

# BMW Group

## U.S. Press Information

### Fact Sheet: **BMW Olympic Sponsorship: BMW Performance Team & Technology Transfer**

#### **BMW Olympic Sponsorship**

BMW Group (including BMW, Mini, and BMW Motorrad) is the Official Mobility Partner of the United States Olympic Committee (USOC) and the U.S. Olympic and Paralympic Teams through 2016.

BMW Group has developed programs to support Team USA financially and through exclusive athlete performance technology available at the U.S. Olympic Training Center in Chula Vista, Calif.

BMW UK is the Automotive Partner and a Sustainability Partner of the London 2012 Olympic Games.

#### **BMW Performance Team**

The BMW Performance Team is an elite group of athletes who hope to compete in the London 2012 Olympic and Paralympic Games. Members of the 2012 BMW Performance Team include:

- **Ricky Berens** – Swimming
  - o 2008 Olympic gold medalist, 800m freestyle relay
- **Matt Chrabot** – Triathlon
  - o 2010 USA Triathlon Elite Athlete of the Year
- **Bryan Clay** – Track & Field
  - o 2008 Olympic gold medalist, decathlon; 2010 World Indoor Champion, heptathlon
- **Natalie Coughlin** – Swimming
  - o 2008 Olympic gold medalist, backstroke – won six medals in Beijing 2008 Olympics
- **Janet Evans** – Swimming
  - o Five-time Olympic medalist; holds three World Records
- **April Holmes** – Paralympic Track & Field
  - o 2008 Paralympic gold medalist, 100m
- **Jonathan Horton** – Gymnastics
  - o 2008 Olympic bronze medalist, team event
- **Clay Johnson** – Sailing
  - o First place, 2011 North American Championship
- **Sanya Richards-Ross** – Track & Field
  - o 2008 Olympic gold medalist, 4x400 relay; 2009 World Outdoor Champion, 400m
- **Mallory Weggemann** – Paralympic Swimming
  - o 2009 USA Swimming Disabled Swimmer of the Year; currently holds 15 World Records

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One final team member will be added via public voting as part of the BMW Drive for Team USA program. Consumers who test drive a vehicle at a BMW of North America retailer will activate a \$10 donation to Team USA and have a chance to vote for Evelyn Stevens (cycling), Henry Cejudo (wrestling) or Ursula Grobler (rowing) as the final BMW Performance Team athlete. The program runs through August 13, 2011.

### **BMW Technology Transfer with Team USA**

BMW is collaborating with the U.S. Olympic Training Center's senior sport technologist to help analyze and improve athlete performance.

Working closely with USA Track & Field, BMW is applying the same innovative auto technologies found in its vehicles to Olympic and Paralympic athletes of Team USA during their training sessions.

BMW engineers are using advanced, stereo-vision technologies to track and measure the velocity of an athlete's motion and deliver continuous, objective and immediate feedback on performance. This information can help coaches and sports scientists maximize efficacy of training sessions.

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