

THE PRESS KIT FOR

# BMW WELT





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**MUNICH.** After more than three years of construction, BMW Welt opened in October 2007, right next to Munich's Olympic Park.

Ever since, it has been the benchmark for experience-oriented brand worlds. The futuristic architecture can be credited to multi-award-winning Vienna-based architect Wolf D. Prix, who is one of the founders and owners of the COOP HIMMELB(L)AU architecture firm. BMW Welt is free to enter, and offers visitors a constantly developing experience world encompassing the BMW Group brands as well as innovative future-focused topics such as electromobility and smart cities. Excitingly presented vehicles

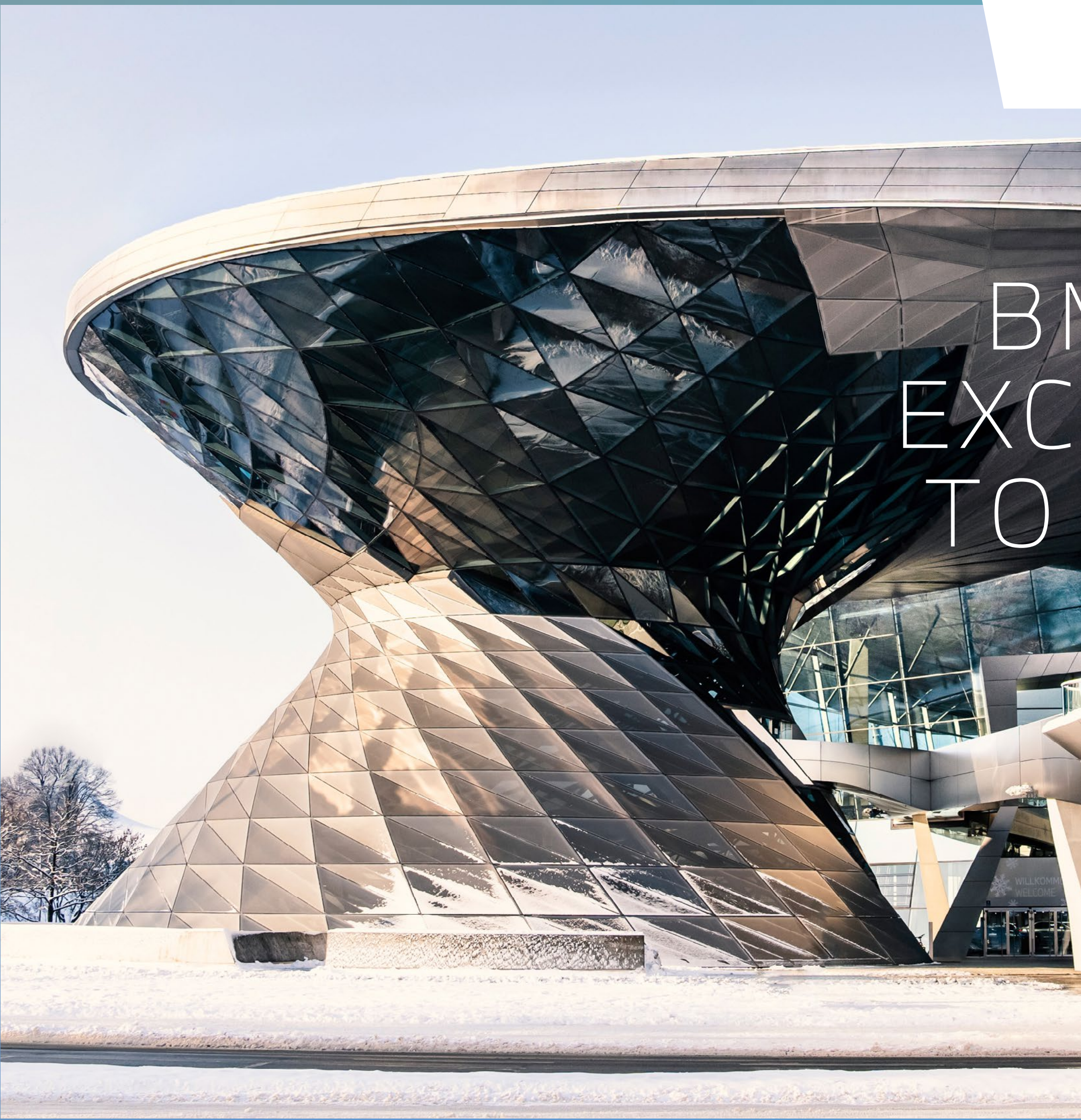
from BMW, BMW M, BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad weave their magic around a diverse audience – from die-hard BMW enthusiasts to families with children and tourists from all over the world. Alongside the brand areas and four restaurants (including one which has been awarded two Michelin stars), you will find the spectacular Premiere: the place, at the heart of BMW Welt, where customers take possession of their new vehicle. Many travel a long way to attend the handover of their new BMW – and receiving it is always the highpoint of their visit to BMW Welt.

