

# **BMW Museum.** **Contents.**



<b>1. BMW Museum:</b>	
<b>Experiencing the Complete Fascination of BMW. ....</b>	<b>2</b>
<b>2. The Architecture:</b>	
<b>Houses, Bridges, Streets and Squares All in One Space. ....</b>	<b>7</b>
<b>3. Configuration and Layout:</b>	
<b>125 Exhibits, 25 Exhibition Areas, One Experience. ....</b>	<b>10</b>
<b>4. A Guided Tour. ....</b>	<b>14</b>
<b>5. Educational Museum Workshops for Children and Young People. ....</b>	
<b>6. An Outstanding Event Venue with an Authentic Ambience. ....</b>	<b>24</b>
<b>7. History, Continuity, Future. ....</b>	<b>26</b>
<b>8. The Overall Experience of the BMW Welt. ....</b>	<b>29</b>
<b>9. Exhibits: An Overview. ....</b>	<b>32</b>
<b>10. Facts and Figures. ....</b>	<b>37</b>
<b>11. How to Get There, Opening Hours, Admission Fees, Guided</b>	
<b>Tours. ....</b>	<b>39</b>



# 1. **BMW Museum: Experiencing the Complete Fascination of BMW.** **The BMW Museum Once Again Offers an Innovative Exhibition and Design Concept.**

The BMW Museum is re-opening for the public at its traditional location next door to the BMW Group Headquarters in Munich on 21 June 2008, offering the visitor a truly innovative synthesis of architecture, exhibition art, and communication media.

The focus, naturally, is on 125 original exhibits in 25 exhibition areas, various lines of development presenting the dynamism and innovative power of the BMW brand throughout its history of more than 90 years.

After re-opening, the BMW Museum is expecting 400,000 visitors each year. "We are very happy to note that following the opening of the original BMW Museum in 1973 we have again succeeded in creating an innovative and modern museum concept, offering a unique brand experience the world over at our home address through the combination of the BMW Building, the BMW Plant, the BMW Welt, and the BMW Museum", states Dr Norbert Reithofer, Chairman of the Board of Management of BMW AG.

Ever since its original opening in 1973, the "Museum Bowl", as it is affectionately called, has not only been the home of the BMW Museum, but also a true landmark in architecture. Now, in creating the new concept for the Museum, the Museum Bowl has been enlarged by the directly adjacent single-storey building belonging to the BMW Group Headquarters, the so-called "Four-Cylinder", enlarging the exhibition area to 5,000 sq m or 53,800 sq ft.

The new exhibition concept not only provides a chronology of history, but also highlights specific themes and lines of development which started in the past, continue into the present, and allow forecasts of the future. Both the media presented as well as the individual exhibitions and style of presentation give further emphasis to these lines of development and make them a genuine, sensual experience.

## **The way in.**

The BMW Museum does not keep out or draw a line to its direct urban environment, but rather symbolically takes up the surrounding message and continues that message inside the building. A system of ramps dynamically flowing into the Museum area and appearing almost weightless, as if the ramps

were hovering in space, forms one entity with the open and closed exhibits and exhibition areas. Modern facades, networked paths and fascinating perspectives, in turn, create an exciting, urban-like outlook.

Indeed, the BMW Museum is conceived as an urban “transport structure” made up of the various elements in its surroundings all characterised by the spirit of mobility: streets, squares, bridges, and houses. This concept is then underlined and further accentuated in the truest sense of the word by the bituminous terrace floor leading all the way through the Museum, a specially treated asphalt surface highlighting the particular flair and touch of the road, bringing contents and functions close together.

“It was important to us to create an architectural structure with a long-term, convincing message, carrying its design language through its contents”, states Professor Uwe R. Brückner, the architect who created the new BMW Museum. Hence, the new BMW Museum is able to bridge the gap between the original architecture of the Museum Bowl dating back to the 1970s and still full of timeless elegance and modern style today, on the one hand, and the media architecture of the 21st century to be admired within the BMW Museum.

The ramp system connects 25 exhibition areas with seven interacting theme blocks, in each case offering the visitor a greater insight and a more profound look at a specific subject. This enables the visitor to actively relate information he has already gained from other theme areas with various aspects of the new space created in this way.

This particular style of interior architecture gives the various exhibition highlights both a vertical and a horizontal arrangement. The new single-storey building offers an additional area of 4,000 sq m or 43,040 sq ft in various sections for permanent exhibitions held at the BMW Museum, while inside the Museum Bowl itself, the exhibits and exhibitions constantly change, focusing from time to time on different subjects and highlights.

### **The real experience is the journey through the Museum.**

Through its inherent self-learning concept, the Museum enables the visitor to interact directly with the development of BMW as a company and a brand, thus independently and authentically coming to terms with the particular competences of the BMW Group. Various entertaining exhibitions focusing on different highlights all come together to provide a sequence of unique emotions and images extending from one area to the next. In the process, the various vehicles, concepts, architecture, configuration and media design all join forces to create a truly innovative exhibition concept in every respect.

A central path guides the visitor through time and space, showing him the way to the individual exhibition highlights. But nobody is forced to follow a specific sequence when visiting the exhibition areas – rather, there is enough space for all visitors to find and create their own, individual way through the Museum.

Separate areas within the Museum focus on the overriding topics of Design, Technology, Model Series, Company History, Motorsport, the History of the Motorcycle, and the BMW Brand. These individual “Houses”, as they are called, are made up of several rooms on various levels highlighting different aspects of each specific theme. As an example, the “Technology House” is subdivided into the rooms “Engines”, “Lightweight Technology”, and “Aerodynamics”. And each “House” has its own identity additionally borne out by its unique, characteristic design.

### **Presentation of exhibition highlights and “Mediatecture”.**

The media highlighting BMW cars and motorcycles through their special, all-embracing “Mediatecture” generate a particular appeal and, at the same time, have become part of the overall architecture themselves.

The “Mediatecture” is made up of a layer of LEDs directly connected with a layer of glass, interacting with one another to illuminate the Exhibition Houses. The facades are made up of more than 700 sq m (7,532 sq ft) of LED surfaces and a total of 1,765 million light-emitting diodes serving as the central source of light for the Museum, presenting the entire exhibition in the “right light” in the genuine sense of the word.

The facade areas surrounding the central unit within the Museum, the BMW Square, are actively illuminated in a constantly changing process, this special media effect on the facades de-materialising and dynamising the static elements.

A further highlight is the “Acousmonium” creating a unique area of sound under-lining the visual impressions of the exhibition through its consistent, ongoing acoustic effect. Interactive elements form different levels of information and actively integrate the visitor into the exhibition itself and everything that is going on. Apart from touch-sensitive surfaces, the “Company House”, for example, presents extra-large, oversized picture books. Then, looking at the photos and leafing through the books, visitors hear a text explaining the particular events shown in the photos and described on the accompanying pages, thus receiving helpful background information.

Another important innovation in the use of audiovisual media offers visitors the same fascinating experience at the end of their Museum tour: This is a truly exceptional panorama projection on the inner wall of the shell to be admired around the upper edge of the Museum Bowl. Here, at this particularly point free of pillars or support elements and with a wall area up to 120 metres or 394 feet in length and up to 6 metres or almost 20 feet in height, high-performance beamers offer an impressive 360° panorama film projection.

**A personal journey through time with outstanding icons in style.**

The various lines of development of the BMW brand and the company are impressively demonstrated by the trendsetting vehicles BMW has built and created in the last 90 years, original BMW exhibits arousing particular memories among many visitors.

The most significant favourites and eye-catchers to be admired in the new BMW Museum include the Isetta, the BMW 2002, the R32 motorcycle, the BMW 328 and the BMW 507, as well as the H2R world speed record car. Automobiles, motorcycles, racing cars, engines and components impressively demonstrate the diversity, continuity and innovative power of the brand, with all exhibits naturally having been restored lovingly and true to the original from top to bottom.

