



Media Information
February 2011

The BMW Welt.

Bavaria's top attraction promises a wide range of extraordinary experiences.

The BMW Welt "ensemble" – formed by the BMW Welt, Museum and Plant – has quickly become one of Bavaria's top attractions. The success of all three realms of discovery lies in their diverse range of regularly changing exhibitions and focus topics, as well as their exciting programme of events.

The home of the BMW Museum, known as the "Bowl" and one of the city's architectural landmarks since it opened in 1973, was expanded in June 2008 to incorporate the BMW Group Headquarters' "low building" next door. Visitors are invited to embark on a journey through time: 120 original exhibits from the past 90 years of BMW history are brought to life through multimedia presentations. Favourite exhibits at the new BMW Museum include the BMW Isetta, the BMW 2002, the BMW R32 motorcycle, the BMW 328 and the BMW 507.

Children and teenagers get to explore the fascinating world of mobility at the BMW Junior Museum. The focus here is on workshops and interactive tours, followed by artistic and creative activities, for children aged between 7 and 13. In 2011, the Museum's offering will be expanded to include photography, with the "Unusual Perspectives" programme for young people 14 and older.

With the extension of the "Production Mile", the BMW Plant will once again be providing its many visitors with a thrilling insight into all BMW production areas in 2011.

From a purely architectural perspective, the BMW Welt, designed by Wolf D. Prix, Design Principal and CEO of COOP HIMMELB(L)AU, with its double cone and floating roof, creates a space that can be used for a wide variety of purposes. However, it also serves as a unifying element: The BMW Welt hosts more than 50 exciting events a year – which also attract a great many culture fans. By making the vehicle collection process such an integral part of the BMW Welt, the excitement of becoming the new owner of a BMW fresh off the production line is extremely pervasive. Here, the BMW Welt combines technology, design and Innovation with lifestyle elements, dynamism and culture to create a public space for meeting and discussion. No fewer than two million people a year have visited the BMW Welt since it opened in October 2007.

Visitors to Munich who book Gray Line SIGHTseeing's grand circle tour, departing from the Main Station on its blue open-top double-decker buses, now stop at the BMW Welt on their tour of the city. This means that Bavaria's top tourist attraction is now also a regular feature of the city's hop-on, hop-off tours. Visitors to the combined attraction of the BMW Welt, the BMW Museum and the BMW Plant have the chance to experience all aspects of the BMW brand up close.

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The BMW Welt. Munich's most exciting venue.

Brazilian carnival, award-winning short films presented in an innovative clubbing format, improvisational theatre, poetry slams or Sunday matinees and the finale of the renowned BMW Welt Jazz Awards: The BMW Welt hosts a sparkling array of different events every year.

Besides the diverse programme of events and regularly changing exhibitions on BMW technology, design and innovation, visitors are especially fascinated by the building's extraordinary, award-winning architecture. Daily tours are very popular, while the Junior Campus offers younger visitors a programme designed especially for them. Specially trained instructors guide children and teenagers through various encounter areas: the Campus Portal and the Laboratory, the Campus Workshop and the BMW Welt mobility tour. Here they have fun discovering mobility "with all their senses".

The BMW Museum. History up close.

With its unique range of original exhibits, the BMW Museum appeals to visitors from all over the world and has become one of Munich's most popular attractions. Visitors are able to experience and learn about the brand's technological horizons and design history: from the very beginnings early last century all the way into the new millennium. The Museum's collection of historical cars, motorcycles, racing and aircraft engines, combined with a glimpse of the technology and designs of the future, have been the foundation of its success since 1973. Special emphasis is placed on using the latest presentation techniques to showcase the more than 120 original exhibits and present information on BMW vehicles, their sporting successes and the design development process in an interesting way. A central "road" leading through the Museum creates an urban setting and guides the visitor through space and time.

The BMW Plant. Dedicated employees with a passion for state-of-the-art technology.

At BMW's home plant in Munich, visitors experience the fascination of modern automobile construction up close. The BMW "Production Mile", opened in 2007 and recently extended, leads through a total of twelve production halls that cover most stages of production. Visitors witness meticulous logistics and precision: 10,000 parts and components from countries all over the world come together here at the right place at the right time. The tour of the Plant begins with a perfectly choreographed "dance of the robots" that amazes visitors with the aesthetics of technology. They then watch as many of the Plant's almost 9,000 employees from 50 countries build a unique car designed specifically according to the customer's personal specifications: Other than fleet orders, Plant I in Munich produces only two to four completely identical vehicles on average a year – even though a new BMW is produced every minute.



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Since the BMW Welt opened in October 2007, the BMW Plant has welcomed roughly 150,000 visitors a year – with many more inquiries from interested parties. Early booking is therefore recommended.

Regularly updated information and detailed descriptions of the events held at the BMW Welt can be found in the events calendar on the BMW Welt website at:
www.bmw-welt.com/en

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The BMW Welt – A world of experiences

The ensemble formed by the BMW Welt, Museum and Plant invites visitors of all ages to experience the past, present and future of the BMW brand for themselves. Guided tours through the BMW Welt, Museum and Plant provide an exciting insight into the world of BMW automobiles. The educational concept of its special junior programmes for children and teenagers focuses on the fun of discovery. Visitors can look forward to a diverse programme of cultural events, art and entertainment, as well as fine-dining at its



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top on-site restaurants. Whether for jazz concerts, poetry slams, clubbing, improvisational theatre, family Sundays, fashion shows, film premieres, gala events or panel discussions – the BMW Welt and the BMW Museum provide an ideal venue for innovative events.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.