



Media Information
November 29, 2012

Art Basel Miami Beach 2012.

BMW is partner of the international art show for modern and contemporary art.

Miami/Munich. The 11th edition of Art Basel Miami Beach takes place in Florida from December 6 to 9, 2012. More than 250 leading galleries from North America, Europe, Latin America, Asia and Africa will present works by over 2,000 artists of the 20th and 21st centuries. BMW has been a partner of Art Basel Miami Beach for many years and will again be involved in the art show with an event of its own.

Three of the legendary BMW Art Cars will be exhibited in a special pavilion in the Botanical Gardens next to the fair. In addition to the vehicles that Frank Stella and Alexander Calder created in the 1970s, Robert Rauschenberg's "rolling sculpture" from 1986 will also be on display. A fourth car, the BMW Art Car by Jenny Holzer from 1999, will be exhibited in the Art Collectors Lounge at the showground.

BMW will again provide the official VIP shuttle service for visitors to the show. The vehicles will ensure a seamless linkage between the various event locations and show venues.

In addition to Art Basel with its shows in Basel, Miami Beach and soon Hong Kong, BMW also supports other art shows all over the world, including the Frieze Art Fair in London and New York, Art Toronto, Art Amsterdam, TEFAF Maastricht and Paris Photo, as well as the initiatives Gallery Weekend Berlin and Independent Collectors. Furthermore, the BMW Group cooperates on a long-term basis with cultural institutions and art professionals worldwide, including projects such as the BMW Guggenheim Lab and the Preis der Nationalgalerie für junge Kunst in Berlin.

More information about the Art Car collection and images are available at:
<http://www.bmw-artcartour.com/>

More information about the cultural commitment of the BMW Group is available at: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

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About BMW's Cultural Commitment

For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 eight years.

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