A guided tour is certainly the best option for the enthusiastic visitor seeking to gain a greater insight into BMW's various lines of development. This tour takes about 1 1/2 hours, but may be shortened for specific groups, depending on their particular interests. The maximum number of participants in each case is 15, with private groups of 5–15 visitors having the additional option to book exclusive tours.

The self-guiding exhibition concept nevertheless enables the visitor, even without a tour, to experience all the areas and highlights to the museum in their entirety – especially as the Cicerone Service is available at all times to answer any questions visitors might have.

Visitors wishing to take some time out during their tour will find everything their heart desires in the M1 Café of the BMW Museum. Indeed, the view alone from the terrace of the M1 Café to the BMW Welt and the adjacent Olympic Grounds is worth more than a short break. And last but not least, visitors are able to purchase memoirs of an unforgettable day at the BMW Museum in the Museum Shop when leaving.

### **Museum learning programme for children and young people.**

The Museum learning programme for children from 6–13 and young people as of 14 years of age likewise seeks to create an active experience of selected exhibits in the BMW Museum.

Focusing on the exhibits from various perspectives, the programme touches on several areas of knowledge relevant to education such as technology, history, and design, enabling children and young people to develop an overriding, multi-perspective and networked impression of the various exhibits. “Teaching in the Museum” therefore becomes “Entertainment in the Museum”.

The one-hour tour of the Museum complete with a dialogue tailored to the existing knowledge and interests of the participants is followed by creative, practical work in the Creative Workshop of the BMW Museum. And to provide further follow-up at school or at home, the special “Knowledge Bricks for Young People” publication as well as the “Children Creative Pages” offer ongoing information and incentives all about the subject of “Mobility” geared to the age of the respective group.



## 2. The Architecture: **Houses, Bridges, Streets and Squares All in One Space.** A Traffic Structure with Timeless, Modern Architecture.

After a construction period of approximately 2 1/2 years, BMW is celebrating the re-opening of the BMW Museum on 19 June 2008. Thanks to the brand-new concept in terms of both architecture and design, the Museum has grown to an exhibition area of more than 5,000 sq m (53,800 sq ft).

Despite the new concept now nearing completion, the principal highlight of the Museum remains the so-called Museum Bowl, the world-famous and unique structure created by Viennese architect Karl Schwanzer in 1973, the year in which Schwanzer built the Museum together with the BMW Group Headquarters – the BMW Four-Cylinder Building – as one joint ensemble.

In the process of enlarging and re-configuring the Museum, one of the main challenges was to combine this outstanding achievement in architecture with timeless, modern design. Another objective was to re-interpret Schwanzer's original concept carrying it forward into the 21st century.

As a result, the new BMW Museum offers unique, individual solutions in terms of design and exhibition technology, and presents new perspectives in architecture and presentation also in the world of New Media.

Schwanzer's particular style of architecture has been consistently carried over to the single-storey building adjacent to the Museum Bowl, being enhanced in the process in its modern perspective. Hence, the BMW Museum as it stands today is not a new museum building, but rather the combination of two building areas already created back in 1973: The permanent exhibition will be in the flat western structure of the BMW Four-Cylinder used previously as a conference area, cafeteria, and underground garage. The temporary exhibitions changing regularly, on the other hand, are to be admired in the well-known and internationally renowned Museum Bowl.

One of the biggest challenges was to merge the two building sections visually into one common Museum Area, naturally observing the strict rules of national monument preservation applicable to the entire complex.

To master this challenge for the two different building sections, BMW, in cooperation with Atelier Brückner, developed a philosophy which, on the one hand, maintains Schwanzer's architecture of "Streets and Squares All in One Space", while, on the other hand, adding the additional aspect of "Bridges

and Houses". At the same time the concept makes allowance for the demands made of a modern museum by offering additional rooms and facilities for preparing exhibitions, for conducting educational programmes at the Museum, and by providing a café, a Museum Shop, meeting rooms and offices.

### **The architecture of the BMW Museum – determined by the spirit of transport.**

The Museum is characterised by its surroundings, located between the BMW Building, the BMW Welt and the BMW Plant in the direct vicinity of the Munich Olympic Grounds, where road tunnels come up to the surface and streets merge into squares. It is fair to say, therefore, that traffic routes such as streets, bridges, tunnels and even car parks are the function areas for the automobile in today's world. And these function areas not only determine the surroundings around the BMW Museum, but are also to be found within the Museum as an ongoing principle of architecture: "Streets and Squares All in One Space", as Schwanzer originally defined the Museum Bowl.

The flat building next door re-interprets this symbolism of the Museum Bowl, first being completely emptied with the exception of its load-bearing elements to subsequently create and install a new and modern style of architecture: A system of ramps stretching out dynamically and appearing to hover in space connects seven exhibition units or "Houses", as they are called, with one another. Moving along these ramps, the visitor progresses from one point to the next, like on a road. He is guided to the Houses, the ramps connecting the individual areas and sections and therefore opening up the entire exhibition. It is indeed quite appropriate to state that the ramps are the central motif standing for architecture and the exhibition concept as a whole.

This function is further borne out in the truest sense of the word by the bituminous terrace floor extending throughout the entire Museum. Bituminous terrace is an elaborately polished form of asphalt serving to present the concept of roads within the Museum as a symbol of motion.

Modern facades, networked routes and fascinating perspectives inside the new BMW Museum create an invigorating, big-city situation. Throughout the BMW Museum, the visitor literally senses that this is an urban "Transport Structure" made up of the underlying components and elements of the automobile world. Particularly the thrill and dynamism of the BMW brand are borne out and emphasised by this very special architecture of the Museum.



Within the Bowl serving as the area for temporary exhibitions, the existing ramp system has been extended downwards by two “rotations” or levels, creating a direct transition from the flat building to the Museum Bowl itself on the bottom level. The topmost platform in the Bowl, on the other hand, for the first time takes up a further concept of Karl Schwanzer’s within the new BMW Museum through its 360° projection.

From outside the Museum Bowl once again boasts its original design from the year 1973. All new buildings, particularly the “collar” around the Bowl dating back to the ’80s, have been duly approved in the process of refurbishment and expansion. What remains is the fine static structure of the Museum Bowl, the outer shell being a relatively thin layer of concrete completed as a monocoque, load-bearing structure and carrying the flat roof measuring 40 metres or 131 feet in diameter, with the largest BMW logo in the world to be admired from above.

From outside the new BMW Museum hardly reveals its innovative, dynamic architecture. “The most important point for us was to maintain this lasting architectural structure with design language based as before on the contents of the Museum. For it is only when form and contents interact in perfect harmony that the overall structure and philosophy may be rightly recognised as a ‘complete work of art’”, states Uwe R. Brückner, the architect responsible for the new BMW Museum.

Hence, the new BMW Museum bridges the gap between the Bowl architecture of the 1970s still just as modern as before and the media architecture of the 21st century proudly presented within the BMW Museum.

From outside the BMW Museum has long become a genuine landmark. Now the modern, enhanced exhibition architecture within the Museum sets new standards in offering a genuine museum experience, following in the footsteps of the exceptional exhibitions in the past. So that ultimately the BMW Museum will maintain its outstanding role also in future in the ranking of the world’s most renowned transport and company museums.



### **3. Configuration and Layout: 125 Exhibits, 25 Exhibition Areas, One Experience. Specific Lines of Development Presenting the Innovative Power of the BMW Brand.**

With its public opening on 21 June 2008, the re-opened BMW Museum will be setting new standards through its innovative exhibition concept. The focus is on outstanding exhibits, architecture and exhibition design all acting as signs of our times.

