



Media Information
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The largest BMW X1 made of LEGO® bricks. 800 children construct a true-to-scale model at BMW Welt.

Munich. It is among the most famous and most popular toys in the world: LEGO. The colorful bricks that started their triumphant advance 50 years ago and have since become a staple in children's rooms all over the world have recently put in a guest appearance at BMW Welt in Munich. In a mere four days, from November 6 to 9, 2009, 800 children assembled a true-to-scale model of the BMW X1 from 165,000 LEGO bricks. And the result – a piece of art in bright yellow – is more than impressive!

BMW Welt did not only launch the campaign to entertain young would-be construction engineers but also to support a good cause. For each LEGO brick mounted, BMW Welt will donate an amount of money to the children's charity organization "Die Arche" in Munich. The total of several thousand Euros will be used to support children from underprivileged families.

The beautiful LEGO X1 that can help visitors develop their own construction ideas will be on display at BMW Welt until November 25.

For questions please contact:

Konstanze Carreras,
Social Responsibility/Social Commitment
Telefon: + 49-89-382-52894, Fax: + 49-89-382-10881

Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 382 52849

Internet
www.bmw.com