU Biathlon World Cup and the IBU Biathlon World Championships as title sponsor."

The BMW IBU Biathlon World Cup 2022/23 starts on 29th November in Kontiolahti, Finland. The highlight of the season is the BMW IBU Biathlon World Championships from 8th to 19th February 2023 in Oberhof (Germany).

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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 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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