

Media Information

10 January 2024

Spectacular start to the year at BMW Park: FC Bayern München Basketball and Real Madrid take "Dunks for Tomorrow" to 67,000 euros.

+++ Seven dunks during the top EuroLeague match at BMW Park +++ BMW is partner of both teams and donated 1,000 euros to SOS-Kinderdorf e.V. for every dunk on Tuesday evening +++ "Dunks for Tomorrow" supports educational equality and equal opportunity +++

Munich. What a start to 2024 at BMW Park. The first home game of the new year not only produced a thrilling EuroLeague match between FC Bayern München Basketball and Real Madrid, which ended 71:92, but also saw both teams put on a magnificent display of dunking. The 6,500 strong crowd in Munich on Tuesday evening were treated to a total of seven dunks, raising a further 7,000 euros for the "Dunks for Tomorrow" initiative.

BMW München and FC Bayern München Basketball launched the joint campaign at the start of the season. Each time the Munich-based team scores a slam dunk at a home game, BMW donates 1,000 euros to the SOS-Kinderdorf e.V. charity. An impressive 60,000 euros had already been raised this way by the turn of the year.

"We are pleased to be supporting SOS-Kinderdorf's commitment to educational equality and equal opportunity with this initiative," said Bernd Döpke, head of BMW München. "In the first few months, we have raised a remarkable amount, which will help give many children and young people better prospects. We want to continue to help and have hit the ground running in the new year. The seven dunks scored by the two top teams is a promising start to the remainder of the season."

The battle between FC Bayern Munich Basketball and Real Madrid was also a big event for the BMW Group. The 20th match day of the EuroLeague saw two clubs with international appeal, both of whom work together with the company, face off at BMW Park. As well as the partnership with the Munich-based club, which was launched in July

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2023, BMW Spain has also been Sustainability Partner of Real Madrid since 2022 and supplies all the players and management teams from the top basketball and football teams with fully-electric cars. With this in mind, BMW not only made a donation for the dunks scored by FC Bayern München Basketball at the EuroLeague thriller, but also for each dunk by the defending champions and table-toppers from Spain.

With this performance, Serge Ibaka, Walter Tavares and their teammates took the total amount raised for "Dunks for Tomorrow" to 67,000 euros. SOS-Kinderdorf e.V. uses the money to support children and young people from underprivileged families in many different ways throughout their school lives. SOS-Kinderdorf is present in schools and helps with everyday life – for example, with school social work, afternoon care and social group projects, in order to break the cycle of poverty and limited opportunities.

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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 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.

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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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