

## Press Release



### BMW Extends Contract as Principal Partner of the Berlinale

BMW will continue its engagement with the Berlin International Film Festival until 2013. After its brilliant debut this year at the 60th Berlinale, BMW is going to support the Berlinale as its exclusive automobile partner for another three years.

In addition to financial support, BMW will again provide the entire fleet of cars for the Berlinale as well as resume its role as host of the exclusive BMW Golden Bear Lounge at the heart of the Berlinale Press Centre.

"We're very pleased BMW will remain a reliable partner of the Berlinale, especially as we've established a basis for achieving our common goals. For us it's essential to continue along the path we've been on with BMW, a path that unites mobility, sustainability, and thinking and acting responsibly. Moreover we're particularly keen to see how BMW's innovative concepts in the field of e-mobility can be combined with the Berlinale in the future," says Festival Director Dieter Kosslick.

Karsten Engel, Director of BMW Group Sales Germany, comments on BMW renewing its engagement with the Berlinale: "Our debut at this year's Berlinale was a great success. The stars visibly enjoyed driving up in our vehicles. And so it's with delight that we'll continue our engagement until 2013. We look forward to the opening of the 61st Berlinale on February 10, 2011 with happy anticipation."

Press Office  
December 16, 2010

*61. Internationale  
Filmfestspiele  
Berlin  
10. – 20.02.2011*

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