Media Information

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| BMW is back in Hollywood with Mission: Impossible – Ghost Protocol  **Munich/Los Angeles.** Back in Hollywood. BMW is pleased to announce their participation in the upcoming Paramount Pictures release “Mission: Impossible - Ghost Protocol” as the film’s main automotive partner.  High performance with fewer emissions is the name of the game: One of the BMW vehicles provided for Tom Cruise´s next film is the BMW Vision EfficientDynamics concept car. It has been recognized as having the most sophisticated technology and the most striking design among the current concept electric supercars. In a few years the BMW i8, which was inspired by the BMW Vision Efficient Dynamics concept vehicle, will enter series production.  “We are thrilled to be involved again in another Hollywood Blockbuster,” said Ian Robertson, BMW AG Board Member for Sales and Marketing. “The BMW Group leads the way in developing future mobility with a focus on sustainability. One great example is the BMW Vision EfficientDynamics concept car which will be presented in the film. With its futuristic design and large glass surfaces, the car offers a fascinating perspective on the future of sheer driving pleasure – in combination with maximum efficiency. Also with BMW ConnectedDrive technology, it is the perfect car for Ethan Hunt to outsmart his pursuers through narrow streets and busy city traffic.”  “We are extremely appreciative of the incredible support BMW provided to our filmmakers and production teams as they traveled the world making the movie”, commented LeeAnne Stables, Executive Vice President of Worldwide Marketing Partnerships at Paramount Pictures.  Having provided vehicles for outstanding film projects, TV productions, etc. for more than 35 years, entertainment marketing is firmly established as an important building block for the BMW Group’s long-term image and product communications.  “Mission: Impossible – Ghost Protocol”, directed by Brad Bird, is scheduled for release mid of December 2011.  For more information please see [www.bmw.com/mission](http://www.bmw.com/mission)  Photos are available in our PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com)   |  |  | | --- | --- | | If you have any queries, please contact:  Corporate Communications  [Martina.Daschinger@bmw.de](mailto:Martina.Daschinger@bmw.de),  Business and Finance Communications, Marketing  Telephone: +49 89 382-14908  [Karin.Elvers@bmw.de](mailto:Karin.Elvers@bmw.de),  Product and Lifestyle Communications BMW Automobiles  Telephone: +49 89 382-23742  Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  Email: [presse@bmwgroup.com](mailto:presse@bmwgroup.com)  **The BMW Group**  The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.  During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 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 six years. | | |
| **About Paramount Pictures Corporation**  Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands.  The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films and Nickelodeon Movies.  PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Paramount Television & Digital Distribution |