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BMW Partners with the Directors Guild of America for the 70th Annual Directors Guild Awards.

The BMW M760i, BMW i8 and ALPINA B6 were showcased alongside Hollywood's biggest stars.

Woodcliff Lake, NJ – February 8, 2018... Returning for a fifth consecutive year, BMW proudly supported the Directors Guild of America as the exclusive automotive partner at the organization's 70th Annual DGA Awards Ceremony on February 3, 2018. The Awards, which celebrate outstanding directorial achievement, took place at The Beverly Hilton in Beverly Hills, CA.

"BMW has a long tradition of supporting creative visionaries across artistic disciplines," said Uwe Dreher, Head of Brand Communication BMW. "We are proud to once again partner with the Directors Guild of America to honor some of Hollywood's most exciting storytellers."

Comedian Judd Apatow hosted the ceremony which was attended by some of the biggest names in Hollywood, including Kevin Bacon, Sam Rockwell, Greta Gerwig, Saoirse Ronan, Justin Peele, Amy Schumer, and Sally Hawkins.

Director and former DGA President Michael Apted (The World Is Not Enough, The Chronicles of Narnia: The Voyage of the Dawn Treader) was the recipient of the DGA Honorary Life Member Award in recognition of leadership in the industry, contribution to the Guild and the profession of directing, and outstanding career achievement, presented to him by DGA President Thomas Schlamme and Former National Executive Director Jay D. Roth.

Guillermo del Toro took home the evening's most coveted prize of the Directors Guild of America; the Award for Outstanding Directorial Achievement in Feature Film for 2017 for the film The Shape of Water, which was presented to him by last year's winner Damien Chazelle (La La Land).



Seen on-site at the Directors Guild Awards were three iconic BMW vehicles: the 2018 BMW Alpina B6, the 2017 BMW i8 and the BMW M760xi.

BMW's support of the Directors Guild of America is part of the company's ongoing commitment to arts, entertainment and culture. BMW vehicles have a long been featured on the big screen, including in iconic films like *Mission: Impossible* and the *James Bond* franchises.

The DGA Award for Outstanding Directorial Achievement in Feature Film has traditionally been a near-perfect barometer for the Best Director Academy Award. Only seven times since the DGA Award's inception has the DGA Award winner not won the same year's Academy Award®.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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.

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U.S. Press Information



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Directors Guild of America (DGA)

In the 82 years since its founding in 1936, the DGA has fought for the economic and creative rights of its members; protected their ability to financially benefit from the reuse of their work; established strong pension and health plans; and established jurisdiction in new technologies and distribution platforms. Today the Guild represents more than 17,000 directors and members of the directorial team working in film, television, commercials, new media and other audiovisual media.

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