

BMW Group India engages in a Corporate Citizenship program with Magic Bus.

'Sports for Development' program changing the course of 15,000 children's lives.

Gurgaon. BMW Group India has strengthened its commitment to society through its corporate citizenship program in partnership with Magic Bus, an Indian non-profit organization.

BMW Group India started the program with Magic Bus in 2011, gradually expanding and benefiting 15,000 underprivileged children in the slums and villages of New Delhi, Chennai and Mumbai. (5,000 in Delhi, 5,000 in villages around BMW Plant Chennai and Chennai city and 5,000 in Mumbai).

Using its award-winning 'Sports for Development' program as a medium, Magic Bus steers children towards a life with better awareness, opportunities and skills. The aim is to help children complete a successful journey from 'Childhood to Livelihood'. The program uses a structured activity-based curriculum delivered by mentors to bring about positive and long-lasting changes in children's lives.

Mr. Philipp von Sahr, President, BMW Group India said, "Commitment to society is firmly embedded in BMW Group's culture and corporate strategy. Corporate citizenship forms an integral part of BMW Group's vision of itself as a responsible business enterprise and is regarded as an investment in the future. Through our partnership with Magic Bus, we aim to play an active role in empowering underprivileged children to build a brighter future for themselves. This initiative is a very successful example of corporate and social sectors joining hands to bring about positive change. We are proud of our association with Magic Bus and look forward to extending our support to them in every possible way."

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BMW's commitment for the Magic Bus program is based on the principle of 'Helping People Help Themselves'. Particular emphasis is given on sustainability, measurability, transferability and long-term impact of the program. The program also promotes the core human principles of respect, gender equality and tolerance towards all religions, castes and races.

Media Information

Subject BMW Group India engages in a Corporate Citizenship program with Magic Bus.

Page 2

Mr. Matthew Spacie, Magic Bus Founder and Executive Chairman said, “Our relationship with BMW Group India started three years ago and since then we have worked with a common vision to help the underprivileged children move out of poverty. We make this possible by bringing about a behavioral change in the children; and what better way than sports to connect with them! Together, Magic Bus and BMW Group India are helping these children in making the right choices and walking on a path leading to better and dignified livelihoods as adults. We value our association with BMW Group India and look forward to the continued support and tremendous encouragement that we have received.”

With BMW Group India support, the locations covered in Delhi include urban slums and villages in Lalkuan, Bhalswa Dairy and Shahbad Dairy. The locations in Mumbai include urban slums and colonies of Bombay Port Trust, Dharavi, Jogeshwari, Powai, Ghatkopar, Govandi, Mankhurd and Jogeshwari. The locations in Chennai include urban slums (Perungudi, Saidapet, Thoraipakkam, Pallikarainai, Chitalapakkam, Ottiampakkam, Madipakkam, Besant Nagar, Kanagi Nagar, Cheemencheery) in the city and rural villages (Thimmavaram, Kunnavakkam, Pattaravakkam, Vallam, Thiruvadisulam, Athur, Villiyambakkam, Palur, Reddipalayam, Anjur, Thenmel Pakkam, Kondamangalam, Periyapotheri, Karunilam) around BMW Plant Chennai.

BMW India has also supported Magic Bus in its charity fund-raising efforts through the donation of two BMW 3 Series that have been auctioned at the Magic Bus Benefit Dinner and auction events held in Mumbai in 2012 and 2013. The proceeds from the auction were utilized for the same cause.

Magic Bus

Started in 1999, Magic Bus is a non-profit organization that supports over 250,000 underprivileged children in twenty states across India. Using sports as a medium, Magic Bus tries to inculcate positive values in children and channels them towards a constructive direction with enhanced opportunities.

The program imparts 40 sport-based learning sessions per year per child. A group of 25-30 children and youth (aged between 8 – 18 years) from underprivileged backgrounds come together for weekly sessions under guidance of a mentor. This is strengthened with the help of community-based advocacy efforts.

Media Information

Subject BMW Group India engages in a Corporate Citizenship program with Magic Bus.

Page 3

Magic Bus motto 'From Childhood to Livelihood' is based on three pillars –

Activity Based Curriculum (ABC) is a unique model that uses games to bring about behavioral change. Each session gives a lesson, teaching children about education, gender, health and other key issues affecting them and the society. The games excel in building physical, social and personal skills. Together with BMW Group India, Magic Bus has also developed a 'Road Safety Program' for the children as a part of the curriculum to increase awareness about the road safety and hazards.

The **Mentorship Program** trains local youth volunteers to become mentors and role models to other children. The mentors conduct ABC sessions and act as catalysts for community change. They hail from the same community thereby making the program more inclusive, approachable, cost-effective and scalable. These mentors in turn grow up becoming more confident, respected and responsible.

The **Connect Program** aims to bridge the gap between possibility and opportunity through access to vocational training and courses. Nearly all the mentors end up pursuing higher studies and/or enrolling in Magic Bus employability program.

BMW Group in India

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. The wide range of BMW activities in India include the establishment of a manufacturing plant in Chennai, a parts warehouse in Mumbai and development of a dealer organisation across major metropolitan centres of the country. BMW Group has invested over 3.9 billion Indian Rupees (€ 51.8 million) in BMW Plant Chennai.

The BMW Plant Chennai produces the BMW 1 Series, the BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW 7 Series, the BMW X1, the BMW X3 and the BMW X5. BMW dealerships display the BMW 6 Series Gran Coupe, the BMW M6 Gran Coupe, BMW ActiveHybrid 7, the BMW X6 and the BMW Z4 which are available in the country as Completely Built-up Units. The BMW 6 Series Individual and the BMW 7 Series Individual can also be ordered as Completely Built-up Units. In 2014, BMW India will launch the BMW M3 Sedan, the BMW M4 Coupe and the BMW M5 Sedan as Completely Built-

Media Information

Subject BMW Group India engages in a Corporate Citizenship program with Magic Bus.

Page 4

up Units. Taking a step forward in sustainable mobility, BMW India will also introduce the BMW i8 in 2014.

BMW India is the pioneer in bringing luxurious dealerships to India. Currently, BMW India has 37 outlets in the Indian market. By end of 2014, BMW India will aggressively expand its dealer network by increasing the number of outlets to 50 across major metropolitan centers and emerging markets in India.

The BMW Group introduced MINI as a premium brand in India with the launch of MINI Hatch, MINI Convertible and MINI Countryman. MINI has continued to grow its presence in India and has established four exclusive outlets.

BMW Financial Services India is a 100% subsidiary of the BMW Group and is headquartered in Gurgaon (National Capital Region). Till date, BMW Group has invested 5.3 billion Indian Rupees (US \$ 106 million) in BMW Financial Services India. BMW Financial Services India operates with three business lines: Retail Finance, Commercial Finance and Insurance Solutions (through cooperation partners).

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