

# BMW Group Corporate Communications

Press Release  
15 September 2009

## Understanding Sustainability and Experiencing Mobility.

### Lord Mayor Petra Roth and Dr. Norbert Reithofer open BMW Group Junior Campus at Frankfurt International Motor Show (IAA).

**Munich/Frankfurt.** Today Frankfurt's Lord Mayor Petra Roth and Dr. Norbert Reithofer, Chairman of the Board of Management of BMW AG, have opened the BMW Group Junior Campus at the 63rd Frankfurt International Motor Show (IAA). Between September 17 and 27, the Junior Campus provides children and teenagers with an innovative space of learning and experience run under the motto "Understanding sustainability. Experiencing mobility". Young people between the ages of seven and 13 can discover various facets of sustainability in didactically sound **workshops**. For younger children, those aged between three and eight, the BMW Group offers two **mobility driving courses**.

"We are delighted that the Junior Campus, which perfectly complements our investments in education, learning and science, is celebrating its debut here in Frankfurt today," emphasized Petra Roth at the opening of the BMW Group Junior Campus. "And we hope that the IAA's youngest visitors will take home great ideas and useful information."

At the Junior Campus sustainability workshops, children and teenagers have the chance to investigate topics such as resource conservation, traffic management and sustainable production. They can also immediately apply the insights gained by constructing their own vehicle.

Safety, mobility and responsibility – these integral parts of sustainability are taught to the younger visitors of IAA in two age-appropriate 45-minute driving course sessions. While three- to six-year-olds are taught the fundamental rules of road traffic, the older children up to the age of eight are also introduced to the significance of mobility and responsibility on the road.

Pedagogically trained staff support the participants throughout. The interactive learning concept is based on state-of-the-art didactic principles.

"Sustainability is a key element in our corporate strategy. Children are our future," stated Dr. Norbert Reithofer. "For many years, we have worked on sensitizing young people in particular to socially relevant topics such as sustainable mobility."

Two students of the Phorms School Frankfurt presented Lord Mayor Petra Roth and Dr. Reithofer with the first cars designed by children at the Junior Campus.

Children who go to schools and day-care centers in Frankfurt were the first to participate in the sustainability workshops and the mobility driving course sessions.

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They really enjoyed the BMW Group offering for children and teenagers at the IAA: "I learned a lot about sustainability and resource conservation today. It was an exiting and interesting experience," reported nine-year-old Nara proudly. And seven-year-old Jack talked enthusiastically about the mobility driving course: "I had a lot of fun, especially on the slalom course and the slope. And I learned why I should always wear a bicycle helmet and what a stop sign means."

The BMW Group Junior Campus provides a joyful interactive experience that furthers children's acquisition of knowledge about sustainability in the automotive industry. The intention to equip children as early as possible with the tools they need for a sustainable future has been part of **BMW Group's social commitment** for more than 20 years. As the company's projects generally focus on relevant social issues, incorporating sustainability more closely into its educational activities has been a logical next step for the carmaker.

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