On an exhibition area of more than 5,000 sq m (53,800 sq ft) and enjoying more than 120 original exhibits, the visitor will experience the full momentum of BMW's innovative power, various lines of development throughout BMW's history of more than 90 years authentically highlighting the competences of the brand.

The objective in re-configuring the Museum was to combine the existing architecture created by the famous architect Karl Schwanzer with timeless, modern design and style. Accordingly, the original concept of the Museum Bowl has been re-interpreted and carried forward appropriately into the 21st century.

The BMW Museum thus creates a close and direct link of the past and the future, clearly setting out and describing various processes of change and development over the years and decades. Various media and styles of presentation serve to highlight the individual lines of development, enabling the visitor to really grasp the individual themes and subjects presented and experience the wealth and diversity of the BMW brand with all its facets.

#### **Interactive in contents, dynamic in space.**

At the BMW Museum the visitor interacts directly with the development of BMW as a company and a brand, independently and authentically coming to terms with the competences of the company. On his tour of the Museum lasting about two hours, the visitor will gather information and experience through experiments and in a direct dialogue.

In this process all kinds of entertaining exhibition highlights presented in exceptional style supplement one another to create a unique sequence of feelings, emotions, and experiences. Vehicles, contents, architecture, configuration and media design all come together to provide a truly impressive and innovative blend of features and highlights in the exhibition.

A system of ramps dynamically extending into open space as if they were hovering in thin air moves down like a double-eight all the way to the basement, linking up directly with 25 open and closed exhibition areas. Walking along these ramps, the visitor will proceed from one highlight to the next, as if he were walking on a road, guiding him through time and space, offering ample opportunity for interdisciplinary presentations, and paving the way to the individual exhibitions.

Although a definite route is proposed to the visitor, visitors may of course choose their own individual route as desired when visiting the Museum.

### **The concept of Theme Houses.**

In all, the BMW Museum is made up of seven Theme Houses each extending over 2–3 levels and presenting different highlights: Design, Technology, Model Series, the History of the Company, Motorsport, the History of the Motorcycle, and the Brand. The various rooms in each House focus on individual aspects of the general theme, the Technology House, for example, being split up into separate rooms for Engines, Lightweight Technology, and Aerodynamics. Each House has its own identity additionally emphasised by individual design and configuration.

The focal point in the exhibition is of course the original exhibit leading on to all the other items and highlights. Depending on the specific theme involved, either individual exhibits or entire groups of exhibits presenting the various lines of development are given greater emphasis, each item or, respectively, each group of items being appropriately presented in order to develop its specific aura as the centrepiece of the exhibition.

With presentations on three levels, the Design Theme House highlights the various stages in designing and creating a new vehicle. Through its particular structure, this House gives the visitor the opportunity to experience this process of creation in BMW design as a truly sensual encounter. First, the visitor enters the “Concept Room” presenting the philosophy of the brand as the foundation for BMW design. Then, continuing his guided tour, the visitor proceeds to the Studio highlighting the process of development and the actual hands-on design of a vehicle. Finally, the visitor reaches the “Treasure Chest” in the basement for an encounter with genuine BMW icons – the result of the BMW design process and, at the same time, reference points for new concepts and designs. All three levels are connected vertically with one another by visual perspectives, again highlighting the interactive effect of the individual areas and activities.

### **Mediatectural design in the exhibition.**

New media presenting BMW vehicles in the right light through their comprehensive "Mediatecture" and at the same time integrated unnoticeably into the overall architecture of the Museum emanate particular style and flair. Through the Central BMW Square, the new BMW Museum offers exceptional dimensions and freedom of presentation surrounded by several metre-high facades. These facades, in turn, are covered by panes of satinated glass housing reactive LED technology with more than 1.7 million light-emitting diodes and bathing the entire Central Square in bright light.

Selected film sequences and images relating to that Sheer Driving Pleasure so typical of BMW are presented on the façade covering a total area of 706 sq m (7,597 sq ft).

The media presentation on the facades serves to vary and consistently change the look of the static elements, giving the exhibition a particularly dynamic touch. At the same time the "Acousmonium", a unique sound area, underlines the visual impressions of the exhibition through discreet, hardly perceptible acoustic effects. Interactive elements offer different levels of information and integrate the visitor actively in the exhibition.

"In the new BMW Museum intelligent and target-oriented media help to present specific BMW topics and contents. Use of these communicative media confirms BMW's commitment to offer the visitor an innovative and multi-faceted experience", states Professor Joachim Sauter from ART+COM, the company responsible for media presentation at the Museum.

The extra-large books in the Aspects Room of the Company House are a particularly good example of how the media presentation is geared to the respective contents and philosophy: Looking at the photos and leafing through the book, the visitor hears a text explaining the events presented in the respective photos and on the individual pages and providing appropriate background information.

Clear-cut implementation of BMW themes in terms of both space and visual effects then fills in the visitor on the specific contents and their highlights, ensuring an even better overview of the various themes in their general context.

In the BMW Museum, graphic and typographic effects are not seen in isolation from their function to present specific messages, but rather as part of a multi-faceted presentation. The scenography and graphics merge with one another in an Information Room creating one common unit for graphic impressions and three-dimensional design. The graphics underline the architectural logic

of the entire structure and help to support and reinforce the story told. As a result, the space itself, the image of space created in this way, and the information provided give the Museum a standardised, uniform visual language.

Reaching the end of his tour, the visitor experiences a further synthesis of architecture and media presentation on the topmost platform of the Museum Bowl where a panorama projection is presented on the inner wall of the shell structure. In this exceptional space completely free of pillars and support elements and covering a wall area measuring 120 metres or 394 feet in length and up to 6 metres or 20 feet in height, films specially produced for the Museum are presented on a all-round panorama covering 360°.

**A personal journey through time with icons of genuine style.**

The lines of development of both the brand and the company are impressively demonstrated by vehicles created by BMW in the course of the last 90 years, serving as clear icons of genuine style.

In all, more than 120 original BMW exhibits evoke personal memories among visitors from all walks of life, the most outstanding favourites to be admired at the new BMW Museum including the BMW Isetta, the BMW 2002, the R32 motorcycle, the BMW 328 and the BMW 507, as well as the H2R world speed record car.

Automobiles, motorcycles, racing cars, engines and components therefore demonstrate the diversity, continuity and innovative power of the brand. And to appropriately reflect the high international standard of the BMW Museum, numerous exhibits have been thoroughly restored in an elaborate process with full attention to each and every detail.

## 4. A Guided Tour. Overriding Presentation of the BMW Brand and its Many Lines of Development.



Enjoying the BMW Museum in Munich with its new architecture and design, the visitor will experience a very special museum encounter.

At very first sight, the BMW Museum stands out through its bright and open atmosphere. Sophisticated, high-class materials and clear, pure design language are essential features of the Museum's design and configuration, developing a strong touch of elegance, timeless aestheticism, sophistication, strength, and maturity. A tour of the 25 exhibition areas takes about two hours, covering seven overriding theme elements and presenting 125 exhibits. And participating in guided tours of the Museum held regularly, visitors are able to further intensify their knowledge of the BMW brand and its individual lines of development.

### **Concept of free choice.**

A central path guides the visitor through time and space, offers ample opportunities for all kinds of presentations, and paves the way to the exhibits themselves. With the individual areas being arranged vertically, the main path through the Museum takes visitors to the various Theme Houses several times, the individual rooms in each House on different levels highlighting various aspects of each specific theme. So following the path as suggested, the visitor will return time and again to an overriding theme or issue, experiencing a new aspect of every new room he or she encounters.

