



Media information.
5 April 2023.

Irish Musicians invited to Join BMW's Symphony of Unity for top festival Tomorrowland.

- Once in a lifetime opportunity for classical musicians to join a symphonic orchestra and perform at internationally acclaimed festival Tomorrowland.
- One lucky Irish winner will have the opportunity to attend a training camp in Dubai in May and perform at the Festival in Belgium in July.
- Campaign is part of BMW AGs marketing strategy through music to inspire, encourage people to come together and make memories.

BMW and Tomorrowland Festival have launched a competition to find classical musicians to join a symphonic orchestra called the Symphony of Unity. Seven lucky musicians, with one person to be chosen from Ireland, will have the opportunity to perform at this year's Festival which takes place in Belgium 21 - 23 July and 28 - 30 July.

The selected artists will participate in a bootcamp held at the Terra Solis resort in Dubai this May, where the artists can further develop their talent together with conductor of the Symphony of Unity, Kevin Houben. The winners will be immersed into the world of Tomorrowland and the Symphony of Unity and have the opportunity to perform at this unique location to perform at "The First Symphony under the Stars" at Terra Solis and by transform some of the most well-known electronic music tracks into a classic version.

After the bootcamp, the participants will join the Symphony of Unity live on stage during Tomorrowland Belgium. Applicants need to be over 18 years of age or turn 18 during 2023. The winner will need to be available from the 18th to 21st May, plus the whole month of July for practice sessions. To enter, participants need to submit a video of their musical skills and enter via the Tomorrowland website, <https://symphony.tomorrowland.com/>. To find out more click on the link, closing date is the 17th April 2023.

BMW AG is on a journey of international expansion of its music strategy since 2019, with music being one of the most important pillars in the global marketing mix of BMW. "Music inspires, shapes memories, and encourages people to come together. It speaks one global, emotional language," says Stefan Ponikva, Head



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of Brand Communication and Experience. "As a relationship brand with 'joy' at its core, Tomorrowland is a perfect match for us as a brand engagement."

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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 provides 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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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.

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