

MEDIA RELEASE

AMAG remains Principal Sponsor of the Baloise Session

The Baloise Session festival has pleasure in announcing that mobility provider AMAG has extended its principal sponsorship of the well-known music festival for another few years.

The AMAG Group will therefore remain a key partner for the Baloise Session in the future, alongside its Presenting Sponsor Baloise Versicherungen and the other Principal Sponsors Basler Kantonalbank, Novartis and Host City Basel. AMAG has been a member of the Baloise Session sponsoring team since 2019.

«Electrifying evenings filled with emotion: A very special experience that the Baloise Session conjures up on stage for its fans and connects us to them, » says Joëlle Hügli, Director of Marketing AMAG Retail.

«We are delighted to extend this partnership with AMAG, » says Beatrice Stirnimann, CEO of the Baloise Session. «It is a great honour for us to collaborate with such a dynamic and successful Swiss company. With AMAG on board, we have the best possible mobile support and can continue to present first-class concerts in an intimate setting».

The next Baloise Session will be held in the Event Hall, Basel Fair, from 17 October to 8 November 2024. This year's line-up will be published on 21 August.

AMAG Group

The AMAG Group AG is a Swiss family-owned company. AMAG Import AG imports and sells Volkswagen, Audi, SEAT, ŠKODA and CUPRA cars as well as VW utility vehicles via the largest network of agents in Switzerland (with more than 450 dealers and service partners). This includes AMAG Automobil und Motoren AG with around 90 garages, used-car outlets and body shops. It is also a Bentley agent. Another subsidiary is AMAG First AG, the largest Porsche dealership in Switzerland. And in 2022 the AMAG Group AG founded another subsidiary, Noviv Mobility AG, which offers retail services and service offerings as well as new solutions in the area of individual mobility.

With the acquisition of solar pioneer Helion and its integration into the AMAG Energy & Mobility division, founded in 2022, the AMAG Group AG expanded its portfolio of products and services in the field of e-mobility and integrated energy solutions.

The AMAG group also includes financial services provider AMAG Leasing AG, AMAG Parking AG, which manages various car parks and charging stations, and AMAG Services AG, the licensee in Switzerland for Europcar and ubeepo and provider of valet parking at Swiss airports as well as Swiss-wide chauffeur services. Since 2011, Mobilog AG has also been offering logistics services for third parties, in addition to which the AMAG Group operates an Innovation & Venture lab. AMAG has been co-owner since 2018 of autoSense, the solution for the digital networking of vehicles, and since 2019 has offered a car subscription model in partnership with Clyde. It is also a partner of the Swiss Startup Factory.

The AMAG Group has set itself the goal of reducing all Scope 1, 2 and 3 emissions by 90% by 2040. It is committed to the 1.5-degree target of the Paris Agreement and the Science Based Targets. In addition, from 2025 it will be investing in climate protection projects and eliminating some of its emissions with the aid of Climeworks «Direct Air Capturing Technology». From 2040 the AMAG Group aims to eliminate all remaining emissions.

The AMAG Group AG has more than 7,300 employees, including more than 730 apprentices.

The Baloise Session – Where the Magic Happens

Every autumn for the past 39 years, leading national and international stars have been appearing at the Baloise Session. 15'500 music fans attend the evening concerts in the Event Hall of the Basel Fair, with its seating restricted to 1'550. The intimate club-like setting, coupled with special seating around candlelit tables and the audience's proximity to the stars, turn a concert visit into a unique musical experience.

Basel, 25 March 2024

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