The Museum path is a proposal in getting to know the exhibition and its various highlights. Naturally, the visitor may also follow his own individual route choosing certain areas of the exhibition, just as he prefers.

The BMW Museum focuses not on history as a purely chronological course of events, but rather sets out and establishes specific themes as individual lines of development beginning in the past, standing out in the present, and providing inspiration for the future.

### **A whole kilometre of horizontal and vertical encounters.**

The tour of the Museum covers a distance of approximately one kilometre, starting in the new single-storey building with its permanent exhibitions.

The final point is right at the top of the world-famous Museum Bowl presenting a series of constantly changing exhibitions on various issues.

The two entrances guide the visitor past the Museum Shop and the M1 Café to the Ticket Counter. Even here in the Lobby, before starting their actual Museum experience, visitors receive an initial impression of the innovative and modern exhibition design so characteristic of the new BMW Museum: Here the visitor will encounter the almost 13-metre-high facades of the Central Square adorned with pieces of satinated glass. Right behind the facade is the Museum's sophisticated LED technology with more than 1.7 million light-emitting diodes bathing the BMW Square in bright light.

Selected film sequences and images are also presented on the 706 sq m (7,596 sq ft) facade surface, referring to that Sheer Driving Pleasure so typical of BMW and providing an over-dimensional overview of the entire Museum and its contents.

A system of ramps dynamically striking out into space and hovering as if there were no such thing as gravity connects the various exhibition bodies right next to the facade.

With all these qualities and features coming together as one entity, modern facades, networked paths and fascinating perspectives provide an exciting urban atmosphere. Indeed, this is where the visitor really understands why the BMW Museum is a genuine urban "transport structure" embracing all the elements of the automobile world – streets, squares, bridges, and houses.

### **The Design House.**

The visitor will start his tour of the Museum by taking a look into the future. Following the suggested route, he will first enter the "Inspiration. Ideas in Flow." Room in the Design House in the first sector of the exhibition. This area surprises visitors to the Museum by intentionally translating values of the BMW brand in a sculptural sense and concentrating on just a few central statements.

The vertical perspective connects the three rooms in this Theme House and illustrates the process from the abstract to the concrete, from inspiration on the working process in the "Studio. Design in Dialogue." Room all the way to

BMW's outstanding icons in style in the "Treasure Chest." In the "Heritage as an Inspiration." Room, in turn, the visitor approaches the "secret" of BMW design in a truly sensual experience.

### **The Company House.**

The second "First Steps. How it All Started." Room belongs to the "House of the Company." where the visitor learns about the early years of the Company in the production of aircraft engines in 1917 through the construction of the first motorcycle in 1923 all the way to the purchase of the Eisenach Vehicle Manufacturing Plant in 1928, which marks BMW's entry into the world of automobile production.

In the following "Aspects. Thinking and Acting." Room which the visitor reaches next in the course of his tour he will receive insights into BMW's corporate culture and its underlying aspects. Here the focus is on the people who made the brand what it is today.

### **The Motorcycle House.**

The Motorcycle House tells the story of motorcycle production at BMW, starting with the production of engines for various other manufacturers prior to BMW's first motorcycle actually bearing the BMW logo as such.

The first BMW machine was the R32 launched in 1923. Right from the start, this first BMW motorcycle had a flat-twin power unit and driveshaft, features characterising the brand to this day.

In the meantime BMW also pursues other engine and drivetrain concepts, with BMW Motorrad developing numerous innovations all the way to production standard such as the first cylinder heads made of light alloy or the first hydraulically dampened telescopic forks.

The innovations highlighted by the various exhibits are presented in special graphics immediately showing the visitor which innovations BMW has introduced in the motorcycle world.

### **The Technology House.**

The system of ramps now takes the visitor to the "Lightweight Construction. Less is More." Room in the Technology House. This Room shows how BMW successfully counteracts the ongoing up-and-up weight spiral resulting from growing demands in automobile and motorcycle production by introducing lightweight technologies in construction, in technology, and in the use of materials.



Lightweight construction has been a BMW principle since 1970 and is one of the factors contributing to BMW's outstanding success in motorcycle and car racing.

The "Aerodynamics. Shaped by the Wind." Room is on another level in the Technology House, skilfully presenting the particular flair and look of the wind tunnel. Outstanding aerodynamics is the result of low air drag and minimum lift combined with adequate cooling of the engine and components. This Room shows the visitor how important it is in developing a new vehicle for the aerodynamicist and designer to exchange information in a close, direct process.

The final Room in the Technology House is "Engines. The Name Says it All." Engine construction is one of BMW's core competences. Innovations and a wide range of performance in this area make BMW a world leader in terms of technology and performance standards. And it is well known that the six-cylinder has been one of the most important BMW power units ever since the establishment of the Company.

### **The Motorsport House.**

The Motorsport House presents the entire racing history of BMW over the years and decades. BMW has been involved directly in motorsport ever since the Company started to build motorcycles and cars, this Theme House presenting the entire scope of technical options in motorsport ranging from series models hardly modified from their production counterparts all the way to highly specialised touring cars or Formula 1 racing cars boasting the highest standard of cutting-edge technology. It is therefore fair to say that motorsport serves as the trendsetter in exchanging technological developments with series production. The first "Winners." Room presents the outstanding success story of the BMW 328 production sports car, which very quickly dominated the motorsport scene in Europe in the two-litre class at its time.

Back in 1980, BMW became the first manufacturer in motorsport to use telemetrics in order to analyse engine management data even more accurately and promote the ongoing development process. In the early 1980s BMW entered Formula 1 by supplying power units to Brabham, bringing home the F1 World Championship almost immediately in 1983 with Nelson Piquet at the wheel. And after re-entering Formula 1 in the year 2000, BMW immediately moved up to the top level of the most successful manufacturers.

The "Motorcycle Racing. Success on Two and Three Wheels." Room shows how BMW became the most successful European manufacturer of competition motorcycles by the end of the 1930s, setting up countless world records

and scoring innumerable wins in motorcycle racing. This long tradition of motorcycle racing with success in all disciplines clearly documents the dynamic character and standard of BMW as a motorcycle manufacturer.

Presenting the BMW 1800 TI and the BMW 2000 TI, the "Touring Cars" Room offers wonderful examples of the classic production-based touring car hardly different from the regular model destined for the customer. The BMW 3.0 CSL was BMW's first racing model with a four-valve power unit, testing ABS anti-lock brakes before they went into production. The BMW M3 and the BMW M3 GTR, in turn, also offered a wide range of experience in motorsport technology subsequently applied in the ongoing development of appropriate production models.

BMW's racing engines are presented in their own area in the gallery, together with BMW's aircraft engines.

### **The Model Series House.**

The "BMW 7 Series. Luxury in its most Dynamic Form." Room clearly proves BMW's competence in the upper premium class. Right from the start, the very first forerunner of the BMW 7 Series, the BMW 335 introduced in 1939, sets standards in terms of refinement, technology, and dynamism. With its 90-hp six-cylinder power unit, the BMW 335 was the fastest saloon in its class at the time.

The first BMW 7 Series to actually bear this name entered the market in 1977, marking the highly successful introduction of electronics in the automobile by BMW.

The "BMW M Models. M: the Most Powerful Letter in the World." Room demonstrates how BMW became the world's first car maker in 1978 to introduce a particularly sporting and dynamic line of models based on series production cars. The BMW M Models are a synthesis of top performance, reliable production technology and individual design all offered in a small, exclusive series of personalised cars.

BMW Motorsport GmbH later to become BMW M GmbH was established in 1972 in order to build special models for racing. And the introduction of the M1 mid-engined sports car in 1978 marked the first BMW production model developed by this special company together with several external partners.

