

Media Information
March 11, 2013

TEFAF Maastricht presents installation COLOUR ONE for MINI by Scholten & Baijings.

A new milestone of the cooperation between the BMW Group and the international art and antique fair.

Maastricht. The world's leading art and antique fair TEFAF Maastricht presents the installation COLOUR ONE for MINI by Scholten & Baijings. This work by the internationally renowned Dutch design duo explores the design of a MINI One by examining its composition down to the smallest detail and, in so doing, dissecting the design process per se. It will be on display at the TEFAF from 15th until 24th of March.

Fascinated by the principle of concept cars, Stefan Scholten and Carole Baijings set about their very own interpretation of MINI in collaboration with the head of MINI Design, Anders Warming. Applying their highly conceptual approach, the designers questioned virtually every aspect of design along the way, to query the rules of automotive design and shed new lights on them. The installation visualizes the layered structure of a MINI One in startling textures, entrancing colors and skilled craftsmanship – the familiar stylistic devices of Scholten & Baijings.

Presenting this work and providing the official VIP shuttle service for visitors to the art fair gives new momentum to the cooperation of BMW and TEFAF. "This is a match truly made in heaven. TEFAF is one of the world's leading art fairs, with displays offering a panoply of some of the greatest works ever created. As the leading premium car company, BMW Group is thrilled that we were able to contribute some of the best automobiles ever created," comments Jan-Christiaan Koenders, president of BMW Group Nederland. Also Ben Janssens, Chairman of the Executive Committee of TEFAF appreciates the successful collaboration: "Two partners have met here, who stand for highest quality, elegance and innovation. The fair presents multifaceted art forms from all over the world. BMW supports a broad variety of cultural endeavors worldwide."

TEFAF Maastricht celebrated its 25th anniversary in 2012 and is now universally regarded as one of the world's leading art fairs, setting the standard for excellence in the art market. Presenting 265 renowned galleries from 20 countries, TEFAF Maastricht is a continuously evolving showcase for the best works of art currently on the market. 2011 it became a cooperation partner of the BMW Group, which supports further international art shows such as Art Basel, Art Basel Miami Beach, Art Basel Hong Kong, Frieze London, Frieze New York, Art Toronto, Art Amsterdam, Paris Photo, Paris Photo Los Angeles and other initiatives such as the Gallery Weekend Berlin and Art Berlin Contemporary. Within the arts, the BMW Group is involved in long-term collaborations with cultural institutions and artists around the world, including projects such as the BMW Guggenheim Lab, BMW Tate Live, the Preis der Nationalgalerie für junge Kunst in Berlin and the Art Cars Series.

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Further information and image material can be found at the BMW PressClub (www.press.bmwgroup.com). More information on TEFAF at www.tefaf.com.

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.

Further information: www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

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 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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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