

Media Information  
05 April 2016

## **BMW to celebrate centenary with BMW Festival and BMW Festival Night from 9 to 11 September 2016.**

**Centenary Show with international top acts; three-day event in the Munich Olympic Park; 300 exhibition vehicles; more than 2,000 BMW Club members from around the globe.**

**Munich.** On 7 March 2016 – one hundred years to the day since what's now known as BMW AG was first entered into the commercial register – the BMW Group launched its 100<sup>th</sup> anniversary celebrations. Running under the motto THE NEXT 100 YEARS, a unique programme of centenary events is scheduled to travel the globe, with a particular highlight being the **BMW Festival and BMW Festival Night** from **9 to 11 September 2016** in Munich. Thousands of visitors from Germany and around the world are expected to attend the event, which will be held in the **Munich Olympic Park**, near to the birthplace of the company. Venues will include the Olympic Stadium, its parking area and Olympic Hall as well as BMW Welt and the BMW Museum.

### **BMW Festival – daytime schedule**

From **9 to 11 September 2016**, three days of events in the Munich Olympic Park will present the BMW brand along with its **BMW M** and **BMW i** sub-brands, **BMW Motorrad** and **BMW Lifestyle**. Covering an area of 110,000 square meters, the show will offer visitors the chance to experience the entertainment and excitement of the BMW brand and its products – past present and future.

In a unique brand presentation, guests from around the world including more than 2,000 international BMW Club members will experience the emotion and fascination of BMW to the full. In a relaxed and lively festival atmosphere, they will be able to immerse themselves in the world of future mobility and connectivity through interactive elements or by simply sitting back and enjoying the information, inspiration and fun. The experience zones will be spread out around the **300 or so classic and current vehicles**. The day programme offers something to suit all ages and tastes and includes all sorts of surprises.

**Admission** to the daytime BMW Festival is **free of charge** for everybody.

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## **BMW Festival Night**

On **9 and 10 September 2016** the BMW Festival Night in the **Munich Olympic Stadium** will present the BMW brand's success story and celebrate the next 100 years to come. Hosting the centenary show will be top German radio and television personality Thomas Gottschalk, who will wow audiences with a cast of prominent people and legendary cars and motorcycles. There will also be plenty of musical highlights, ranging from classical to pop, courtesy of an array of renowned international artists and groups, including the **Munich Philharmonic Orchestra, Eva Lind, Peter Kraus, Lena, Simply Red** and **Sunrise Avenue**.

Completing the package will be a series of captivating performances, such as the world famous 'Red Bull Flying Bach' by world champion breakdancers the **Flying Steps**.

**Tickets** for the BMW Festival Night on **9 or 10 September** are available for purchase at [www.bmw-festival.com](http://www.bmw-festival.com) or at München Ticket. The show programme is identical on both evenings.

The **website** also provides **all the latest information** about the BMW Festival schedule and the BMW Festival Night.

## **BMW Festival Night and BMW Festival – an overview:**

### **BMW Festival Night:**

- Tickets are on sale now at [www.bmw-festival.com](http://www.bmw-festival.com) or at München Ticket
- Fast-paced musical centenary show with top personalities
- Event on 9 and 10 September 2016
- Show programme: identical on both evenings
- Venue: Munich Olympic Stadium
  - o Doors open 5:00 pm
  - o Show starts 7:30 pm
  - o Show ends 10:30 pm

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**BMW Festival – daytime events:**

- Free admission
- 3 days of varied entertainment across the Olympic Park
- Highlights:
  - o BMW VISION NEXT 100 on show in the Future Exhibition at BMW Welt
  - o Family Photo: The latest range of BMWs take to the stage
  - o BMW Clubs from around the world present their automotive gems in the parking area of the Olympic Stadium
  - o Live drift-shows and taxi rides in the Olympic Stadium
  - o Captivating experience zones
- Opening times (may be subject to change):
  - o Friday 9 September: 12:00 noon - 7:00 pm
  - o Saturday 10 September: 10:00 am - 7:00 pm
  - o Sunday 11 September: 10:00 am - 7:00 pm

If you have any questions, please contact:

**BMW Group Corporate Communications**

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**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based 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.

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