



Media Information
7 July 2023

BMW Munich and FC Bayern München Basketball launch long-term mobility partnership.

+++ Fully-electric BMW cars for players and coaching staff +++
Joint social commitment +++ Home matches at BMW Park +++

Munich. On 1st July 2023, a mobility partnership was launched between BMW Munich and FC Bayern München Basketball GmbH. The focus of this long-term collaboration was presented on Friday at a joint press conference at the BMW retail outlet in Munich. BMW Munich will provide the players and coaching staff at the five-time German champions with fully-electric vehicles. This will allow the basketballers to travel locally emission-free around the Munich area. Both partners will also team up away from the court, taking on social responsibility and supporting charity projects, particularly in the Munich metropolitan region.

Bernd Döpke, Head of BMW Munich, presented the keys to two BMW iX cars – one to Marko Pešić, general manager of FC Bayern München Basketball GmbH, who was representing the staff, and one to guard Andreas Obst on behalf of the team.

“FC Bayern has done very much for the sport of basketball in Munich. Our shared home city has become a top location for this sport, both nationally and internationally, and is attracting more and more fans,” said Döpke. “Both partners share the drive for success and dynamics, even beyond their roots in Munich, as well as the joy of sport, which is experienced in a particularly inclusive and family-friendly atmosphere at FC Bayern München Basketball.”

As of next season, fans at the home matches of FC Bayern München Basketball will be able to experience that atmosphere at BMW Park. To seal the renaming, Pešić symbolically presented Döpke with the keys to Rudi-Sedlmayer Hall, which was built in 1972.

“Everyone at FC Bayern München Basketball is very much looking forward to the exciting mobility partnership with BMW, and to the cars for our team. We are very grateful for the great support,” said FCBB general manager Marko Pešić. “The fact that we are located so close to BMW is obviously ideal for our collaboration, as is the fact that two renowned brands will now be following



Datum 7 July 2023

Thema BMW Munich and FC Bayern München Basketball launch long-term mobility partnership.

Seite 2

shared goals on an equal footing. BMW Park will also be an important mainstay for us, enabling us to establish ourselves among the European elite and attract even more fans to our sport. We are particularly pleased to be launching and supporting social projects together, both in and for Munich."

FC Bayern München Basketball will play its first matches at BMW Park on 16th and 17th September 2023, as part of a warm-up tournament ahead of the new season. The first home match in the BBL is against Mitteldeutscher Basketball Club on Friday 29th September 2023. The joint social commitment will also start with the new season. Details will be announced at the start of the season.

If you have any questions, please contact:

Corporate communications

Tim Holzmüller

Press Spokesperson BMW Group Sport Engagement, Real Estate

Telephone: +49 151 601 33309

E-Mail: tim.holzmueller@bmwgroup.com

Bernd Eckstein

Head of Communications HR, Working Environment, Real Estate, Corporate Citizenship

Telephone: +49 151 601 59490

E-Mail: bernd.eckstein@bmwgroup.com

Internet: www.press.bmwgroup.com/deutschland

E-Mail: presse@bmw.de

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.



Datum 7 July 2023

Thema BMW Munich and FC Bayern München Basketball launch long-term mobility partnership.

Seite 3

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>