

Media Information
08 February 2016

**BMW partners with the Directors Guild of America in
Support of the 68th Annual Directors Guild Awards**
**New BMW M2 Coupe and new BMW 7 Series featured on
the red carpet at one of the signature events of
Hollywood's Awards Season**

Los Angeles. For the third consecutive year, BMW proudly supported the Directors Guild of America at the organization's 68th Annual DGA Awards Ceremony. The awards, which celebrate directorial excellence in feature film and television, took place on February 6, 2016 at the Hyatt Regency Century Plaza in Los Angeles.

Actor Jane Lynch presided over the ceremony which also featured two of BMW's newest stars – the new BMW M2 Coupe and new BMW 7 Series – on the red carpet alongside Hollywood's biggest directors and stars including Angela Basset, Abigail Breslin, Rachel McAdams, Leonardo DiCaprio and Alejandro González Iñárritu, who also won the award for "Outstanding Directorial Achievement in Feature Film".

As the newest member of BMW M family, the BMW M2 Coupe offers both full power on the racetrack as well as top performance on the street. The BMW 7 Series is the brand's flagship, setting new benchmarks in lightweight design, driving dynamics, comfort, intelligent connectivity and intuitive operation, while delivering the highest level of driving refinement in the premium class.

The DGA Award for Outstanding Directorial Achievement in Feature Film has traditionally been a near perfect barometer for the Best Director Academy Award. Only seven times since the DGA Award's inception has the DGA Award winner not won the Academy Award.

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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 30 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 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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