|  |  |
| --- | --- |
|  | Media Information |
|  | 23rd March, 2012 |
|  |  |
|  |  |
|  | **BMW Group’s Olympic Fleet Begins The Journey to London 2012**  Vehicles from BMW’s 2012 fleet were today delivered to the Olympic Park, complete with livery and ready for Games time |

BMW Group, the Official Automotive Partner to the London 2012 Olympic & Paralympic Games, has now delivered the first 40 vehicles that will be used for this summer’s Olympic and Paralympic Games in London.

The newly-liveried vehicles will form part of the full fleet which will be used by LOCOG to help drive the Games. The fleet consists of electric, diesel, and hybrid cars, as well as a range of motorcycles and bicycles, and benefits from BMW’s sector-leading EfficientDynamics technologies meaning that it will achieve LOCOG’s strict 120g CO₂/ km emissions target.

Tim Abbott, Managing Director of BMW UK, said:

“BMW’s Olympic fleet needs to be varied to deal with the complex operational demands of the Games time effort. We were selected as a partner based on our ability to provide such a diverse fleet that could achieve the challenging emissions threshold as set by LOCOG. The Games fleet will include our class leading efficient diesels, hybrids, electric vehicles and even bicycles. We are extremely proud for our cars to be involved in the London 2012 Games and are excited about seeing them in full service this summer in these eye-catching designs.”

Amongst the first cars that have now arrived are the 520d EfficientDynamics and the 320d EfficientDynamics, both of which will be active throughout the course of the Games.

Paul Deighton, LOCOG’s CEO said:

“The BMW fleet will become a familiar sight around our venues this summer and will help us perform a huge range of tasks to will help to ensure the smooth running of the Games. Taking delivery of the first vehicles is an exciting moment for us as we continue our preparation for the Olympic and Paralympic Games.”

**Ends**

**Notes to Editors**

**BMW as a London 2012 Partner**

BMW will provide 4,000 low emission diesel, hybrid and electric cars as well as motor cycles and bicycles to the London Organising Committee of the Olympic and Paralympic Games (LOCOG) in support of the Games. These will principally be used as shuttles for officials, media, employees of the LOCOG, representatives of the national Olympic committees, the international sporting bodies of the IOC and sponsors.

LOCOG set ambitious CO2 emission targets for its operational vehicle fleet at London 2012. BMW will provide vehicles that average less than the 120g CO2 per kilometre required by LOCOG.

**BMW and London 2012**

BMW Group is the world’s most sustainable automotive manufacturer and the natural automotive partner for a truly sustainable Olympic and Paralympic Games. BMW Group was chosen by London 2012 due to its ability to meet the emission targets set by London 2012.

The Efficient Dynamic, hybrid and zero emissions cars, motorcycles and bicycles provided by BMW Group for London 2012 provide essential mobility for officials and people that are vital to the operational success of the Games.

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

**BMW Group’s contribution to UK economy**

A new report published by Oxford Economics makes clear the significance of BMW Group’s business operations to the UK economy. The key findings of the study show:

* The activities of BMW Group contribute £1.2 billion each year to UK GDP
* For every additional £1 contribution to UK GDP directly generated by the company and its dealer network, £2.20 in GDP is created across the UK economy
* BMW Group and its dealer network employ 18,000 people directly while supporting over 46,000 UK jobs in total
* 80 per cent of MINIs and 90 per cent of Rolls-Royce Motor Cars are exported. In total, £2.4 billion worth of cars and engines are exported each year, accounting for around one per cent of all goods exported by UK companies
* BMW Group and its dealer network spend nearly £1.2 billion each year sourcing goods and services from UK-based suppliers through the payment of employee income tax, national insurance contributions, business rates and VAT on vehicle sales, the activities of BMW Group and its dealer network directly contribute over £900 million per annum to the UK Exchequer

**For further information please contact:**

Michelle Roberts Corporate Communications Manager London 2012

Tel: 01344 480719 Email: Michelle.Roberts@bmw.co.uk

Wieland Bruch Corporate Communications Manager

Tel: 01344 480113 Email: Wieland.Bruch@bmw.co.uk

Graham Biggs Corporate Communications Director

Tel: 01344 480109 Email: Graham.Biggs@bmw.co.uk

Main office number: 01344 480320

Media website: [www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)

Customer website: [www.bmw.co.uk](http://www.bmw.co.uk)