



Press Release

BMW will be the Berlinale's New Main Partner

As the festival's new main partner, BMW will accompany the glamorous arrival of the stars to the 60th Berlinale's festive opening, its award ceremony, and many gala premieres. The BMW Group will be making its versatile fleet of vehicles available to the Berlinale and the *Talent Campus*. In addition to the latest premium limousines, such as the BMW 7 Series, the BMW 5 Series Gran Turismo as well as classic BMW models, some of which have already played "leading roles" in films, will pull up to the Red Carpet - a thrilling moment for both visitors and their prominent passengers.

"With the BMW Group, one of the most successful and sustainable automobile manufacturers in the world, we have won a strong partner for the Berlinale. BMW's policy for new models, which focuses on reducing consumption, fits well with the festival's objectives. I'm looking forward to launching this wonderful partnership with BMW," says Dieter Kosslick, Director of the Berlin International Film Festival.

The "BMW Golden Bear Lounge" at the heart of the Berlinale Press Centre, directly at Potsdamer Platz, will be an important meeting place for VIP guests and journalists. It will also provide them with an exclusive view of events at the Berlinale Palast.

Karsten Engel, Head of Sales for BMW Group Germany, remarked about BMW's commitment to the Berlinale: "BMW has a long tradition in the film industry. Over the past decades, actors have been able to experience the advantages of our vehicles in many films. Super agents could rely on their BMWs when saving the world. It's a great pleasure for us to support the Berlinale. Our engagement in the capital is not only an expression of our close ties to Berlin, but also to Germany as location of the film industry."

Besides BMW, the other main partners of the 60th Berlin International Film Festival are L'ORÉAL PARIS and ZDF.

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Presse

Potsdamer Straße 5
10785 Berlin

Tel. +49· 30· 259 20· 707
Fax +49· 30· 259 20· 799

press@berlinale.de
www.berlinale.de

Ein Geschäftsbereich der
Kulturveranstaltungen des
Bundes in Berlin (KBB) GmbH

Geschäftsführung:
Dieter Kosslick
(Intendant Internationale
Filmfestspiele Berlin),
Dr. Bernd M. Scherer,
Prof. Dr. Joachim Sartorius

Vorsitzender des Aufsichtsrats:
Bernd Neumann

Amtsgericht Charlottenburg
HGR Nr. 96 · HRB 29357
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