

Media Information

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Philipp Lahm: "We all have strengths. You just have to discover them".

+++ EAGLES FOR EDUCATION: The BMW Group continues to support the Philipp Lahm Foundation at the BMW International Open +++ The focus is on physical activity, healthy eating and personal development +++ For every eagle scored at the BMW International Open, the Philipp Lahm Summer Camps will receive 1,000 euros in support +++

Munich. Once again this year, the BMW Group is collaborating with the Philipp Lahm Foundation for Sport and Education through its EAGLES FOR EDUCATION initiative as part of the BMW International Open. The BMW Group is supporting the foundation in organising the Philipp Lahm Summer Camps with a donation of 1,000 euros for every eagle scored, as well as providing on-site support through BMW ambassadors. "Together with the BMW Group, we are working to empower children for the future and for their lives. Children have their whole lives ahead of them – and they are our future," said Lahm at a press conference during the BMW International Open Pro-Am tournament. "Our aim is to provide them with support in three areas: physical activity, healthy eating and personal development."

Eighty children take part in each summer camp, which have been held in the Munich area since 2009. Since 2025, the BMW Group has also been represented by ambassadors to introduce the children to the concept of mobility in a playful way – not just in terms of vehicles, but also people. For example, the children are made to wear weighted vests to experience what it feels like to be overweight. They can also build models based on their ideas of what the mobility of the future might look like.

"Each of us has strengths. You just have to discover them. At the summer camps, the children have a week to discover their talents through play, and then they go home feeling empowered for the future," says Lahm, who visits every camp himself and chats with the children. "What's more, we all know how important shared experiences are, and the children have these experiences at the summer camps. At a time when everything is becoming increasingly individualised, we want to make this possible for as many children as possible."

The press conference with Philipp Lahm is available in the Virtual Media Centre for your free editorial use, with reference to the BMW International Open:

<https://virtualmediacenter.com/bmwinternationalopen>

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The BMW Group

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In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was €10.2 billion on revenues amounting to €133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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