

Media Information  
March 10, 2016

## **BMW Group partner of the international art and antique fair TEFAF**

### **Official VIP shuttle fleet**

**Maastricht.** The 29<sup>th</sup> edition of TEFAF Maastricht, one of the most important art and antique fairs worldwide, will take place from March 11-20, 2016. As in previous years, the BMW Group will be a supporting partner of the fair.

To this end, the BMW Group will provide 25 BMW 7 series vehicles for the official VIP shuttle fleet offering transport for the fair's guests of honour.

In addition, the BMW Group will host two further events designed for VIP guests. As part of these Art Seminars, renowned art experts Jeanette ten Cate, Director of the Art's Club, and Saskia Bak, Director of the Museum Arnhem, will hold lectures on art buying and the influence of TEFAF on Dutch museums.

"With each year, TEFAF continues to demonstrate its unique standing with collectors, museum staff and art aficionados from the world over. It is fantastic to once again be a part of this multifaceted art fair," said Neil Fiorentinos, Managing Director of BMW Group Netherlands.

275 renowned galleries from 20 countries contribute to making TEFAF a display of the most important artistic works on the market. Since 2001, TEFAF has been a partner of the BMW Group, which supports numerous other art fairs worldwide including Art Basel, Art Basel Miami Beach, Art Basel Hong Kong, Frieze London, Frieze New York, Paris Photo as well as initiatives such as Gallery Weekend Berlin. BMW Group further maintains long-term cooperations with cultural institutions and artists the world over supporting projects such as BMW Tate Live, Preis der Nationalgalerie für junge Kunst and BMW Art Cars.

For more information about TEFAF, please refer to: [www.tefaf.com](http://www.tefaf.com).

**For further questions please contact:**

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**BMW's Cultural Commitment**

For more than 40 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 modern and contemporary art, jazz and classical music 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, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwazer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/culture/overview](http://www.bmwgroup.com/culture/overview)

**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 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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