

Media Information

BMW Group donates 1.5 million euros to rescue services to support flood disaster efforts

+++ Emergency aid for people in affected regions +++ Support for rescue organisations on the ground +++

Munich, 21 July 2021 - Thousands of people are seeing their livelihoods in ruins due to the severe weather in North Rhine-Westphalia, Rhineland-Palatinate, and Upper Bavaria. It is essential to take rapid action.

The BMW Group is therefore making 1.5 million euros available to various rescue organisations that are providing emergency aid in the affected regions.

"The scale of the disaster touches us all deeply. Our sympathy is with the people who have lost so much. We want to make a contribution to providing those affected with the most basic necessities," says Ilka Horstmeier, Member of the Board of Management of BMW AG, Human Resources and Social Affairs, and Labour Director.

The BMW Group will contact rescue organisations in Rhineland-Palatinate, North Rhine-Westphalia, and Upper Bavaria to provide targeted help where it is most needed.

In addition, the BMW Group plants in Munich, Landshut, Dingolfing, Regensburg and Leipzig will be providing emergency resources and manpower from their company fire brigades as soon as the legally required request for support is received from the responsible authorities.

If you have any questions, please contact:

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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 also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

BMW GROUP

Corporate Communications

Media Information

Date

Subject

Page

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set its course for the future early on and is making sustainability and resource efficiency the focus of the company's strategic direction – from the supply chain, through production, to the end of the use phase, for all its products.

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