



Media Information  
November 18, 2009

## **Special fall break activity at BMW Welt. Children construct the largest BMW X1 from LEGO® bricks.**

**Munich.** From November 6 to 9, 2009, BMW Welt in Munich turned into a colorful LEGO world, thanks to a special fall break activity for children and LEGO fans. Young would-be engineers between the ages of 5 and 13 were given the opportunity to build a true-to-scale model of a BMW X1 from LEGO bricks. While having fun they also helped other children: BMW Welt will donate an amount for each LEGO brick used in the activity to the children's charity organization "Die Arche" in Munich.

The special activity, which was organized in cooperation with LEGO, ran for four days, always from 10 am to 6 pm. The true-to-scale model of a BMW X1 was assembled from 165,000 LEGO bricks. The children received instructions and were supported by pedagogically trained staff throughout the activity. Participants included preschool classes as well as holiday club groups, other teams and families with children. The activity was free of charge, with each child being able to work on the model for about 45 to 60 minutes. Groups were required to register in advance.

The special fall break activity at BMW Welt was not only a creative and exciting option for a family or children's group outing but also an opportunity for the young participants to get involved in a project that benefits disadvantaged children.

BMW Welt will donate an amount of money for each LEGO brick to the charity organization "Die Arche" in Munich. The organization's main goal is to place disadvantaged children into the center of attention of society. "Die Arche" provides children from underprivileged families, among other things, with free lunch, tutoring and leisure-time activities.

During fall break, young visitors of BMW Welt can also participate in the regular offering for children and teenagers. At the Junior Campus workshops, children between the ages of 7 and 13 have the opportunity to discover the world of mobility.

For questions please contact:

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

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49 89 382 52849

Internet  
[www.bmw.com](http://www.bmw.com)

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)