



Media Information
June 9, 2011

BMW is partner of Art Basel, the international show for Modern and contemporary art.

Munich. The world-famous fair for Modern and contemporary art takes place in Basel, Switzerland from 15 to 19 June. Works by more than 2,500 internationally celebrated artists will be presented at Art Basel by around 300 leading galleries from around the world. BMW has been a partner of Art Basel Miami Beach at the outset and has supported Art Basel for many years. In 2011, BMW is once again involved as a partner of this international forum for the art market.

Annette Schönholzer and Marc Spiegler, Co-Directors of Art Basel and Art Basel Miami Beach, on the collaboration: "Art Basel is delighted to renew our long partnership with BMW, whose commitment to the art world spans decades and continents."

"As a partner of Art Basel, the world's most successful premium car manufacturer supports one of the world's most significant art fairs," says Dr Uwe Ellinghaus, Director Brand Steering, Brand Management BMW and Marketing Services. "However, we are by no means interested in blatant logo placement. Together with our new partner, we will develop formats that place art fairs and their visitors to an even greater extent in the focus of an exchange of ideas and thoughts."

The BMW Group is providing the official VIP shuttle service for visitors to the show. The vehicles will ensure a comfortable and convenient network linking the various event locations and fair venues.

Beyond Art Basel, 2011 also sees BMW supporting Art Basel Miami Beach, the Hong Kong Art Fair, TEFAF and Frieze. The company also contributes to further art fairs such as Art Toronto and Paris Photo, as well as the Gallery Weekend Berlin and Independent Collectors initiatives.

In 2011 the BMW Group is celebrating 40 years of international cultural commitment. For four decades, the BMW Group has initiated and engaged in more than 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. 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, the Preis der Nationalgalerie für Junge Kunst and the Art Cars.

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More information on the BMW Group's cultural involvement:
www.bmwgroup.com/culture



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

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 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 six years.

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