



Media Information  
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## **BMW becomes Global Partner of the 35<sup>th</sup> America's Cup.** Technology partnership with ORACLE TEAM USA.

**Munich.** BMW will be on board the 35<sup>th</sup> America's Cup as Global Partner of the America's Cup Event Authority (ACEA), the event organizer. This move takes the premium automobile manufacturer's involvement as a partner of global competitive sailing to a new level.

The America's Cup is the oldest trophy in international sport and is also seen as the most challenging competitive sailing event, combining the best athletes with the best technology. The duel between defending champions ORACLE TEAM USA and the leading challenger, to be held off Bermuda in 2017, will write the latest chapter in the 164-year history of this unique competition.

BMW will also support ORACLE TEAM USA as Technology Partner. The team's mission is to win the America's Cup for the third consecutive time.

Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW, said: "The America's Cup features many elements which are also part of BMW's DNA such as pioneering spirit and a readiness not to shy away from any challenge. A passion for innovation, engineering skill and teamwork are crucial for success and all of these things drive BMW too, which is why we are expanding our commitment to the pinnacle of sailing."

Russell Coutts, CEO of ACEA, said "Cutting-edge technology and precision engineering are central to both the America's Cup and BMW. Both organizations are innovation driven and we are changing the game in our respective fields. BMW is also one of the most iconic global brands, with tremendous vision and a groundbreaking attitude which can only enhance the America's Cup. BMW represents excellence in engineering, design and quality, and is the perfect complement to the America's Cup; we are extremely proud to welcome BMW as a Global Partner for the event."

As Technology Partner, BMW will provide its engineering competence to ORACLE TEAM USA in fields including aerodynamics. "BMW was an important technology partner for us when we won the America's Cup in Valencia in 2010," said Jimmy Spithill, the winning skipper of the last two editions of the competition.

# BMW

## Corporate Communications



“We know that their engineers are the best in the world and can contribute to making our boat go faster and giving us a winning edge.”

The partnership between the 35<sup>th</sup> America’s Cup, ORACLE TEAM USA and BMW contains many elements:

BMW and ORACLE TEAM USA will come together as engineering and R&D leaders, sharing knowledge and technological innovations in various fields.

BMW will be fully integrated into the global marketing, branding, communications and race event for the 35<sup>th</sup> America’s Cup, from now on until the Finals in 2017. The iconic BMW logo will be visible on turning marks on the race course, on the boat, the wingsail, and the team gear of ORACLE TEAM USA, as well as on the stern plate of competitor yachts. Within the TV broadcast, BMW will provide the boats’ and athletes’ performance data through inserts which will create images that take the fans figuratively right into the action on board.

In the Louis Vuitton America’s Cup World Series race villages in 2015 and 2016, as well as in Bermuda in 2017, BMW will provide fleets of cars to transport hospitality guests, VIP’s and team members. These include a wide variety of current BMW’s product range such as the BMW 7 series, the revolutionary plug-in hybrid sports car BMW i8 and the all-electric BMW i3.

For BMW, this commitment to the America’s Cup is the manufacturer’s fourth involvement in the prestigious competition. BMW was the first premium automobile manufacturer to participate in the event with the ORACLE BMW Racing team at the 31<sup>st</sup> America’s Cup 2002/03 in Auckland (New Zealand). A further two campaigns followed with the BMW ORACLE Racing Team, which defeated the defending champions from Switzerland, Alinghi, to win the 33<sup>rd</sup> America’s Cup in Valencia in 2010.

**Note to editors:** You can find the latest press releases, media folders and copyright-free images for editorial purposes regarding BMW’s sporting commitments online at: **[www.press.bmwgroup-sport.com](http://www.press.bmwgroup-sport.com)**

# BMW

## Corporate Communications



### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, 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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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