

**BMW
GROUP**

NATIONAL PREMIUM PARTNER



**INNSBRUCK
2012**
YOUTH OLYMPIC GAMES

Media Information

9 November 2011

The BMW Group expands its Olympic commitment at Innsbruck 2012 for the 1st Winter Youth Olympic Games.

As a “National Premium Partner”, the company will provide a fleet of four-wheel drive BMW and MINI cars for athletes, officials and the Organising Committee.

Munich. When the Olympic champions of the future compete at the very first Winter Youth Olympic Games in Innsbruck from 13 to 22 January 2012, the BMW Group will be on hand as a “National Premium Partner”. This partnership was launched on Wednesday at Munich’s BMW Welt, which owns the address “Am Olympiapark 1”. Uwe Ellinghaus, Director of Brand Management BMW and BMW Group Marketing Services, announced the new commitment and presented Peter Bayer, CEO of the Innsbruck 2012 Youth Olympic Games, with two BMW X3 cars bearing The Innsbruck 2012 Youth Olympic Games design. The BMW Group will provide a fleet of 127 vehicles, all of which are equipped with the BMW xDrive or MINI ALL4 four-wheel drive systems to ensure comfortable mobility in any weather conditions throughout the course of the inaugural Winter Youth Olympic Games in Innsbruck, Seefeld and Kühtai.

Last year, Youth Olympic medals were awarded to talented young athletes from around the world for the first time at the Summer Youth Olympic Games in Singapore. In January 2012, a total of 1,059 athletes from over 60 countries will compete in 15 Olympic sports at the first Winter Youth Olympic Games in Innsbruck.

“Right from the very beginning we have followed with great interest the IOC’s plans to use the Olympic ideals to inspire young athletes,” said Ellinghaus. “Last year’s Summer Youth Games in Singapore showed that the Olympic values of excellence, respect and friendship are of great importance to young people. Sportsmanship and fair competition are part of our identity. Furthermore, the Youth Olympic Games are also about international understanding and inter-cultural exchange. BMW wants to play an active role in instilling these values in the minds and hearts of the next generation. This makes it a logical step for the BMW Group to contribute to the successful staging of 1st Winter Youth Olympic Games.”

The Organising Committee of Innsbruck 2012 has an extensive fleet of four-wheel drive vehicles at its disposal, featuring: Forty BMW 5 Series Touring, ten BMW 7 Series Saloon, 27 BMW X1, 15 BMW X3, 20 BMW X5 and 15 MINI Cooper ALL4 Countryman: This means they are not only able to efficiently and safely transport the athletes, but also international media representatives, Games officials and IOC members. The BMW “Pool Vehicle Service” will support the Innsbruck shuttle service which is in place.

Bayer commented: “It is a fantastic sign when such a successful, global company as the BMW Group offers its services to the Youth Olympic Games. We are proud to be able to guarantee the best possible transport, both before and during the event, thanks to a fleet provided by the leading manufacturer of premium automobiles – whether during the Youth Olympic torch relay, travel to and from the events, or for the medical services. We are very grateful to BMW for this excellent cooperation.”

BMW Group Olympic ambassador Katarina Witt is also enthusiastic about the idea behind this event. “The Youth Olympic Games are a milestone in the young sporting careers of over 1,000 athletes,” said the double Olympic figure skating champion. “The atmosphere at the Olympic Games is unique. The opportunity to get a taste of all that at such a young age is bound to give the athletes a big boost in their sporty development. Being present at today’s announcement of the BMW Group’s new Olympic commitment is a matter that is near to my heart. The BMW Group showed great enthusiasm in its support for Munich’s bid for the 2018 Olympic and Paralympic Winter Games.”

Young ÖOC athlete Pauli Gerstgraser was impressed with the unique atmosphere at BMW Welt. “I’m currently training really hard in order to qualify for the Youth Olympic Games. This is my big goal. The great atmosphere at BMW Welt gives me a further boost, and I cannot wait for Innsbruck 2012. Having met Olympic greats and sports stars like Rosi Mittermaier and Katarina Witt at this event, is really motivating for the next steps in my career.”

The BMW Group is an active member of the Olympic family, including partnerships with the National Olympic Committees in the United States, China, France, Greece and Austria. As Automobile Partner to the 2012 Summer Olympic Games in London, BMW UK will provide 4,000 low-emission vehicles.

Peter Mennel, ÖOC Secretary General, added: “I’m really happy that the BMW Group, as a professional partner setting the standard in sustainable mobility, is supporting the Youth Olympic Games. The organisers in Tyrol put a huge focus on sustainability in particular with the Youth Olympic Village project and sustainable legacy of the newly-built ski jump facilities in Seefeld.”

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Background Information:

BMW commitment to Wintersports:

BMW is also active in the world of winter sports. As Technology Partner for the “Bob- und Schlittenverband für Deutschland” (BSD), athletes have access to BMW’s innovative research facilities, where they are able to carry out extensive tests on materials and technology. In addition, the German bobsleigh team is equipped with integral helmets provided by BMW Motorrad.

BMW Sales Germany is a strong partner in the field of Nordic skiing. This year, BMW is continuing its successful partnership as Main Sponsor of the IBU Biathlon World Cup and the IBU Biathlon World Championships. When it comes to cross-country, BMW lines up as Premium Partner of the FIS Cross-Country World Cup and the popular FIS Tour de Ski, as it did last season. BMW is also the Official Automobile Partner of the International Biathlon Union (IBU) and its promoters, Infront Austria.

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 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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“YOG-DNA”, THE IDENTITY OF THE YOUTH OLYMPIC GAMES.

The special spirit of the Youth Olympic Games is embodied in the motto “YOG DNA”. It is all about the attitude and freedom of youth, and serves as a kind of seal of approval for all the values that make the Olympic philosophy so special.

As well as the sporting challenge, the “YOG DNA” also offers a platform, on which young people around the world can communicate interactively. “YOG DNA” also forms the bridge to non-sporting issues. For example, the Youth Olympic Games will incorporate more than 20 cultural and educational events, which will be available to both the athletes and the public in Tyrol. This will allow local youngsters to get involved in the diverse programme.