

# BMW Group

## Corporate Communications

Press Release  
16 March 2011

### **Emergency aid for Japan.**

### **The BMW Group donates € 1 Million to help disaster victims.**

**Munich.** Given the devastating consequences of the earthquake and subsequent tsunami in Japan, the BMW Group is showing solidarity with the victims of the catastrophe and has pledged emergency aid totaling € 1 million.

The company's Board of Management expressed their shock at the tragedy unfolding in Japan. "We are deeply moved by the horrific suffering in the affected regions," stated Dr. Norbert Reithofer, Chairman of the Board of Management of BMW AG. "During this difficult time, our thoughts and sympathies are with the Japanese people."

The donation will go in equal parts to the international non-profit organization "Save the Children" and the Japanese Red Cross. Funds are earmarked for the treatment of traumatized children, emergency aid and reconstruction work.

Additionally BMW Group employees can show their solidarity with the victims of the disaster by contributing to both these campaigns.

On Monday, the BMW Group had given German employees in Japan and their families the opportunity to return to Germany. The approximately 800 local Japanese employees are being offered support by the company. The BMW Group has been active in the Japanese market for almost 30 years. Its National Sales Company is based in the Greater Tokyo Area.

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