### **The Brand House.**

The next Room “Advertising Over the Years.” is accommodated in the Brand House with the focus on BMW customer communication. Posters, ads and promotion films from the early years to the present day reflect both the development of the brand as well as the development of advertising graphics and visual language (artwork). This exhibition presents changes in society and in the specific demands made by customers, showing that the BMW brand stands out through continuity in its looks and its statements.

The “Encounters. Experience and Lessons Learned.” Room documents the customer’s personal experience with BMW cars. Contrary to the “Advertising” Room, the focus here is on how the customer himself communicates with the BMW brand. Through their particular popularity, for example, the BMW Isetta and the BMW 2002 stand out from the large number of classic BMWs, representing not only classics in the history of the automobile, but also a special feeling of life and “Zeitgeist” in a specific period. A wide range of private images documents the close relationship between people and their BMWs.

The “Visions. Paths into the Future.” Exhibition Area describes BMW’s involvement in terms of sustainability and the reduction of fuel consumption together with the consistent improvement of performance and driving dynamics. To ensure individual mobility also in future, BMW, together with partners in politics, business and science, is promoting the development of infrastructures and technologies all around hydrogen as a source of energy. The Room presents the short- to long-term activities BMW is pursuing as part of the BMW EfficientDynamics strategy, ranging from intelligent solutions for overall engine management through the hybridisation of the drivetrain all the way to the BMW CleanEnergy vision, and therefore completely avoiding CO<sub>2</sub> emissions through the use of hydrogen.

### **Changing exhibitions in the Museum Bowl.**

Moving from the permanent exhibition area in the flat building of the Museum to the changing exhibition area in the Museum Bowl, the visitor will encounter BMW’s world-famous Art Cars. Indeed, the BMW Art Car Collection is acknowledged as a truly exceptional line-up of “works of art rolling on wheels” unique the world over. In all, the Collection comprises 16 cars created by an impressive range of internationally renowned artists: Alexander Calder, Frank Stella, Roy Lichtenstein, Andy Warhol, Ernst Fuchs, Robert Rauschenberg, Michael Jagamara Nelson, Ken Done, Matazo Kayama, César Manrique, A. R. Penck, Esther Mahlangu, Sandro Chia, David Hockney, Jenny Holzer, and Olafur Eliasson. One of the Art Cars is permanently on display in the

BMW Museum, the others are presented in other renowned museums and cultural centres all over the world.

The first exhibition in the Museum Bowl marking the re-opening of the BMW Museum focuses on BMW's Concept Cars. Reaching the topmost level of the Bowl, the visitor will encounter a panorama projection inside the shell, this exceptional area free of supports or pillars providing a 360° panorama view over a wall area measuring 120 metres (393 feet) in length and up to 6 metres (19 feet) in height, and therefore serving as another special attraction for the visitor concluding his tour of the Museum.

Taking the escalator down the Museum Bowl, the visitor will once again reach the Lobby of the Museum, where he is able to buy a souvenir in the Museum Shop or let the many wonderful impressions of his visit to the Museum flow through his mind in the M1 Café, while enjoying the unique view of the BMW Welt and the Munich Olympic Grounds.



## 5. Educational Museum Workshops for Children and Young People. Serving as an Extra-Mural Learning Encounter, the BMW Museum Combines Education with Fun and the Past with the Future.

The BMW Museum invites schoolchildren to make their own discoveries and enjoy new experiences in a unique environment. For here they are able to gather new insights and experiences on all kinds of different subjects. The Museum's Educational Programme "Learning at the BMW Museum" highlights specific courses and teaching units for schools guiding the young learner into the new subject matter and then presenting an artistic and practical encounter.

The primary focus and objective is to help schoolchildren develop appropriate competences and skills, the BMW Museum Learning Programme therefore establishing an active link with the exhibits. Particularly in the case of children and young people as of the age of six, the actual objective is the learning experience and the way you reach your goal. Purely factual knowledge moves into the background, with the emphasis on various learning processes. So proceeding from this starting point, the Museum offers schools, groups of children and young people guided tours and workshops for 6–13-year-olds and 14–18-year-olds.

### **The BMW Museum promotes key skills in children and young people.**

The Museum's educational activities accompanying guided tours of the facility offer an active hands-on experience of selected exhibits, beyond purely technical points and considerations. Indeed, the Museum is a particularly good place to try out various approaches and teaching strategies, to query existing assumptions and find new answers. The key competences promoted on guided tours of the Museum and in workshops include the individual's personal perception, his ability to communicate, his creativity, networked thinking, his awareness of history and aesthetic standards.

The Museum offers accompanied, dialogue-based tours for young people as of 14 and discovery tours for children. The creative, practical work following such accompanied tours to the Museum encourages participants to apply the knowledge and impressions they have gained in their own creative activities.

The young people consider selected exhibits from various perspectives, discussing diverse features and highlights such as technology, scientific aspects, history, and design. Further input for discussion is provided by texts from the early years of the automobile presented together with the exhibits themselves. Focusing on various examples, the young visitors experience interdisciplinary, multi-perspective and networked features of the exhibition

highlights they are enjoying. “Teaching in the Museum” therefore becomes “Education in the Museum”, with the teaching contents and discussions specifically geared to the knowledge and interests of the young participants in their respective age groups.

The “Discovery Tour“ for children from 6–13 focuses not only on the visual presentation of and encounter with various exhibits, but also and above all on specific questions, follow-up considerations and creative activities. The style of communication is tailored to children, oriented towards the participants, and highly versatile in its methodology. As an example, the children review detailed pictures of the exhibits, discover them in the Museum and then conduct their own, more detailed studies and examinations.

In discovering and discussing the exhibits, the children take on different roles – for example that of the engineer, the designer, or the expert in history. The guided tour of the BMW Museum clearly shows schoolchildren that technological developments, in their entirety and in their details, are the result of a conscious process of creativity and, at the same time, the starting point for new ideas and concepts in the future. The tour also shows the young visitor that design elements are dictated by specific meanings and original functions, and therefore have their own history.

Creative, practical work in the BMW Museum Creative Workshop follows the guided tours of the Museum for children and young people, enabling them to live out their impressions and the knowledge they have acquired in their own creative processes. Clearly, this makes every visit to the Museum a particular experience and a very personal encounter.

The first programme following the re-opening of the Museum highlights the Collection of BMW Art Cars, with the focus on painting cars in particular style. Schoolchildren in the secondary grades are thus able to experience issues such as ornamentation, symbolism and anamorphosis, while younger children in the elementary stages focus on the fundamental design of various cars.

The learning programme in the BMW Museum is to give children and young people as well as their teachers and coaches an incentive for further creative work at school and at home. The Museum’s Accompanying Educational Media, finally, help teachers in booking one of the programmes.

Private groups of visitors are able to purchase these media at the Museum Shop, thus also enjoying a knowledge-based and experiential time at the Museum, either on the occasion of a family visit or a child's birthday. The special publication "Building Bricks in Knowledge for Young People" serves both as a guideline in the process of independent self-discovery and as preparation/follow-up material accompanying a visit to the Museum. And last but certainly not least, special "CreativeChildrenSheets" likewise promote the creativity of young visitors.

With the subject matter being clearly and visually presented on the first page of each worksheet, young visitors are able to handle the various tasks they receive without requiring any information and have sufficient freedom to develop their own ideas.

Constantly changing in the course of time, the activities and encounters offered in the Creative Workshop present new aspects time and again, promoting a creative focus on specific subjects.



## 6. An Outstanding Event Venue with an Authentic Ambience. The BMW Museum Offers an Exclusive Setting for Unique Events.

Re-opening the BMW Museum, BMW is creating a new exhibition venue with a truly unique ambience. Within the exceptional architecture of the Museum and its innovative exhibition concepts, all kinds of different areas and facilities provide an emotional and unmistakable setting for events of all types.

