

Media Information

12 May 2025

BMW Welt becomes the "World of Basketball": 3x3 tournament and meet & greet with FC Bayern München basketball players.

+++ BMW Welt was all about basketball on Saturday +++ Mobility Partner BMW München hands over all-electric BMW iX vehicles to FC Bayern München Basketball +++ 3x3 tournament raises 5,000 euro donation for DEIN MÜNCHEN +++ DJs and urban art exhibition create vibrant atmosphere +++

Munich. As part of the mobility partnership between BMW München and FC Bayern München Basketball, BMW Welt hosted the "World of Basketball" last Saturday. More than 11,000 sports fans and visitors experienced a vibrant and action-packed basketball festival that lasted well into the evening. The highlight of the event was a 3x3 tournament in the completely redesigned auditorium, with the court as its centrepiece. Six teams, consisting of former professionals and personalities from the streetball scene, played thrilling matches for a good cause. Before that, the stars of the reigning champions, FC Bayern Basketball, took time for a meet & greet with their fans and received their new, all-electric "company vehicles".

On behalf of the Mobility Partner, employees from BMW München handed over 17 BMW iX xDrive45s (WLTP combined (EnVKV): energy consumption 21.8 kWh/100km; CO2 emissions: 0 g/km; CO2 class A) to the Bayern basketball players. These vehicles also featured the slogan "We Power Joy. Together."

The partnership slogan was once again brought to life at the subsequent 3x3 tournament. DJs and displayed urban art exhibits provided the perfect setting and vibes for the action-packed yet friendly sports event.

Six teams participated, each required to include at least one female player and led by captains: Team FC Bayern Basketball by club legend Steffen Hamann, Team Thatboii led by DJ and designer Chelo, Team

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Magenta Sport featuring former national player Per Günther, Team Obvs led by model and event organiser Nik Mosch, Team InYourFace with podcasters John Angulo and Bastian Doreth, and Team Beats N Buckets led by rapper Jalil and author/event organiser Philipp "Dembo" Dembowski.

The packed auditorium witnessed thrilling and exciting basketball. One of the many highlights was the buzzer-beater by which Magenta Sport defeated Obvs in the semifinals. The Per Günther-led team also prevailed in the final against Team FCBB, but the real winners were everyone who came to BMW Welt and celebrated "World of Basketball." The children and teenagers supported by DEIN MÜNCHEN for fair starting conditions and a self-determined life also felt like winners. Each team had chosen a specific project from DEIN MÜNCHEN for which BMW München donated 10 euros per point scored by the respective team. A total of 377 points were scored, and BMW München rounded up the total donation to 5,000 euros, distributing the "bonus" evenly across all projects. The donation supports the following projects:

Team Thaibooii: 705 euros for DESIGN-LAB.

Young people design their own clothing ideas, learn design basics, and implement their ideas and designs in their own projects.

Team InYourFace: 685 euros for KEEP ON MOVING!

Regular sports activities like basketball or boxing training get young people moving and promote mental and physical health, motivation, and a sense of community and achievement.

Team Obvs: 965 euros for HIT IT!

Together, young people explore the world of music, learn about different instruments and styles, and work on their own musical projects.

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Team Magenta Sport: 1,005 euros for STARK DURCHS LEBEN-FERIENCAMP.

A camp that strengthens community and allows young people to gain new perspectives, experience sports and outdoor activities, and supports personal development in a protected space outside of challenging everyday life and familiar surroundings.

Team Beats N Buckets: 885 euros for LIFE SCHOOL.

Young people can engage with questions and topics beyond the limited school context in workshop formats, such as philosophy, values, or political education.

Team FCBB: 755 euros for MISCH MIT!

Through artistic creation, young people have the opportunity to express their individual ideas creatively and without pressure in workshop formats.

If you have any questions, please contact:

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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on

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revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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