

Corporate Communications

Press release  
August 25, 2021**BMW Welt's comprehensive program for IAA Mobility 2021 from September 6 to 12.**

- **Daily workshops and Genius Sessions on electromobility, the circular economy and sustainability in the BMW Group.**
- **Digital live talk from the FUTURE FORUM by BMW Welt on the circular economy on September 9.**
- **Try out innovative micromobility concepts on exciting test tracks.**
- **The program is rounded off by a special cinematic highlight and a wide range of guided tours.**

**Munich.** Workshops, deep dives, a digital live talk and activities for the whole family centered around sustainability, the circular economy, electromobility and micromobility – BMW Welt is offering a varied and inspiring program as part of IAA Mobility 2021, which is being held for the first time in Munich. From September 6 to 12, visitors to the exhibition, Munich residents and anyone interested can experience the mobility of tomorrow in and around BMW Welt and engage in activities themselves. During this period, BMW Welt will be open to the public daily from 9 in the morning to 8 in the evening.

**Focus on the circular economy: workshops, digital live talk and deep dives.**

A workshop on the circular economy will take place for the first time at the IAA in BMW Welt's Junior Campus. In the RE:BMW Circular Lab, anyone aged 12 or over can get hands-on experience of the circular economy in 35-minute sessions, meet four CIRCULAR HEROES and create functional circular products from used plastic. Sustainability and the circular economy also take center stage in the FUTURE FORUM by BMW Welt, the platform for innovative movers and shakers, as part of the IAA. On September 9 at 6 pm, experts from business and politics invite you to a free digital live talk entitled "Reclaim the Future: Let's Close the Loop: Creating a Circular Economy" to discuss the opportunities and challenges of the circular economy. The FUTURE FORUM by BMW Welt also offers "Genius Sessions" every 30 minutes, held in German and English, in which three topics are examined: "On the Way to Emission-free Mobility", "Charging Made Easy – The Future is Electric", and "From Production to Recycling: Sustainability in the BMW Group".

**The micromobility experience and guided tours.**

Satisfy your curiosity with a visit to the action-packed micromobility experience outdoors and in the foyer of the BMW Welt Auditorium. In addition to an exhibition of innovative mobility concepts for urban transport, there are BMW E-Scooters, X2City scooters and more to ride around a test track, plus various guided tours. Visitors can also look forward to a special cinematic highlight in the Auditorium where they can immerse themselves in a fantastic virtual world and experience a unique performance. Guided tours in German and English are available several times a day throughout the IAA week. In addition to tours of BMW Welt, there will be 30-minute Genius Deep Dives targeted at BMW i, BMW M and BMW Luxury.

For more details about the extensive IAA program at BMW Welt see below and also [here](#).

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## **BMW Welt's IAA Mobility 2021 program at a glance:**

**Focus on the circular economy: workshops, digital live talk and deep dives.**

### **RE:BMW Circular Lab workshop at BMW Welt's Junior Campus**

**When:** 14x a day, September 7 to 12, from 08:20 to 19:00, every 40 minutes  
**Where:** Junior Campus workshop at BMW Welt  
Am Olympiapark 1, 80809 Munich  
**Language:** German / 4x English  
**Recommended age:** 12 years and over (children under 18 must be accompanied by an adult)  
**No. of participants:** Maximum of 10  
**Entry:** Free of charge  
**Registration:** [bmwwelt-juniorkampus.de/overview](https://bmwwelt-juniorkampus.de/overview)

How can we live more sustainably, conserve resources and at the same time maintain our standard of living? How can mobility help to shape a better future? The new "RE:BMW Circular Lab" workshop in the Junior Campus of BMW Welt will address those questions. This is the first time that the Junior Campus has offered a workshop aimed at youngsters and adults alike. The 35-minute session includes activities relating to circularity. Participants will gain an insight into the BMW Group's circular design principles and its Circular Heroes. They will then focus on their own lifestyles and how the circular economy can be applied in their day-to-day lives. Finally, they will make functional circular products from used plastic.

Note: Participants can bring clean plastics with them such as screw caps. Plastics labeled HDPE, LDPE or PP are ideal.

### **Digital live talk at the FUTURE FORUM by BMW Welt and the 1E9 think tank on the circular economy on September 9.**

**Title:** "Reclaim the Future: Let's Close the Loop: Creating a Circular Economy."  
**When:** September 9 at 18:00  
**Where:** Virtual event live from the FUTURE FORUM by BMW Welt  
**Entry:** Free of charge

To combat climate change, pollution and the consumption levels of a growing population, it will not be enough simply to reduce CO<sub>2</sub> emissions. Instead, our economic system must be transformed so that we stop squandering resources and avoid as much waste as possible by recycling all materials. The aim must be to create a circular economy. While the theoretical concept is easy to understand, implementing such a circular system presents challenges. Together with experts from business and

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politics, we aim to find out what solutions already exist and what needs to be done to help the circular economy make the break-through.

The live stream of the event in English is available free of charge on the [website of the FUTURE FORUM by BMW Welt](#) and on the [Facebook channel of BMW Welt & BMW Museum](#).

### **FUTURE FORUM by BMW Welt Genius Sessions**

**When:** 13x a day, September 6 to 12, from 10:00 to 17:00, every 30 minutes  
**Where:** Deep Dives (German and English) in the FUTURE FORUM by BMW Welt  
**Entry:** Free of charge  
**Topics:** "On the Way to Emission-free Mobility"  
"Charging Made Easy – The Future is Electric"  
"From production to recycling: Sustainability in the BMW Group"

### **BMW Welt guided tours at the IAA at a glance.**

#### **Guided tours of BMW Welt (30 minutes)**

**When:** September 6 to 12, from 10:00 to 18:00  
**Entry:** 8 € / Concessions 7 € (reduced admission price for IAA MOBILITY Experience ticket holders)  
**Tickets:** Available at the pay desks at BMW Welt

#### **Deep dives on BMW i, BMW M and BMW Luxury (30 minutes each)**

**When:** September 6 to 12, from 10:00 to 12:00 and 14:00 to 18:00  
**Entry:** 8 € / Concessions 7 € (reduced admission price for IAA MOBILITY Experience ticket holders)  
**Tickets:** Available at the pay desks at BMW Welt

If you have any questions please contact:

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#### **BMW Group**

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## **BMW Welt. The heart of all the BMW Group brands.**

BMW World welcomes over 3 million visitors each year. With its iconic 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 program of varied events covering culture, art and entertainment as well as popular event locations for over 400 external events per year. The various restaurants at BMW Welt offer a variety of culinary delights right up to Michelin star cuisine. In the Junior Campus, children and even the whole family can explore the city of the future and mobility of the future either independently or in exciting workshops.

## **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98,990 billion. As of 31 December 2020, the BMW Group had a workforce of 120.726 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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