

**ECKART 2012 – Award ceremony in the BMW Museum
Followed by gala dinner in the BMW Welt:
12 cooks – 22 stars – 6 dialogues**

Munich. Last night, the ECKART 2012 was awarded in the BMW Museum. The International Eckart Witzigmann Prize, which has been awarded since 2004, bears the first name of its founder ECKART starting this year. It was awarded in partnership with the BMW Group for the first time in 2012. On 3 September the jury of the International Eckart Witzigmann Prize named the award winners of the ECKART 2012, honouring excellent accomplishments in the art of cookery. The three award winners are Shalom Kadosh, Andoni Luis Aduriz and Peter Kubelka.

Shalom Kadosh, Tel Aviv and Jerusalem, is receiving the International Eckart Witzigmann Prize for the Art of Cookery 2012. Shalom Kadosh works with great passion in Israel, which is among the countries with perhaps the most varied cuisine, bringing together influences from 70 cultures. His dream: creating peace with good food.

Andoni Luis Aduriz, San Sebastian, is receiving the International Eckart Witzigmann Prize for Innovation 2012. Andoni Luis Aduriz is considered one of the best avantgarde cooks. In an impressive way he avails himself of the achievements of modern technology for his cuisine. He is particularly famous for his sensitive handling of herbs and vegetables.

Peter Kubelka, Vienna, receives the International Eckart Witzigmann Prize for Culture of Living 2012. Peter Kubelka, Austrian experimental filmmaker and artist, is one of the first to explicitly teach cooking at an art academy. He considers cooking the oldest of all visual arts.

At the beginning of the awards ceremony, Eckart Witzigmann and Friedrich Eichiner, CFO of BMW AG, welcomed their guests. The BMW Welt, the vehicle delivery and brand experience centre of the BMW Group, celebrated a special premiere last night: the auditorium was transformed into a first-class restaurant

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for the gala dinner awarding the ECKART 2012. Twelve international top chefs created a sophisticated 6-course menu exclusively for yesterday evening. The guests, who represented a total of 22 Michelin stars, included: Andoni Luis Aduriz, Jonnie Boer, Thomas Bühner, Martin Fauster, Tanja Grandits, Hans Haas, Marc Haeblerlin, Shalom Kadosh, Claus-Peter Lumpp, Tohru Nakamura, Jörg Sackmann and Harald Wohlfahrt. The menu has been published on the ECKART Internet site:

<http://www.eckart-witzigmann-preis.de/news/>

Eckart Witzigmann emphasised the responsibility of top gastronomy today: “In recent years many people have become aware of how important eating is. It does matter where products come from and how they are prepared. The quality of the products and their preparation is decisive for taste – and not least for the welfare of humans and nature. Here, we as cooks have high competence and a great deal of responsibility.”

Dr. Friedrich Eichiner very much welcomed that the academic support that the ECKART will have in the future. The expert symposium in September dealt with good and sustainable food on the job, a topic that also plays a major role at the BMW Group with its more than 100,000 employees. A first result of the symposium are proposals on the “Canteen of the Future”. Students at the Cooperative State University of Baden-Württemberg developed these proposals under the direction of Prof. Dr. Sabine Woydt. The results have also been published on the ECKART Internet site:

<http://www.eckart-witzigmann-preis.de/news/>

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The BMW Group

With its brands BMW, MINI, Husqvarna Motorcycles and Rolls-Royce, the BMW Group is one of the world's most successful premium manufacturers of automobiles and motorcycles. As an international corporation, the company operates 29 production and assembly sites in 14 countries, as well as a global distribution network with representative offices in more than 140 countries.

In the business year 2011 the BMW Group achieved global sales of approx. 1.67 automobiles and more than 113,000 motorcycles. Earnings before taxes were EUR 7.38 billion; turnover EUR 68.82 billion. On 31 December 2011 the company employed about 100,000 employees around the world.

Long-term thinking and responsible actions have always been the basis of the BMW Group's business success. The company has firmly embedded in its strategy ecological and social sustainability along the entire value chain, comprehensive product responsibility and a clear commitment to conserving resources. Accordingly, the BMW Group has been industry leader in the Dow Jones Sustainability Indices for eight years.

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