

Media Information

15 October 2024

With power and precision into the new season, German National Biathlon Team takes over BMW vehicle fleet at the BMW M Driving Academy.

+++ Mobility partner BMW hands over new vehicles to the DSV Biathlon +++ Driver safety training at the BMW M Driving Academy in Maisach +++ With BMW driving pleasure safely through the World Cup winter +++

Maisach. BMW and the German National Biathlon Team are looking forward to a third season together with great anticipation. As a mobility partner, BMW equips top athletes, head coaches, and sports management with fully electric BMW i4 vehicles as well as models from the BMW 3 Series, 5 Series, X3, and X4 series. In addition, the company supports the biathlon team with its technological expertise to aerodynamically optimise sports equipment and competition posture in the BMW Group wind tunnel and with computer simulations.

"Together with the many winter sports fans in Germany, we are looking forward to the upcoming season of this fascinating sport with the German biathletes," said Christian Ach, Head of BMW Germany. "With the new BMW vehicles, they will arrive safely and relaxed from World Cup to World Cup. We wish the biathlon team sheer driving pleasure and a successful season."

The German biathlon elite were able to receive their new "company cars" for the World Cup winter at the BMW M Driving Experience Maisach. Subsequently, the DSV team experienced a BMW driver safety training there. What is a matter of course for the athletes on the tracks – rapid cornering, abrupt lane changes, and the fight against the clock – was taught to them on four wheels by two instructors. In fully electric BMW i4s and BMW i5s, evasive manoeuvres without braking, slalom against time, and above all, a lot of driving fun were on the agenda.

"That was really cool. I definitely won't drive my BMW i4 that extremely on the road but it was fun to push the limits in the car today – just as

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we are used to as competitive athletes," said Franziska Preuß. "I am very happy that I now have a fully electric vehicle for the first time and am looking forward to seeing how it will prove itself in the World Cup routine."

The new season in the BMW IBU World Cup Biathlon begins on November 30, 2024, in Kontiolahti, Finland. The season highlight is the BMW IBU World Championships, which will be held for the first time in Lenzerheide, Switzerland, from February 12 to 23, 2025. BMW has been working successfully with the International Biathlon Union (IBU) since 2010 and has been the title partner of the World Cup and the World Championships since 2014.

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.comInternet: www.press.bmwgroup.com/globalE-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 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

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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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