

Media Information
May 23, 2016

**The London Symphony Orchestra performed the fifth annual
BMW LSO Open Air Classics concert in Trafalgar Square**
Free concert to a capacity crowd of thousands
**Singing stunt to celebrate the 5 years of partnership between
BMW and LSO**

London. The London Symphony Orchestra played an all-Tchaikovsky programme today to a capacity crowd of Londoners and visitors in Trafalgar Square for the fifth annual BMW LSO Open Air Classics concert. The series is run in partnership with BMW who share the LSO's ambition to bring the greatest music to the heart of London and is free and open to all, with the support of the Mayor of London. The spectacular "1812 Overture" and Symphony No 4 were performed by the LSO conducted by Valery Gergiev; the evening was presented by Paul Rissmann.

Dr Ian Robertson, Member of the Board of Management of BMW AG, said: "Throughout its almost 50-year-long engagement in the cultural field, BMW has focused on making classical music available for people to enjoy, without boundaries. Culture is an integral part of the BMW brand and our cultural partnerships honor this. Innovation is the cornerstone of our DNA and we enjoy our position at the forefront of new developments, be it in the arts or technology. It is a pleasure to see around 10,000 visitors annually from all over the world just here in Trafalgar Square, listening to our phenomenal partner, the LSO. We are proud to kick off BMW's classical open air summer that way, with Munich and Berlin following in the next weeks."

Kathryn McDowell, LSO Managing Director said: "I'm delighted that the LSO is giving this free concert for Londoners in Trafalgar Square for the fifth time. Bringing great music, live, to thousands of people is at the heart of the LSO's ambition and I'm delighted that this event is now embedded in the annual calendar of London's cultural calendar. Alongside the musicians of the LSO, this concert gives a platform to dozens of talented young musicians from East London who have been nurtured by the Orchestra. Huge thanks to BMW for their visionary partnership and to the Mayor of London for the continued support of the event."

Earlier in the afternoon more than 100 singers led by Lucy Griffiths, conductor of the LSO Junior Choir, formed a pop-up chorus in Trafalgar Square, singing "The Orchestra Song" which introduces the instruments of the Orchestra. The singers, carrying coloured parasols, formed a giant version of the BMW LSO Open Air Classics butterfly logo on Trafalgar Square. Passers-by joined in the singing flashmob to celebrate five years of free LSO concerts in Trafalgar Square.

Over 40 young musicians from LSO On Track also joined the Orchestra to play side-by-side in a specially arranged performance of Tchaikovsky's "Swan Lake – Suite", along with musicians from the Guildhall School. LSO On Track is a year-round community programme based in East London for young musicians regardless of their experience or background. It aims to inspire the next generation of music-makers by offering high-profile platforms for performance and opportunities to work with the musicians of the LSO, this concert being an annual highlight for the young participants.

The concert was also captured by MelodyVR, who are launching the world's first dedicated virtual reality music platform. The London Symphony Orchestra's worldwide

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audience will be able to experience the performance in immersive virtual reality later this year. The LSO and BMW are incredibly excited to be embracing new technology, which will allow its audience to feel like they are actually on stage with the orchestra.

About BMW Group's Cultural Commitment

For almost 50 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on contemporary and modern art, classical music and jazz as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. Currently, female artist Cao Fei from China and American John Baldessari are creating the next two vehicles for the BMW Art Car Collection. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the "Opera for All" concerts in Berlin, Munich and London, the company also partners with leading museums and art fairs as well as orchestras and opera houses around the world. The BMW Group takes absolute creative freedom in all its cultural activities – as this initiative is as essential for producing groundbreaking artistic work as it is for major innovations in a successful business.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

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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 31 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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