

Press Information
15. May 2017

BMW Group Event Forum presents Premium Lounge Presentation of the extended event area portfolio in hall 8, booth G160 at the IMEX 2017 in Frankfurt.

Munich. In 2016, around 52,000 guests visited the BMW Group Event Forum within the framework of award ceremonies, congresses and festive occasions. With that, the second record year in succession has come to an end – reason enough to prepare for the continuation of the success story in 2017. The BMW Welt, which in addition to the BMW Museum and the BMW Group Classic is the largest location of the BMW Group Event Forum, laid the foundation for this with the opening of the Premium Lounge as well as with an award-winning upgrade of existing technical media.

The new Premium Lounge at the BMW Welt.

The Premium Lounge offers guests and organizers alike an exclusive event area with a unique flair at the heart of the BMW Welt. Comfortable leather couches and a dining area designed in stylish brown and cream tones provide up to 100 guests with a sense of well-being – whether during a dinner, an exclusive get-together or in a club atmosphere with DJ and dance floor. The Premium Lounge presents itself laid-back, modern and classy high up amidst the award-winning architecture of the BMW Welt building. The panoramic glass frontage provides a view of the premiere, the central exhibition area and heart of the BMW Welt building, as well as of the city and its landmarks. High-class catering offered by the in-house catering partner Käfer and excellent service provide the exquisite framework for an unforgettable evening. During the day, the Premium Lounge is reserved for international customers collecting their new vehicles and can be booked for evening events.

2016: Yet another record year.

The popularity of BMW Group Event Forum areas is underlined by the steadily increasing number of guests and bookings over the past two years. In 2016, a total of some 52,000 guests experienced special moments at the BMW Welt, the BMW Museum and the BMW Group Classic, providing for the second record year in a row. Major award ceremonies above all have provided the BMW Welt, the largest of the three locations, with a special touch of exclusiveness. The spring of 2016 witnessed the first awarding of the German Computer Game Prize, shortly after which the red carpet was rolled out for a charity event: 500 guests, including many celebrities from show business, sport, politics, industry and science were present

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on the occasion of the 15th anniversary of the Felix Burda Award. During the gala, the most innovative projects and studies on the topic of colon cancer prevention were honoured with the prestigious prize. As every year, the iF Design Awards also secured the presence of prominent guests and speakers from politics and sports, entertainment and the design sector. In the presence of 1,500 participants and guests, outstanding design achievements were honoured with the accolade. The award ceremony took place already for the sixth time at the BMW Welt on 10 March 2017.

State-of-the-art: Renewal of media technology at the BMW Welt.

The BMW Welt is starting the new event year 2017 with an upgrade of its event area media technology. In collaboration with the engineering company macom GmbH and the experts for AV systems Kraftwerk Living Technologies, it was possible through state-of-the-art IT and media technology to raise the brand experience at the BMW Welt to a new level. The renewal also offers organizers new and surprising possibilities with enhanced acoustic systems for example, as well as through numerous LED visualisation areas. To crown all, the project was even honoured in February 2017 with the InAVation Award in the category Visitor Attraction.

About the BMW Group Event Forum.

With the BMW Welt and the BMW Museum, the BMW Group Event Forum combines flexible and innovative spatial concepts designed for extraordinary event experiences. Around 20 individually utilisable event areas, which can also be combined with each other, offer diverse realisation options for all event requirements. The modern architecture, an excellent infrastructure, a professional event service and varied incentive programmes create a unique framework. More than 450 customer events are held each at the BMW Group Event Forum each year. During the Location Award 2013, the BMW Welt was honoured as Germany's best "design location". In 2014, the BMW Museum also clinched the Location Award in the category Special & Thematic Locations.

Individual services for individual events

Event planners and customers alike can choose from a comprehensive package of event services for all three locations. If they wish, organizers are assisted by an experienced project manager. Right from the start, this person advises and assists

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each customer individually not only with content-related, technical and organizational requirements, but also coordinates, if desired, all services necessary to ensure that the event runs smoothly. Specialists take individual care of the required technical equipment for the stage, video, sound and light. The all-round customer support includes respective staffing, from the hostess service to the cloakroom attendant. The medical service ensures fast help in an emergency and trained security personnel safeguard all event areas.

