



Media Information

March 19, 2015

BMW begins fundraising activities for Whizz-Kidz

BMW Group UK has partnered with children's charity Whizz-Kidz with the premium automotive brand committing to £200,000 in fundraising activities over the course of 2015/16.

Employees of the BMW Group, comprising the BMW, MINI, BMW Financial Services and Alphera brands, marked the occasion by turning themselves and the office bright green for the day on 9 March. In 2015, company employees will undertake a variety of fundraising challenges and initiatives to fundraise for the charity including running the London Marathon, cake sales and quiz nights.

Whizz-Kidz sets disabled children free to live their lives to the full and reach their true potential. They provide life-changing wheelchairs and mobility equipment, support and life skills services, designed to give young disabled people the skills, confidence and independence they need to drive for their futures.

BMW Group employees will also be supported to provide volunteer services to the charity throughout 2015/16. BMW Group will also offer work placements for a number of young disabled people across various departments within the business offering them an opportunity to gain vital work experience and improve their career prospects.

Funds raised by BMW Group in 2015 will provide vital mobility equipment for local disabled children, tailored to their needs at the right time in their lives. In

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2016 BMW Group UK will fund the charity's life skills services giving young people the skills and opportunities they need to reach their full potential.

Amanda Wilkinson, Whizz-Kidz's Director of Fundraising, said: "On behalf of everybody at Whizz-Kidz I'd like to say a huge thank you to BMW Group UK for selecting us as their chosen charity. We are delighted to be working together to put hundreds of disabled children in the driving seat of their own lives. Funds raised will enable us to provide transformational mobility equipment and life skills services, giving young disabled people the freedom, independence and confidence they need to reach their true potential."

Graeme Grieve, Chief Executive Officer, BMW Group UK said: "We are thrilled to be working with Whizz-Kidz as a charity partner, providing disabled young people with mobility equipment and life skills to ensure they have a bright future. Our team at BMW Group UK are excited at the opportunity to raise vital funds whilst having a lot of fun for this fantastic charity."

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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 2014, the BMW Group sold approximately 2.118 million cars and 123,000 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.

www.bmwgroup.com

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About Whizz-Kidz

Whizz-Kidz has given over 25,000 opportunities to disabled children since 1990 – transforming their lives often literally overnight. The charity estimates there are still over 70,000 children in the UK waiting for the right equipment to fit their young lives

The right wheelchair and mobility equipment is not automatically provided on the NHS. Whizz-Kidz aims to work where possible with local NHS services, and aims

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to ensure that much-needed improvements are made in delivering wheelchair services for children in the UK.

www.whizz-kidz.org.uk

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