



Press release
13 May 2015

BMW 3.0 CSL Hommage. **Motor sport with an elegant character.**

Munich/Cernobbio. On 22 May 2015, the BMW Group will unveil the new BMW 3.0 CSL Hommage to the global public for the first time at the Concorso d'Eleganza Villa d'Este. This model is the BMW Design Team's tribute to the BMW 3.0 CSL, a timeless classic and iconic BMW Coupe from the 1970s. The BMW 3.0 CSL Hommage is a nod to the engineering achievement exemplified by the BMW 3.0 CSL in its lightweight design and performance. The Hommage draws on the character of the earlier model and endows it with cutting-edge materials to translate it into the present in a new and exciting guise. The design of the BMW 3.0 CSL Hommage exudes sheer dynamics, with the body framed by striking air deflectors, powerful wheel arches and a prominent roof and rear spoiler. The stretched flanks serve as an elegant counterpoint to the distinctly sporty front and rear end. Subtle and finely sculpted surfaces convey dynamics and exclusivity, while the extensive use of carbon fibre for the lower section highlights the car's systematic lightweight design concept. The rigorously pared-down interior of the BMW 3.0 CSL Hommage renders its lightweight concept not only visible but tangible as well. All the elements in the cabin are absolutely essential and each constituent has a high-quality structural or driving-related function. In its materials and detail solutions, the Hommage displays technical supremacy and formal sophistication. Like the interior as a whole, it reflects the special character of the BMW 3.0 CSL Hommage, embodying as it does a consummate combination of lightweight design, sportiness and elegance.

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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 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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