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**BMW hosted Munich Philharmonic Orchestra for concert in Vanderbilt Hall, Grand Central Terminal in New York City.**

**Woodcliff Lake, NJ – April 11, 2014 . . .** In the afternoon of April 10, 2014, BMW presented a cultural delicacy, a live performance by the Munich Philharmonic Orchestra in Vanderbilt Hall, Grand Central Terminal, as a special treat for New York City. Passing travelers and New Yorkers were given the memorable experience to hear classical music when the musicians rehearsed with open doors for a private evening concert in the historic venue.

The orchestra is in town to perform at Carnegie Hall on Friday, April 11 and Saturday, April 12. As a partner of the Munich Philharmonic, BMW's support helped to make their New York City tour stop possible. Both organizations share the same city of origin and BMW wanted to share one of the most renowned symphony orchestras in the world with New York.

Paul Müller, Intendant of the Munich Philharmonic Orchestra said, "We are thrilled to be back in New York for the first time since 2002 when we were last presented by Carnegie Hall." Müller also thanked BMW for its crucial ongoing relationship with the orchestra and for making their visit to New York possible. "It could not start off better with a special concert for friends of BMW in the grand environment of Vanderbilt Hall at Grand Central Terminal. The Munich Philharmonic is looking forward to many more compelling projects with BMW." he said prior to the concert on Thursday.

BMW Group has been a partner of the Munich Philharmonic for many years. Since 2011, BMW has supported the orchestra with the cultural education initiative "SPIELFELD KLASSIK" (Court Classic) as a long term partner. It presents school concerts, rehearsal visits, introductions and workshops to curious children and teenagers and received an award

by a co-founded initiative of the German government and industry honoring forward looking and innovative local projects. As part of this cooperation BMW supported the orchestra's Japan tour in 2013 and now brings the Munich Philharmonic to New York City.

### **Cultural Engagement of the BMW Group**

For over a decade now, BMW has been an active partner of renowned international art fairs including Frieze NY and London, as well as Art Basel in Hong Kong, Miami and Basel, the Berlin Gallery Weekend and TEFAF Maastricht. Together with the partners, new formats are developed that place art fairs and their visitors to an even greater extent in the focus of an exchange of ideas and thoughts.

With more than 100 initiatives worldwide, BMW Group's cultural commitment has been an essential part of the company for over 40 years now. Unrestricted freedom of creative potential is of the utmost importance, as it is equally as crucial for the field of art as it is for groundbreaking innovations within a business enterprise. The BMW Group places the main focus of its cultural commitment on modern and contemporary art, jazz and classical music as well as architecture and design.

### **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, 119 MINI passenger car dealers, and 35 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.

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