



Media Information
October 10th 2011

World premiere in Munich: unveiling of the new BMW 3 Series Sedan. **Livestream on Facebook. Press material in the Pressclub.**

Munich. The new BMW 3 Series Sedan celebrates its world premiere on October 14th 2011 at the BMW plant in Munich. The unveiling will be broadcast by livestream on Facebook via the link http://www.facebook.com/BMWGroup?sk=app_251023654929514 from 4.00 pm. Press material on the world premiere will be available in the Pressclub from 5.15 pm.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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