# IN BMW WELT

SHOWCASES NOT ONLY  
BMW GROUP BRANDS, BUT ALSO  
EXCITING FUTURE-FOCUSED TOPICS  
TO BE EXPERIENCED BY A DIVERSE  
PUBLIC AUDIENCE.

These days, it's impossible to imagine Munich's skyline – not to mention the cultural and events scene of the Bavarian capital – without BMW Welt. It welcomes over 3 million guests every year, making it one of the most visited sites in Bavaria. BMW Welt is renowned for its award-winning futuristic architecture, as well as its main attraction: the opportunity to experience BMW Group brands up close. This happens in exciting workshops during which children and adults alike can deeply engage with future-focused topics such as autonomous driving.

- FACTS**
- AT 269 METRES, BMW WELT BRIDGE CONNECTING TO THE BMW MUSEUM IS THE LONGEST CANTILEVER BRIDGE IN BAVARIA.
  - WITH AN AREA OF OVER 14,000 SQUARE METRES, THE ROOF OF BMW WELT COULD COVER ST MARK'S SQUARE IN VENICE.
  - OVER 1,000 METRIC TONNES OF STEEL WENT INTO BUILDING THE DOUBLE CONE, AS WELL AS MORE THAN 900 DIFFERENT GLASS ELEMENTS, EACH PIECE OF WHICH IS UNIQUE.
  - OVER 400 EMPLOYEES WORK AT BMW WELT TO GIVE GUESTS A UNIQUE EXPERIENCE.
  - OVER 250,000 VEHICLES HAVE BEEN DELIVERED TO DATE.
  - UP TO 400 EVENTS TAKE PLACE EACH YEAR AT BMW WELT.







AWARD-WINNING

# ARCHITECTURE

AS THE CONTEXT FOR  
AN INNOVATIVE AND  
VERSATILE EVENT  
LOCATION.

At 73,000 square metres BMW Welt extends over an area bigger than 10 football fields. This takes in several buildings, including the delivery centre, BMW Museum, and BMW Group Classic.

The award-winning architecture means that BMW Welt also makes an extraordinary and exclusive event location. Facilitated by fantastic infrastructure and a professional events service, BMW Welt is the venue for more than 400 premium events per year.

BMW Welt also hosts and organises a diverse programme of its own events every year. This includes innovative and digital event platforms such as #NEXTGen but also BMW Group events such as annual conferences and culture, art and entertainment gatherings.







PROFESSIONALISM  
DOWN TO THE  
FINEST DETAIL: THE

# EVENTS SERVICE

AT BMW WELT.

The room concept for all event locations at BMW Welt is both innovative and highly flexible, and makes it possible to offer areas that can be hired by the hour or by the day. All locations are individually configurable and offer tailored solutions for everything from smaller-scale events, such as Executive Board meetings with an exclusive attendee list, to larger events such as international conferences and gala evenings, such as the ceremony for the "Blauer Panther" TV & streaming awards.