Extraordinary experiences for discerning guests

Thanks to individually organized incentive programmes, each event becomes a total experience, whereby it is possible to choose from a wide variety of programmes, from guided tours of the BMW Welt, the BMW Museum, the BMW Group Classic, the BMW Group plant or active driver training. What is more, with BMW on Demand, organizers can offer specific driving experiences in various BMW models – for example in the sporty BMW M3 or the innovative BMW i8, if the customer so wishes. The vehicles can be rented on a daily or hourly basis directly at the BMW Welt. Furthermore, highlights such as product presentations, driving experiences with the all-electric BMW i3 or the BMW Isetta from the fifties can be integrated into a planner's own events. Moreover, the BMW Group Classic offers exclusive guided tours of the historic collection, the Centennial Room and the workshop, as well as discussions with BMW Group Classic employees. If desired, excursions in classic Group brand vehicles or a shuttle service can be made possible. Those wishing to offer their guests even greater driving pleasure close up will be making the right decision with the BMW Driving Experience in Maisach: Safety or snow and ice training complement any event with multi-faceted action. Catering at the BMW Welt is carried out by the exclusive catering partner Feinkost Käfer and by Kofler & Kompanie at the BMW Group Classic and the BMW Museum.

Event locationsAuditorium, BMW Welt

The multipurpose auditorium is the heart of the BMW Welt Event Forum. The flexible room installations and state-of-the-art equipment make anything possible in this 945 m² space, which can host up to 700 people. The floor of the auditorium is divided into segments, which can be raised or lowered according to requirements – allowing the room to be transformed into a congress or banquet hall, a stage for live

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performance, an exhibition space or even a cinema with banked seating. The wall at the back of the hall is a vertical gate that can be lowered into the floor, allowing the auditorium to be linked to the foyer. The resulting 450 m² space can provide an atmospheric backdrop for receptions or exhibitions.

Business Club, BMW Welt

Guests in the 100 m² Business Club can expect an exclusive atmosphere. Whether it be a private round table or an intimate meeting, product presentation or press conference for selected journalists, the Business Club provides the perfect ambience for relaxed and focused events. Two all-glass side walls offer a breathtaking view over the BMW Welt Square and Olympiapark Nord.

Business Center, BMW Welt

Whether it be large-scale conferences or smaller seminars, the Business Center's two conference rooms are the perfect solution. The rooms are flexible and functional and can be divided into two smaller rooms if necessary. The Business Center Foyer is a primary meeting point and place to relax. The comfortable lounge furniture offers space for short breaks between seminars or a small snack to keep participants going.

Indoor/Outdoor Terraces, BMW Welt

The terraces at the BMW Welt Event Forum can offer an exceptional backdrop for catering events, receptions, gala dinners, after-work events and casual get-togethers. Measuring 200 m² and 300 m², the terraces can host between 110 and 130 people in an informal reception. With banquet seating, the indoor terrace holds 90 people, while the outdoor terrace can host some 100 if the weather is pleasant.

Double Cone, BMW Welt

The Double Cone offers incomparable architecture and atmospheric lighting. Suitable for gala receptions, dinners or private exhibitions, some 400 guests can experience events like no other in the Double Cone.

The BMW Group Classic

The event location on the former BMW Group industrial site offers premises for workshops each for up to 30 persons as well as a hall with sufficient room for

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almost 400 persons. In the listed industrial buildings, guests will gain insights into the historic collection, the Centennial Room and the workshop.

Premium Lounge

The Premium Lounge offers guests and organizers an exclusive event area with a unique flair at the heart of the BMW Welt. Comfortable leather couches and a dining area designed in stylish brown and cream tones provide up to 100 guests with a sense of well-being – whether during a dinner, an exclusive get-together or in a club atmosphere with DJ and dance floor. The Premium Lounge presents itself laid-back, modern and classy high up amidst the award-winning architecture of the BMW Welt building. The panoramic glass frontage provides a view of the premiere, the central exhibition area and heart of the BMW Welt building, as well as of the city and its landmarks. High-class catering from the in-house catering partner Käfer and excellent service provide the exquisite framework for an unforgettable evening. During the day, the Premium Lounge is reserved for international customers collecting their new vehicles and can be booked for evening events.

The BMW Group Event Forum welcomes all visitors of the IMEX 2017 Frankfurt in Hall 8 at exhibition stand G 160 in cooperation with the Munich convention office.

Reservations and further information at: www.bmw-welt.com
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BMW Welt – at the heart of the brand, on the pulse of the city

The BMW Welt welcomes more than 3 million visitors every year. With its pioneering architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round programme of varied events covering culture, art and entertainment as well as event locations for over 400 external events along with culinary delights in several restaurants. In the BMW Welt Junior Campus, children and youngsters can enjoy exciting guided tours and workshops on the themes of mobility and sustainability.

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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