

BMW Group

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U.S. Launch of CULTURE Book Designed by Stefan Sagmeister

Remote-Controlled, Limited Edition Publication Celebrates 40 Years of BMW Group's Cultural Commitment

Woodcliff Lake, NJ – November 28, 2011... The BMW Group celebrates 40 years of cultural commitment and its ongoing support of more than 100 projects throughout the world with the launch of the book CULTURE. Created by Grammy-Award winning graphic designer Stefan Sagmeister, the limited-edition book illustrates the BMW Group's cultural partnerships.

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CULTURE, an unconventional and whimsical publication, features a unique integrated, remote-controlled car that enables the book to be driven. "In a publication about the BMW Group's cultural activities, it made sense to include four hidden wheels and a remote control that allows readers to drive the book around the room," said designer Stefan Sagmeister. "Culture really moves."

When the 1,488 hand signed copies are assembled, the covers depict a bird's eye view of the legendary Munich BMW headquarters built by Karl Schwanzer in 1972. Consequently, each book cover becomes a fragmented, unique specimen.

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“The publication by Stefan Sagmeister offers an unconventional and intelligent overview of the most diverse facets of our global cultural activities during the past 40 years,” said Frank-Peter Arndt, Member of the Board of Management of BMW AG. “With his novel concept, the graphic designer has landed yet another coup: CULTURE is not a narcissistic exhibition but an original overview and an artist’s book one wishes to browse through, put on the bookshelf or even drive around. I am delighted with this book and I hope every reader feels the same way.”

The book is divided into four parts corresponding with BMW Group’s primary cultural involvement in the areas of contemporary art, classical music and jazz, architecture and design, and culture. The first three chapters are each preceded by quotes from conductor Daniel Barenboim, artist Olafur Eliasson, and architect Zaha Hadid, respectively, all of whom have collaborated with BMW on major cultural projects. The publication also includes more than 50 color reproductions that illustrate the spectrum of the BMW Group’s international cultural involvement.

Stefan Sagmeister

Designer Stefan Sagmeister is a recipient of two Grammys and numerous other accolades, including the Lucky Strike Designer Award 2009 and the Cooper-Hewitt Communications Design Award 2005. He has created prize-winning album covers for the Rolling Stones, the Talking Heads and Lou Reed and also is well known for his designs for film installations, furniture, posters and books, including the bestseller “Sagmeister. Made you Look.” His work has been exhibited at museums and galleries around the world, including Zurich, Vienna, New York, Berlin, Tokyo, Osaka, Prague, Cologne and Seoul. A native of Austria, Sagmeister studied in Vienna and New York.

Information on CULTURE and the BMW Group’s cultural engagement can be found on www.press.bmwgroup.com/us.html

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other

operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 110 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:
www.bmwgroupna.com

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