Event planners and event customers can also choose from an extensive package of additional services. To guarantee a smooth process, customers receive professional

support from an experienced project manager and, where needed, also from experts at technical partner Gahrens and Battermann. The all-round service also includes staff services such as hostesses and cloakroom attendants, as well as premium catering provided by Feinkost Käfer.

Hybrid events are those which enable both on-site and off-site participation and interaction. These are currently considered the state-of-the-art option; when that is what an occasion warrants, BMW Welt offers a spectacular atmosphere and a customisable event platform that can be used to connect guests both on- and off-site, creating a

single community of participants.

At six metres tall and up to 30 metres wide, the LED wall in the auditorium is available to display custom content. It can support impactful staging and presentation, with a luminosity that always guarantees a razor-sharp image – even with digital transmission. BMW Welt has three fully equipped streaming and TV studios.

It also offers a comprehensive support service for 4K streaming events in TV quality, as well as a customisable event platform for real-time interaction and integration of gamification elements. This offering is unique in Munich, and a rarity anywhere in Germany.





BMW WELT FOR  
FOODIES AND

# GOURMET KITCHEN

CONNOISSEURS

It's not only event guests who get to enjoy culinary delicacies from Fein-'kost Käfer. The gastronomic offering across the four on-site restaurants delights BMW Welt visitors with wide-ranging cuisine as well as exquisite dishes and drinks.

Bavarie by Käfer, gourmet restaurant EssZimmer by Käfer, CooperS and the Biker's Lodge – BMW Welt is home to first-rate gastronomic establishments which offer a range of cuisines and atmospheres.



## RENOWNED: GOURMET GASTRONOMY AT BMW WELT.

Bavarie by Käfer restaurant, with sun terrace overlooking the Olympic Tower, greets guests with an innovative fusion concept that brings together modern regional cuisine from Munich with the finest French brasserie. Sustainably produced local dishes – from freshly prepared fish to seasonal delicacies and desserts – have helped Bavarie by Käfer achieve 15 points in the Gault&Millau guide.

EssZimmer by Käfer at BMW Welt is celebrated nationwide for offering culinary enjoyment at the highest level, and in 2023 is celebrating its 10-year anniversary.

Headed by Bobby Bräuer, the two-Michelin-starred restaurant offers exceptional international cuisine and unique wines. It is not just the culinary wonders that will take your breath away: the location on the 3rd floor of BMW Welt offers an incomparable view over Premiere. Apart from the two Michelin stars, the "living room of Bobby Bräuer" has also received 18 points as well as three red toques, and was included in the Les Grandes Tables du Monde association.





FOR A QUICK  
BITE ON-THE-GO: THE

# BISTROS

AT BMW WELT.

CooperS on the ground floor of BMW Welt is a stylish bistro which serves high-quality cooking in a menu of light meals and snacks. All meals at CooperS are also available to take away.

By partnering with Feinkost Käfer, BMW Welt has joined forces with a Munich gastronomy business that has a rich history. As well as CooperS, Käfer also operates the Biker's Lodge on the middle floor. BMW Motorrad enthusiasts can come here to enjoy savoury and sweet dishes as well as a breathtaking vista over the BMW Motorrad driver experience worlds.





PREMIERE  
AT BMW WELT MAKES

# CAR DREAMS

Premiere is one of the central functions of BMW Welt; after all, picking up a new BMW is a special experience for customers who wish to receive their vehicle directly from the manufacturer. The building's entire architecture has been designed to make the first encounter with your very own new BMW an unforgettable experience.

COME TRUE, AND GIVES  
THEM THE PRESENTATION  
THEY DESERVE.

BMW Welt offers two experience packages to choose from when picking up a vehicle: EXCLUSIVE and PREMIUM. Whichever you choose, the handover of the new BMW is the highpoint of the visit.

