

Media Information

21 September 2024

FCBB wins season opener at BMW Park – Double Champion and BMW Munich continue "Dunks for Tomorrow" initiative.

+++ BMW to donate €1,000 for each home game dunk this season +++ First three dunks benefit DEIN MÜNCHEN at season opener +++ FCBB defeats Chemnitz 73:59 +++

Munich. Great joy at BMW Park. The defending champions FC Bayern Munich Basketball have won the Bundesliga opener at their home ground convincingly. The team, coached by Gordon Herbert, defeated the Niners from Chemnitz on Friday evening at the season opening in Munich's Westpark with a clear score of 73:59.

On the full video glass floor, now permanently installed at BMW Park, FCBB picked up where they left off with strong home performances from last season. Last season, which ended with the club's second double, the world champion Andreas Obst-led team triumphed in 16 of their 17 Bundesliga regular season games at BMW Park.

The Reds also reminded of their strong performances from recent months at the basket on Friday evening. FC Bayern Munich Basketball scored three dunks in the win against the Saxons – and once again, this was not only to the delight of the 6,500 enthusiastic spectators in the sold-out BMW Park, because this season, BMW Munich continues the "Dunks for Tomorrow" initiative, donating €1,000 for each home game dunk by the Isar city team to a social cause.

At the beginning of the mobility partnership in July 2023, FC Bayern Munich Basketball and BMW Munich launched their joint social commitment. By the end of the first year, an impressive €141,000 had been raised for SOS-Kinderdorf e.V. This season, BMW supports the organisation DEIN MÜNCHEN with "Dunks for Tomorrow."

"Since the beginning of our mobility partnership with FC Bayern Munich Basketball last year, we have been striving hand in hand with our social commitment for better future opportunities for everyone," said Bernd Döpke, Head of BMW Munich, at the season opener in BMW Park. "We are pleased that we can support the organisation DEIN MÜNCHEN with

the 'Dunks for Tomorrow' initiative this season, helping children and young people in our home town Munich to have better chances and perspectives for their future – and we are firmly crossing our fingers for the FC Bayern Munich Basketball team for hopefully another successful season."

The organisation DEIN MÜNCHEN helps disadvantaged children and young people in Munich who grow up in social and financial risk situations. DEIN MÜNCHEN provides free access to a programme offering education, culture, and sports. For the "Dunks for Tomorrow" initiative, not only the shots at BMW Park count this season. In addition to the dunks at encounters in Munich's Westpark, dunks at home games in the Olympic Park - in front of the gates of the iconic BMW four-cylinder building - also contribute to BMW's donation sum for DEIN MÜNCHEN.

"We are very pleased about this special donation initiative and that we have found a strong partner in BMW Munich who, like us, is committed to educational and equal opportunities for children and young people," said Mara Bertling, founder and managing director of DEIN MÜNCHEN: "Only young people who have the opportunity to create a basis for themselves can later be a reliable foundation of our society. It is great to have BMW Munich and FC Bayern Basketball as true partners and team players by our side."

The "Dunks for Tomorrow" initiative also came into focus at the season opener on another level; the Munich designer Chelo had created unique basketballs, which were made by apprentices and employees at the BMW Group plant in Dingolfing from leather production remnants. Each ball represents a world theme– one of which represented the "Dunks for Tomorrow" initiative. The basketballs were on display at the season opener on Friday evening in the stadium concourse of BMW Park and will be raffled off over various channels in the coming days.

Corporate Communications

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In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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