The capacities of the rooms available range from small groups in the M1 Restaurant all the way to an occupancy of up to 340 guests in the BMW Square. Personalised guided tours by experts through the Museum add a further cultural highlight to events taking place in the direct vicinity of the original exhibits. Optimum transport connections and parking facilities right on the spot also provide ideal conditions for all kinds of events with a very special character. And last but certainly not least, the close connection to the BMW Welt opened in October 2007 and BMW Plant Munich ensures additional incentives.

The new BMW Museum presents the history of the company, the brand, and the product in a truly innovative, fascinating manner. With its new concept and contents, and with its significantly larger exhibition area, the new Museum clearly highlights the particular competence of BMW in design and engine technology as well as refinement and innovation.

This is where dynamism, sportiness, elegance and passion come together, the BMW Museum with its exhibition areas thus offering a unique forum for unforgettable events. And the various exhibitions at the Museum enrich and supplement each event in a very special, truly unique manner.

### **Exceptional event areas for particular purposes and all demands.**

The BMW Museum Bowl is the most impressive facility offering the widest range of individual options in use – and, of course, the option to hold events in a world-famous landmark of Munich. The two upper exhibition levels within the Bowl covering an area of 652 sq m (7,015 sq ft) and with maximum occupancy of 200 persons are ideal for all kinds of events.



Another event venue in the BMW Museum is to be found in the very heart of the building: the BMW Square. Rising up steeply to a height of more than 12 metres or 39 feet, this very special area is a clear highlight in every respect, interaction of media technology and architecture referred to as “Mediatecture” allowing new forms of media presentation and choreographic concepts on an LED surface of no less than 700 sq m (7,532 sq ft). The overall area of 407 sq m (4,380 sq ft) is licensed for an occupancy of up to 340 persons.

The BMW Museum Lobby is particularly suitable for events such as receptions, ceremonies and presentations, especially as this is where all visitor routes and service areas come together. The overwhelming view into the BMW Square more than 12 metres or 39 feet in height with its modern “Mediatecture” provides a good impression from the start of the Museum’s new architecture with its highly innovative character.

In this case the overall area of 200 sq m or 2,152 sq ft is for an occupancy of up to 200 persons.

The Lobby Area also accommodates the M1 Café of the BMW Museum, a unique café and outdoor terrace with its outstanding view of the BMW Welt and the adjacent Olympic Grounds also available for events.

Event organisers have the opportunity to personally choose and determine exactly the area they would like to use and its configuration. And to make events highly efficient and to ensure perfect organisation in all cases, the project management of the BMW Museum is happy to provide competent and professional support in planning and implementing activities.

Catering services may be provided by M Restaurant GmbH, the operator of the café, ranging from a champagne reception all the way to an exclusive dinner. At the same time the BMW Museum offers a wide range of services for all kinds of events, from the catering personnel required via security all the way to media engineers and other specialists.

The event areas are available outside of regular opening hours from Tuesday to Friday as of 18:00 and on Saturdays, Sundays and public holidays as of 20:00. The Museum exhibition may be opened on the occasion of such events for individual guided tours.

## **7. History, Continuity, Future.** **The BMW Museum Over the Years.**



Through its innovative and truly fascinating configuration and exhibition concept, the new BMW Museum once again sets the benchmark in the museum world, just as it did when originally opened in 1973. Fully integrated in the architecture and the exhibition as such, the exceptional media technology forming the “Mediatecture” presentation concept is an integral part of the exhibition, helping to strengthen and reinforce the dialogue between visitors and the exhibition itself. And through its innovative power, the BMW Museum takes up a tradition of more than 35 years of internationally renowned excellence in presentation.

The history of BMW is connected directly to the present and the future of the BMW brand. Tradition and modern achievements, the past and the future do not exclude each other, but rather belong together as inseparable elements – a philosophy consistently maintained by the BMW Museum in both its architecture and contents.

Precisely this is why the Museum as such was not built anew despite the five-fold increase in exhibition space, the Museum Bowl protected by the German Monuments Act and acknowledged worldwide as a landmark of Munich being connected directly with the adjacent flat building at the BMW Headquarters. As a result, the Museum has been significantly enlarged in size while retaining its traditional location between the BMW Four-Cylinder Building, the BMW Plant, and the BMW Welt.

Instead of mystifying individual points and highlights, the BMW Museum seeks, through its demonstration and learning concept, to present lines in development leading from the past into the present and all the way on into the future. 125 original exhibits – cars, motorcycles, racing and aircraft engines – impressively illustrate the broad diversity of products, the continuity and innovation as well as the successful development of the brand from the earliest years until the present day, at the same time offering a convincing outlook into the future. These lines of development authentically document the competences of the BMW brand in design, technology and corporate development over a history of more than 90 years.

Everything started back in 1917 with the construction of aircraft engines. Then, in 1923, BMW's Top Management decided to build motorcycles, and the first BMW cars followed subsequently in 1928. Particularly the reliability of BMW engines and outstanding racing success have made BMW a world-famous and renowned brand lauded the world over.

### **Ongoing innovation – the BMW Museum.**

Opening the Museum back in 1973, BMW was one of the first car makers to present the brand in the overall context of culture, technology and contemporary history through such an outstanding facility. Created under the guidance of architect Professor Karl Schwanzer, the BMW Museum set new standards at its time in treating and presenting the Company's own history and in the perception of technology exhibits within their overall social context.

Over the last 35 years, the BMW Museum has been the venue of three major long-term exhibitions all of particular quality and style in appealing to the public: "Driving Power in Time", "Signs of Our Times", and "Horizons in Time" created a clear connection and reference to society, the current *Zeitgeist*, and contemporary culture.

On average, the BMW Museum has welcomed more than 200,000 visitors a year since 1973 and therefore ranks No 2 in the Munich museum scene, second in popularity only to the Deutsches Museum.

Re-opening on 19 June 2008 and offering a modern and innovative exhibition concept surrounding unique exhibits from the history of BMW, the BMW Museum is continuing its convincing story of success.

This re-orientation, refurbishment and expansion of the BMW Museum was essential for several reasons: Since 1973 the Company has grown very successfully, expanding the world over. Today BMW boasts a very broad product range with numerous innovations in nearly all areas of technology, and is world-famous for innovative design.

With the history of the brand growing enormously in this process, the space offered by the original Museum planned in the late '60s was simply no longer sufficient to cover the wide range of different products and the scope of BMW history as it is known today.

Now, therefore, the BMW Museum stands out in new glory, underlining BMW's unique position as a premium car maker and naturally offering the most advanced, state-of-the-art standard in the global museum scene. Through its modern design, new exhibition concept and, of course, through fascinating

products, the BMW Museum again sets new standards and will therefore remain an important highlight in Munich as a centre of culture and, above all, a very significant tourist attraction.

The new BMW Museum expects some 400,000 visitors a year.



## 8. The Overall Experience of the BMW Welt.

### The New BMW Museum Rounds off the Unique Presentation of the Brand at BMW's Headquarters.

With its re-opening, the BMW Museum is rounding off an idea which started with the fundamental concept underlying the BMW Welt: Now visitors can experience the BMW Plant, the BMW Welt, and the BMW Museum one after the other, enjoying all facets of the brand on one unique tour.

This concentration of BMW's assets and the huge diversity offered in the process make the brand experience truly unique the world over, making the authenticity and continuity, the brand history and the innovative production and technology offered by BMW a tangible, hands-on encounter. Each of the three locations – the Museum, the Welt, and the Plant – offers a specific insight into the BMW brand fascinating in every respect. And acting together, these highlights create an overall picture emphasising the unique position and calibre of BMW on a global scale.

