



Russia

Corporate Communications



BMW Group Russia Extends Collaboration with Daniil Medvedev

The no. 4 tennis player in the world and the winner of nine ATP titles Daniil Medvedev will remain BMW M ambassador until 2024. BMW Group Russia and the internationally renowned Russian tennis player signed a three-year agreement to this effect on January 1, 2021.

Daniil Medvedev and BMW Group Russia first started their collaboration back in September 2019. The athlete has been a long-time fan of the BMW M brand and is a proud owner of an exclusive BMW M8 Gran Coupe First Edition, which is one out of just eight in the world. The pro tennis player will attend several BMW M events as brand ambassador in 2021.

“Daniil Medvedev is an exceptional athlete, whose victories inspire our company and our customers. His winning determination, perfectionism and speed on the tennis court are a great match for the spirit of BMW M. We are very happy with our partnership, which has been ongoing for over a year. We are looking forward to joint projects and wishing Daniil new victories and fun behind the wheel,” says Stefan Teuchert, President and CEO of BMW Group Russia.

Medvedev is one of the highest-ranking Russian pro tennis players, a finalist of the 2019 US Open, winner of nine ATP titles, including the 2020 ATP Finals for singles. To date, the 24-year old athlete from Moscow is one of only two Russian tennis players in the 21st century to have reached the Grand Slam singles finals. Medvedev is ranked fourth in ATP singles as of the year-end 2020, higher than any other currently active Russian tennis player.

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