



MEDIA RELEASE



Sydney Symphony Orchestra and BMW announce new partnership



Wednesday 24 February 2016: The Sydney Symphony Orchestra (SSO) and BMW last night announced a new partnership with the German luxury car manufacturer becoming the Official Car Partner of the SSO.

The partnership was announced at the BMW Dealer and MINI Excellence Awards held at the Sydney Opera House where BMW guests enjoyed a performance by an ensemble of SSO musicians and opera singer-Australia's Got Talent winner Mark Vincent.

Speaking at the BMW Dealer and MINI Excellence Awards, BMW Australia CEO Marc-Heinrich Werner said it was the first of many SSO ensemble performances that would take place at company events under this exciting new partnership.

"We're delighted to be the new Official Car Partner of the Sydney Symphony Orchestra," Mr Werner said. "The SSO and BMW are renowned for excellence and dynamism – as we have just witnessed during this performance by SSO musicians tonight. I look forward to working closely with the SSO in what I am sure will be a highly successful partnership."

Sydney Symphony Orchestra Managing Director Rory Jeffes said he was extremely proud to welcome BMW on board as the Orchestra's Official Car Partner: "Driving a BMW vehicle is like attending an SSO concert at the Sydney Opera House; both are experiences of artistry at the highest level," Mr Jeffes said. "Our new partnership is about celebrating the shared commitment to excellence that is so tightly bound in the DNA of both of our organisations."

Under the agreement, BMW will entertain its clients at SSO concerts at the Sydney Opera House throughout the year under a new eight-concert series titled The BMW Season Highlight Series. The companies will also work together on creative activations.

The first BMW Season Highlight concert takes place on Saturday 27 February at the Sydney Opera House: Wynton Marsalis and the SSO.

##ENDS##

Image: *SSO First Violin Amber Davis, Second Violin Emma Hayes, BMW Australia CEO Marc-Heinrich Werner, Violinist Monique Irik and First Violin Emily Long at the BMW Dealer and MINI Excellence Awards.*

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