#### **BMW Museum. Where the future comes from.**

The BMW Museum was built immediately next door to the BMW Building in 1973 and has welcomed an average of more than 200,000 visitors a year ever since. Through its concept alone, the new BMW Museum, offering five times as much exhibition area as the original Museum, highlights the fascinating aura of the BMW brand based on assets such as dynamism, sportiness, and passion. No less than 125 original exhibits, new presentation technologies, permanent and constantly changing exhibitions, as well as new media offer an up-to-date reference to contemporary history, transport, economic development, and social life, as well as art and culture.

A central path guides the visitor through time and space in the Museum, presenting a broad range of overriding topics and individual aspects. Diverse perspectives, surprising insights and outlooks, as well as multi-dimensional presentations enhance the qualities of the Museum also in terms of its dramatic style.

Through the dynamic architecture of the so-called Museum "Bowl" as well as the world-famous exhibits and the unique diversity of originals presented on the brand and its products, the BMW Museum thrills aficionados and visitors in general from all over the world and has long become one of the most popular sights in Munich.

### **The BMW Welt. The art of being BMW.**

Through its progressive architecture, the BMW Welt establishes a unique landmark in Munich. The “heart” of the BMW Welt is the individualised and highly personal delivery of cars, with some 45,000 units delivered personally each year to customers from all over the world. And since October 2007, the BMW Welt has already welcomed more than one million visitors to its unique ambience.

Apart from the exclusive presentation of all BMW car series and motorcycles, multimedia shows and exhibits offer an insight into research, development, design and production, giving the visitor the opportunity to experience the BMW brand and the company in their entirety.

The BMW Welt also boasts an events forum with the most advanced technology for events of all kinds. The wide range of catering services provided by the three restaurants and the café is just as versatile as the shops at the BMW Welt. The Junior Campus, in turn, is a unique encounter area for 7–13-year-olds, a meeting point using the latest scientific findings in child and youth research. Here young people are genuinely able to discover “mobility with all their senses” in a playful experience.

In a nutshell, therefore, the BMW Welt combines the social commitment and responsibility of the BMW Group with a clear pledge to the home of BMW.

### **The BMW Plant. Passion and technology.**

BMW Plant Munich is the original BMW Group plant and combines the highest level of engineering and innovative power with the passion of BMW’s workforce for the brand and the company. Fully integrated into BMW’s global production network, BMW Plant Munich builds more than 800 3 Series (Touring and Saloon models) as well as more than 1,250 power units (straight-six, eight-cylinder gasoline and diesel engines, M high-performance engines for the M3, the M5, and the M6, as well as twelve-cylinder gasoline and hydrogen engines) every day.

BMW Plant Munich employs some 9,000 associates from more than 50 countries, among them over 700 apprentices. The Plant features all technologies in automobile production, with its own Press Shop, Bodyshop, Paintshop, Engine Plant and Assembly, as well as the Toolshop, the Model Equipment and Seats Shop, and its own Laboratory.

BMW Plant Munich is part of BMW's worldwide production network with no less than 23 plants in 12 countries, acting as a "window to BMW production" within the overall setting of the BMW Welt. Individual, personalised tours of the Plant provide a unique and authentic insight into automobile production.

## 9. Exhibits: An Overview.



Forming the focal point in the exhibition, BMW's original exhibits mark the entry and, at the same time, the highlight of each individual theme. Visitors will enjoy more than 120 exhibits covering a period of nine decades – cars, motorcycles, racing cars, engines and components illustrating the diversity, continuity, and innovative power of the brand.

These highlights stand for particular events and results, lines of development and successes in BMW's history of more than 90 years. And to maintain the high international standard of the BMW Museum, numerous exhibits have been thoroughly and elaborately restored with full attention to the last detail.

The following exhibits are to be admired at the BMW Museum:

### **Roadsters.**

BMW 3/15 PS Wartburg  
BMW 315/1  
BMW 328  
BMW 507  
BMW Z1  
BMW Z3 1.8  
BMW Z8

### **Lightweight technology.**

Chassis and suspension BMW 303  
Spaceframe of the BMW 328 Kamm Racing Saloon  
Body-in-white of the BMW M6  
BMW 500-cc compressor motorcycle, 1949

### **First steps.**

BMW IV  
BMW R 32  
BMW 3/15 DA 2 Saloon  
Propeller for the BMW IV aircraft engine



### **Motorcycles.**

M 2 B 15 engine

BMW R 63

BMW R 39

BMW R 2

BMW R 51

BMW R 75 sidecar motorcycle

BMW R 68

BMW R 25/3 sidecar motorcycle

BMW R 50/2 police motorcycle

BMW R 75/5

BMW R 100 RS

BMW R 80 G/S

BMW K 100

BMW K 1

BMW F 650

BMW R 1100 RS

BMW R 1200 C

BMW K 75 RT medical rescue service

BMW C1 Family Friend

BMW R 1100 S

### **Ernst Henne – the legend.**

World-record machine

BMW R 17

BMW R 37

### **History of motorcycle racing.**

BMW R 51 RS

Kraus/Huser sidecar motorcycle

Zeller works motorcycle, 1956

Schauzu racing sidecar motorcycle

BMW R 90 Butler & Smith Daytona

BMW G/S Paris-Dakar 1981

BMW F 650 RR Paris-Dakar

BMW K 1200 R Power Cup

### **The brand over the years.**

BMW Isetta 250 Standard

BMW 2002 TI

### **Six-cylinder power units.**

M 78a (303)

M 328 (328)

M 30 (E3/E9)

M 20 (323i-E 21)

M 50 (325i-E 36)

N 52 (NG6) (630Ci)

### **Alternative drive / CleanEnergy.**

BMW H2R world speed record car

### **BMW 328.**

BMW 328 MM Touring Coupé

### **Touring cars.**

BMW 2000 TI

BMW 3.0 CSL IMSA

BMW 320 Group 5 (E 21)

BMW M3 Group A (E 30)

BMW M3 GTR (E 46)

### **History of F1.**

Brabham BT 52

F1 Sauber 2006 season

### **The M Story.**

BMW M1

BMW M3 Sports Evolution

BMW M5 E 28

BMW M635CSi

BMW M Roadster

BMW M3 CSL

M 88 power unit (series version of the BMW M1)

S 14 B 23 power unit (first-generation BMW M3)

M 88/3 power unit (first-generation BMW M5, M635CSi)

S 54 power unit (second-generation BMW M3)

S 54 B 32 power unit (third-generation BMW M3)

### **Model series.**

BMW 520 (first generation)

BMW 323i (first generation)

BMW 745i (first generation)

BMW 633CSi (first generation)

### **7 Series.**

BMW 335 Saloon

BMW 502 3.2-Litre Super

BMW 3.3 Li

BMW 745i (first generation)

BMW 750i (second generation)

BMW 730d (third generation)

### **Art Car.**

BMW 3.0 CSL Alexander Calder

### **BMW Design.**

BMW 328 MM Roadster

BMW 3.0 CSi

BMW R 5

BMW R 90 S

BMW Z9 Coupé

BMW K 40 Vision Model

Exterior Clay Model

Demo Model – Interior Colour and Trim

Motorcycle Clay Model

### **Concept cars (Museum Bowl).**

BMW 531 Prototype

BMW Turbo

BMW Z22

BMW CS1

BMW GINA

BMW X Coupé

BMW Mille Miglia Concept Car 2006

### **Racing engines (gallery, upper floor).**

M 10 (Brabham BT 7)

M49 (BMW 3.0 CSL)

M12/7 (Formula 2)

M12/13 (Brabham BT 52)

P85 (F1 V19 Williams)

P75 (BMW V12 LMR)

P60/B40 (V8 BMW M3 GTR E46)

P54 (R6 BMW 320i E46)

**Preview area.**

BMW 303

BMW 1600-2

BMW 318 (first generation)

**Aerodynamics.**

BMW 327/28 Coupé

## 10. Facts and Figures.



Start of construction:	1 November 2006
Opening:	19 June 2008
Public opening:	21 June 2008

### **The BMW Museum Experience.**

No of Theme Houses:	7
No of Theme Rooms:	25
No of Exhibits:	125
Visitors expected:	Approx 400,000/year
Staff:	Approx 110

Shops:	BMW Museums Shop
--------	------------------

Catering:	M1 Café
-----------	---------

Event rooms:	BMW Museum Bowl, BMW Square, BMW Museum Lobby, BMW Museum Seminar Room, M1 Café
BMW Museum	Tuesday–Friday from 9:00–16:00,
guided tours:	Saturdays, Sundays and Public Holidays from 10:00–16:00

Museum Educational Programme for groups of young visitors between 6 and 13 years and 14–18 years. Beginning of programmes to be agreed individually.

