

Media Information
19 September 2023

Premiere at BMW Park: FC Bayern Munich Basketball to play season-opener on revolutionary high-tech video sports floor.

+++ BMW to set new benchmarks at Bundesliga opener on 29th September 2023 +++ High-tech, glass, video sports floor from Bavaria to be used at BMW Park +++ Innovative technology presents many opportunities for a whole new spectator experience +++ First competitive match for world champions Andreas Obst, Isaac Bonga and Niels Giffey +++

Munich. The partnership between BMW Munich and FC Bayern Munich Basketball GmbH, which was launched in 2023, has set itself four goals: sporting success, sustainable mobility, social engagement, and a premium experience for spectators at BMW Park. BMW is making a statement at the opening match of the season, presenting FC Bayern Munich Basketball and the easyCredit Basketball Bundesliga with a world premiere: for the first time, a league match will be played on a high-tech video sports floor.

When FC Bayern Munich Basketball and Mitteldeutscher BC face off on Friday 29th September (20:00), the presentation of this indoor sporting event will be launched into a new dimension. The floor will also provide a fitting way to welcome and honour world champions Andreas Obst, Isaac Bonga and Niels Giffey at their first competitive match since the DBB team's thrilling victory in Manila.

"When we entered into the partnership with FC Bayern Munich Basketball, we promised to make BMW Park a sports and event arena, which is an attraction both in and for the sport-mad city of Munich," said Bernd Döpke, Head of BMW Munich. "The first league match at BMW Park on this high-tech floor is an absolute highlight in this regard, and shows emphatically that BMW is branching out in a different direction and taking on a pioneering role when it comes to both technology and visitor experience."

The ASB GlassFloor was developed in Bavaria and is capable of showing visually impressive graphics, displayed across the entire court. Furthermore, real-time data like player and ball tracking systems can also be displayed seamlessly, taking the spectator experience to a whole new level.

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"We are thrilled about the commitment of our partner BMW, which is making this spectacular event possible," said Marko Pesic, CEO FC Bayern Munich Basketball. "I've known about this technological innovation for a while, and I can only urge our fans to take a look and come to the arena. This will be a one-of-a-kind experience! Once again, a big thank you to BMW for making this happen. Our players, who got a first impression last week at a Meet & Greet event in the BMW Welt, are also excited."

Previously, the floor was used at the FIBA U19 Women's Basketball World Cup and delighted both the fans and the players, who were full of praise for the playing properties of the innovative surface. Moreover, the risk of injuries is significantly lower on the joint-friendly 'LumiFlex' floor compared to a conventional surface.

The innovative floor consists of two 5-millimeter-thick safety glass panels laminated with a safety film. The glass covers a specially designed LED display, which is mounted on aluminum elements. This design provides a very consistent and athlete-optimized elasticity and shock absorption. The deeply etched surface with embedded ceramic points ensures the right grip.

Tickets for the match between FC Bayern Munich Basketball and Mitteldeutscher BC are available at:

<https://fcbayern.com/basketball/de/tickets/shop-uebersicht>

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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 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.

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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