

Press Information
29 March 2022

BMW Group is official premium partner of European Championships Munich 2022.

+++ Fully electrified BMW and MINI shuttle fleet +++ Focus on innovation and sustainability +++

Munich. The BMW Group is the official premium partner of the European Championships Munich 2022. The collaboration underscores the common goal of both partners not only to stage a top-flight multi-sporting event but also to deliver on sustainability and innovation.

The BMW Group will support the championships, which run from 11 – 21 August, by providing a generous shuttle fleet of fully electrified BMW and MINI vehicles. Some of the cars will come straight from the BMW Group's home plant in Munich, which this year celebrates its centenary. Plant Munich's flexible transformation to electromobility is impressive evidence of the progressive BMW iFactory production system.

BMW Group Plant Munich is not the only landmark celebrating its centenary: together, the Olympic Park and the BMW Group's headquarters building have also reached a combined age of 100 years. Fifty years after the iconic office building reached completion, in 1972, the BMW Group is now looking forward to supporting another major sporting event in the neighbourhood. The BMW, MINI and BMW Motorrad brands will all be contributing to an unforgettable event.

The BMW Group will also share its expertise in a wide variety of areas to help make the European Championships Munich 2022 a success.

Unternehmenskommunikation

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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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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