



Media Information
04th June 2012

BMW back on the DTM grid in 2012.

New special exhibitions and live DTM broadcasts at the BMW Museum.

Munich. 50 wins and countless podium places – after an absence of 20 years, BMW this year resumes its success story in the German Touring Car Masters. Three highly-motivated racing teams are fielding a total of six cars in the most popular national touring car series, with their sights set on the coveted championship trophy. Already they have clocked up their first win and several podiums.

To celebrate the comeback, the BMW Museum is staging a special exhibition that opens on 5 June. Around 14 rare one-off models spanning five decades of BMW motor sport will be on display. Stoking up a thrilling high-octane atmosphere, meanwhile, will be live transmissions of the races shown in the Museum's touring car room. Against this historic backdrop, BMW fans can sweat it out with the race teams in the exciting battle for the big win. The highlight of the season will be a major Show Event on the weekend of 14/15 July in Munich's Olympic Stadium. Admission to the BMW Museum is free on Sunday, 15 July.

Special exhibition: From Glas to BMW

The exceptional cars made by Glas GmbH were distinguished by their unusual design and intriguing technology. A new special exhibition at the BMW Museum – which continues until 30 July – showcases eight exhibits reflecting the output of the Dingolfing-based carmakers who eventually merged with BMW in 1967. BMW's takeover of Glas marked the union of two major enterprises: BMW, a high-flying auto manufacturer, and Glas GmbH, a company facing the threat of closure. The range of exhibits also includes Glas' final top-selling model, the Goggomobil, which boasted up to 20,000 deliveries a year in the late 1950s. Further highlights of the exhibition are the nippy Goggo scooter as well as the Isar 600 C and Glas 1700 cars.

Special Motor Sport Exhibition

When: from 5 June 2012
Where: BMW Museum
Admission: 9 euros / concessions: 6 euros

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DTM Live Public Viewing

When:

3 June, 13.15 to 15.00 hrs: Red Bull Ring Spielberg
1 July, 13.15 to 15.00 hrs: Norisring
14 to 15 July, 14.15 to 16.15 hrs: Show event at the Olympic Stadium,
Munich
19 August, 13.45 to 15.30 hrs: Nürburgring
26 August, 13.45 to 15.30 hrs: Circuit Park Zandvoort

16 September, 13.45 to 15.30 hrs: Motorsport Arena
Oschersleben

30 September, 13.45 to 15.30 hrs: Valencia

21 October, 13.40 to 15.45 hrs: Hockenheimring Baden-Württemberg

Where: BMW Museum, touring car room

Admission: 6 euros reduced fee on race days

Special Exhibition in the Foyer: From Glas to BMW

When: until 30 July 2012

Where: BMW Museum, Foyer

Admission: free

For more information please see: <http://www.bmw-welt.com>

For further information and picture material please contact:

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BMW Museum – Hands-on history

Visitors of all ages can explore the past, present and future of the BMW brand at BMW Welt, the BMW Museum and the BMW plant. The BMW Museum plays an important role in this. Since re-opening in 2008, it has been successfully presenting the history of BMW and offering a glimpse of the future. The museum also explores the theme of mobility for the benefit of younger visitors. The Junior Museum organizes a special program for children and young people, basing its educational concept on learning through play. The museum also has a history of its own: it is one of the oldest automobile museums in Germany, was built in 1973 and declared a historic monument in 1999

The BMW Group

With its three brands – BMW, MINI, Husqvarna Motorcycles and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 25 production and assembly plants in 14 countries and a global sales network with representation in more than 140 countries.

During the financial year 2011, the BMW Group sold approximately 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for 2011 was € 7.38 billion on revenues amounting to € 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last seven years.

For questions please contact:
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