

Media Information
10 December 2024

Pre-Christmas Joy: Young People from DEIN MÜNCHEN Visit BMW Museum and BMW Park.

+++ Young people gain special insight into the world of BMW Group +++ Joy over two dunks by FC Bayern Basketball against Rasta Vechta +++ Fully electric BMW iX shuttle fleet transports youth through Munich +++

Munich. "It was beautiful," summarised Thanh, youth ambassador from DEIN MÜNCHEN. In early December, BMW provided him and nearly 30 other young people from the partner organisation with a special day as part of the "Dunks for Tomorrow" initiative. First, they received an exclusive tour of the diverse world of the BMW Group at the BMW Museum, then they cheered on FC Bayern Munich Basketball at a home game in BMW Park.

The group was transported to the BMW Museum in fully electric BMW iX M60 and BMW iX xDrive50 vehicles, where the youths received an exclusive guided tour. They were particularly excited when Sabine Götte, Head of Qualification, Apprentice and Future Talent Programs, provided a special overview of the numerous training opportunities at the company. She answered many questions from the youths and encouraged them to confidently tackle challenges. "For many, it's a dream to work at BMW," said Dr. Rebecca Gutwald, project manager at DEIN MÜNCHEN: "Lowering the barriers and encouraging them to apply if they have this dream is something truly wonderful."

After gaining insights into the history of the BMW Group and discussing training opportunities at the company, the youths headed to the basketball Bundesliga game between FCBB and Rasta Vechta at BMW Park. "It's great that we can offer the youths something so positive - both with 'Dunks for Tomorrow' and the insight into training opportunities at the BMW Group, and the crowning conclusion that they can cheer on the FC Bayern Basketball team at BMW Park," said Bernd Döpke, Head of BMW Munich. A slight disappointment was that Andrea's Obst's team lost to Vechta by a last-second shot 77:78. However, the bitter defeat for the German champions barely dampened

Media Information

Date 10 December 2024

Subject Pre-Christmas Joy: Young People from DEIN MÜNCHEN Visit BMW Museum and BMW Park.

Page 2

the spirits of the youths. "Experiencing the game at BMW Park was really great," said youth ambassador Thanh.

The youths were at least able to enjoy two dunks by FC Bayern Munich Basketball. Thus, the donation amount, with which BMW supports DEIN MÜNCHEN at the end of the season, grew to over 40,000 euros by early December. For each home game dunk by the Reds, mobility partner BMW donates 1,000 euros to DEIN MÜNCHEN with the initiative "Dunks for Tomorrow." The organisation helps children and youths in Munich who are growing up in social and financial risk situations and provides free access to a program offering from the areas of education, culture, and sports.

Despite the defeat of FC Bayern Munich Basketball, the youths left BMW Park cheerfully heading towards their fully electric BMW iX vehicles. "I really want to thank BMW for giving us the opportunity to have been here at BMW Park and also at the BMW Museum," said youth ambassador Leilani after the game. "A great pre-Christmas gift," concluded Döpke, Head of BMW Munich, on the special day: "And who knows: Maybe we'll see one or another of them again for an internship or a professional training at BMW."

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

Media Information

Date 10 December 2024

Subject Pre-Christmas Joy: Young People from DEIN MÜNCHEN Visit BMW Museum and BMW Park.

Page 3

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 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

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

YouTube: <https://www.youtube.com/bmwgroup>

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

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>