### **The BMW Museum in Facts and Figures.**

Area, overall:	
Exhibition area:	5,000 sq m (53,800 sq ft)
Overall area, net	10,000 sq m (107,600 sq ft)
Floor area, gross	12,200 sq m (131,270 sq ft)
No of levels:	Three in the permanent exhibition area, five in the Museum Bowl
No of rooms, overall:	25
Length of tour:	Approx 1 km

LED area:	706 sq m (7,600 sq ft)
No of light-emitting diodes:	1,765,000
No of loudspeakers:	540
No of projectors:	50

For further information and reservations, contact the BMW Welt Info Service  
on 0 18 02-11 88 22\*

(\* 0.06 Euro/call from a German Telekom landline phone – Telekom AG)

E-mail: [infowelt@bmw-welt.com](mailto:infowelt@bmw-welt.com)

# 11. How to Get There, Opening Hours, Admission Fees, Guided Tours.



Offering a completely new concept in terms of themes and contents and covering a much larger area than before, the new BMW Museum proudly presents the competence of BMW in design and engine technology, in refinement and innovative power. Here, dynamism, sportiness, elegance, and passion all come together, some 25 exhibition areas and 125 exhibits presenting general contexts, developments, and outlooks into the future.

Through its exhibition concept, configuration and design, the new BMW Museum guides the visitor automatically in the right direction and along the right lines. The visitor's tour is a proposal to experience and enjoy the various areas of the Museum in an ideal sequence. A complete visit to both the permanent and regularly changing exhibits will take about two hours.

During their stay in the Museum, visitors are able to contact the Cicerone Service provided by experts on the history of BMW for further details and information.

## **Opening hours BMW Museum.**

The public opening of the new BMW Museum will be on 21 June 2008.

Tuesday–Friday:	9:00–18:00
Saturdays, Sundays, public holidays:	10:00–20:00

Closed: 24, 25, 26 December, 31 December 2008, and 1 January 2009.

## **Admission fees.**

Single visitor:	12.00 Euro
Reduced admission*:	6.00 Euro
Groups of five visitors or more:	9.00 Euro/person
Family ticket:	24.00 Euro for up to five visitors (family members and first-degree relatives)

### **Guided tours.**

To book a guided tour, visitors must either call 0 18 02-11 88 22 in Germany daily from 8:00–22:00 (0.06 Euro per call from a German Telecom landline, possibly other rates from a mobile phone) or send an e-mail to the BMW Welt Info Service: E-mail: [infowelt@bmw-welt.com](mailto:infowelt@bmw-welt.com).

Tickets must be picked up 30 minutes before starting the tour at the Tickets and Information Counter of the BMW Museum. Payment may be made in cash, by EC card or by credit card. Payment in advance is regrettably not possible.

A guided tour takes about 1 1/2 hours. Shorter tours are also available for specific groups, depending on their individual interests. The maximum number of visitors per tour is 15 persons.

Guided tours are available from Monday to Friday from 9:00–16:00, and on Saturdays, Sundays and public holidays from 10:00–16:00. Tours are available in German and English.

### **Public tours.**

Individuals and small groups may also participate in public tours, forming groups of up to 15 visitors per tour.

Guided tour individual visitor:	15.00 Euro including admission
Guided tour individual visitor, reduced*:	7.50 Euro including admission

### **Exclusive tours.**

Exclusive tours may also be booked for private groups of 5–15 visitors. For reasons of capacity it is regrettably not possible to book several tours at the same time for larger groups. Capacity allowing, several tours may however be booked on one and the same day.

Group tour:	150.00 Euro (all-in fee)
Group tour, reduced*:	75.00 Euro (all-in fee)

\* Admission until one hour before closing for all visitors. Otherwise, reduced rates apply to children and students of up to 18 years of age, apprentices, severely disabled persons with an accompanying person, members of the armed services and conscientious objectors, social and ecological workers in their year of training, the unemployed, old-age pensioners, members of BMW Clubs, the German Federal Association of Visitor Guides, journalists, holders of a BMW Card and/or a BMW Premium Card.



## **Learning programmes at the BMW Museum – special offer for children and young people.**

The learning concept at the BMW Museum seeks to present the contents of the exhibition in a truly personal and interactive dialogue, together with the respective messages and their specific meanings. The educational programmes are intended to cater for the different levels of knowledge of children and young people as well as the specific learning and teaching objectives of specific age groups.

Following a guided tour through the BMW Museum appropriate for their age group, children and young people have the opportunity to give free rein to their creativity – for example as designers – in the Creative Workshop.

The programmes distinguish between the 6–13 and 14–18 age groups and are open to both schools and private visitors.

Following a learning programme at the Museum, children may celebrate their birthday at the Creative Workshop, either using the on-site catering services or consuming their own food and drinks.

The Museum learning programme is available for groups from 10–30 visitors. It is not possible to combine various groups of this kind with one another.

Admission fee materials.                      6.00 Euro/person incl accompanying

## **Events.**

The fascinating backdrop of the BMW Museum may also be used for evening events. For further information, just e-mail [events.museum@bmw.de](mailto:events.museum@bmw.de) or call 0 18 02-11 88 22 in Germany (0.06 Euro per call from a German Telecom landline, possibly other rates from a mobile phone).

## **House rules.**

Pets and animals are not allowed in the BMW Museum. The house rules are presented in the Museum Lobby.

## **How to get there, parking.**

Public short-haul passenger transport.

The BMW Museum may be reached conveniently on the following public short-haul passenger transport lines in Munich:

Underground (U-Bahn): U3 to Olympic Centre (Olympiazentrum).

City bus (Stadtbus): 50, 173, 174 or Metrobus 51 to the

Olympiazentrum Busbahnhof (Olympic Centre Bus Station).

Tram: 27 to Petuelring.

### **Parking.**

Cars and motorcycles.

Visitors coming by car or motorcycle will find parking space around the Museum building, for example in the BMW Welt underground garage (please note the rates payable), in the BMW Four-Cylinder Building car park, and in the Olympic Grounds parking area. Further parking space for motorcycles is available free-of-charge on the entry ramp leading to the underground garage. The Museum itself does not offer parking space.

Buses.

Buses are not able to park in the underground garage of the BMW Welt. Parking space for buses is however available in the Olympic Grounds parking area and at other locations nearby.

Bicycles.

Bicycle parking space is available to the north of the BMW Welt just opposite the Olympiazentrum Underground Station.

### **Parking fees in the BMW Welt underground garage.**

First and second hour:	1.50 Euro.
Each additional hour:	1.00 Euro.
Max daily rate:	10.00 Euro.

### **Opening hours BMW Welt underground garage.**

Workdays from 6:30–24:00.

Weekends from 8:00–24:00.