Since BMW Welt opened, more than 250,000 customers have used the customisable day schedule with one-on-one service including perfectly presented handover of the automobile. An extensive framework programme with additional experiences increases the anticipation for the vehicle handover. There are attractive options available, such as a BMW Group plant tour, a visit to the BMW Museum, or a detailed discovery tour through the fascinating building and brand areas of BMW Welt.





## 9. THE CAMPUS

In the BMW Welt Campus, children and young people aged between 5 and 18 years of age research exciting topics such as electromobility, smart cities and autonomous driving, interactively engaging with the mobility of the future.

On the ground floor of the "Future Lab", there are participation stations which are open for visitors from Monday to Sunday, 9am to 6pm. The Campus also offers various workshops for adults as well as a wide range of events for school and group trips during holidays or for children's birthday celebrations.



THE

# CAMPUS

DISCOVER THE MOBILITY  
OF THE FUTURE  
THROUGH  
INTERACTION.



The new "RE:BMW Circular Lab" workshop offering, for example, actively engages with the subject of the circular economy. As well as the Campus, visitors can also experience a tour of BMW Welt: they will have the chance to take a look behind the scenes and find out about the complex logistics in automobile delivery, and also discover the building's unique architecture and development history.

Exclusive tours can be individually adapted to guests' specific areas of interest – whether that is sustainability, one of the sub-brands, or the architecture.





BMW WELT  
AS AN EXPERIENCE  
SPACE FOR AN  
UNFORGETTABLE



# BRAND EXPERIENCE

A visit to BMW Welt would hardly be complete without diving into the exciting BMW brand world. BMW Welt is the home of BMW Group and its BMW brand, its BMW M and BMW i sub-brands, and MINI, Rolls-Royce Motor Cars and BMW Motorrad. Each brand has its own experience area in which to welcome visitors. In the brand area for BMW luxury models, called "Pro-

gressive Luxury Meets Creative Excellence", visitors can experience present and future automotive luxury at first hand. High-performance cars from the family of BMW M models, as well as the experience world of the BMW i models, extend over exhibition spaces at BMW Welt. The BMW i – Mega Me Installation is an absolute highlight in the BMW i space: with the help of face-swapping

technology, visitors are able to experience their face with 3D animation on an LED screen, together with the BMW i Vision Dee vision vehicle. The MINI, Rolls-Royce Motor Cars and BMW Motorrad brand areas are also represented with separate theme worlds.





# WOULD YOU LIKE A SOUVENIR OR SOMETHING MORE?

Another highlight of BMW Welt is the shop, where visitors can find a wide selection of premium brand products as well as BMW merchandising. BMW Welt also houses the BMW and MINI Lifestyle & Accessory flagship store – the only one in the world.

Whatever brings visitors to BMW Welt – whether it's to pick up their new vehicle, explore the brand world and history of BMW Group, discover visionary future technologies, host an international conference, or simply to be amazed and sample culinary delights –

by the time they leave BMW Welt, every one of them is certain to take home unforgettable memories.





**IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT:**

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**BMW WELT**

With its iconic architecture, BMW Welt is the heart of all BMW Group brands – BMW, the BMW M and BMW i sub-brands, MINI, Rolls-Royce Motor Cars and BMW Motorrad, all of which are impactfully represented in their own experience worlds. But it's not just exhibitions and new vehicle collections that automobile fans from all over the world flock here for: year-round, visitors can expect a diverse event programme of culture, art and entertainment, as well as many external gatherings that choose spaces here as a venue. For premium digital events, there are three fully equipped streaming and TV studios with optimal infrastructure and full service. The various restaurants at BMW Welt provide a wide-ranging culinary offering, up to and including Michelin-starred gastronomy. In the Campus, children, young people and the whole family can learn about the city and the mobility of the future, either independently or in exciting workshops.

# LEGAL GAL INFO

**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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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