

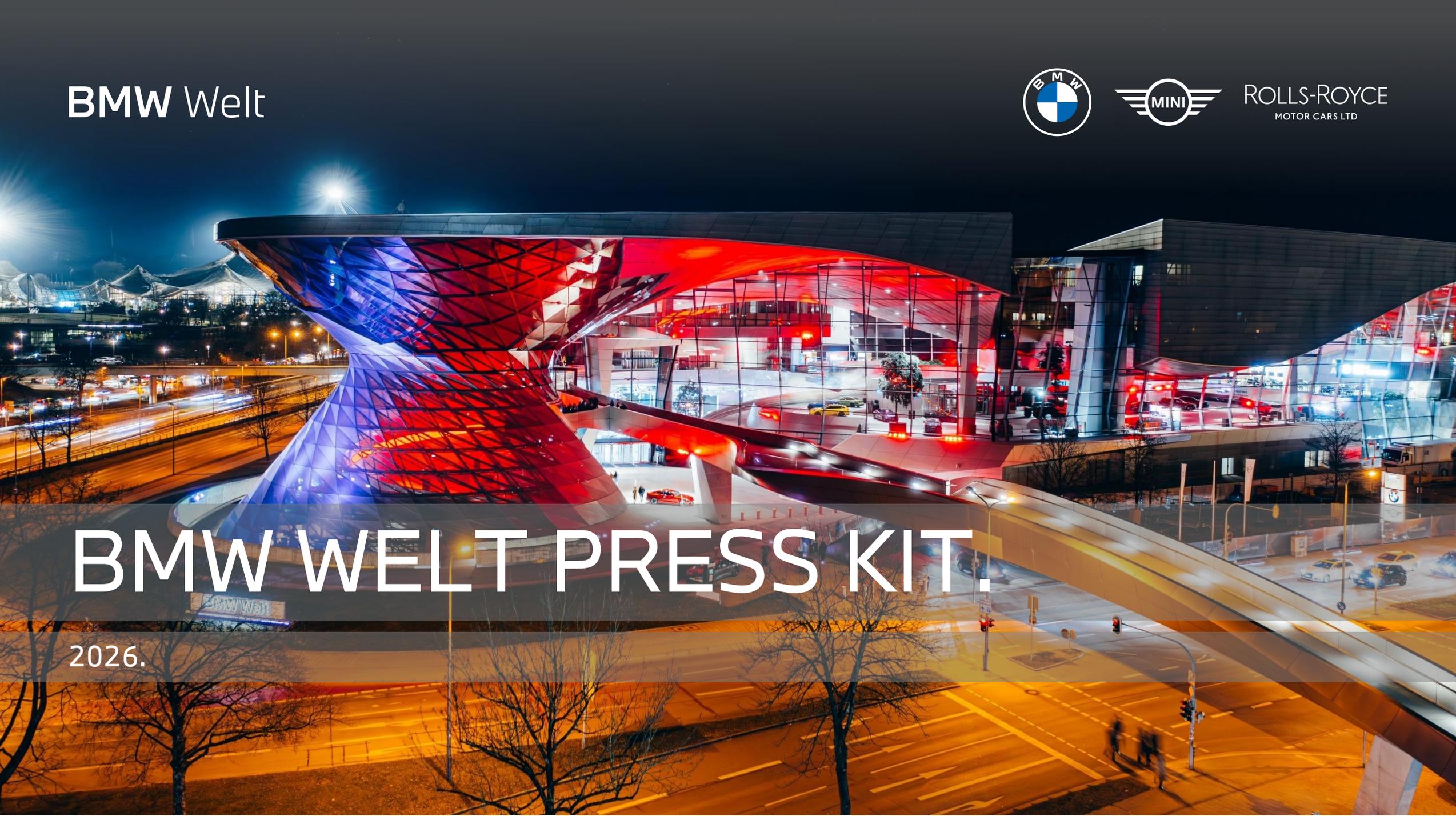
BMW Welt



ROLLS-ROYCE
MOTOR CARS LTD

BMW WELT PRESS KIT.

2026.



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01.

BRIEF INTRODUCTION.

A MUNICH LANDMARK.

After more than three years under construction, BMW Welt opened its doors in **October 2007** adjacent to Munich's Olympiapark. Since then, it has been regarded worldwide as a benchmark for experience-oriented brand environments. The **futuristic architecture** is the work of **Vienna-born Wolf D. Prix**, one of the founders and owners of the **COOP HIMMELB(L)AU** studio, and has received multiple awards. BMW Welt offers visitors **free admission** and a constantly evolving experience world, exploring every aspect of the BMW Group's brands as well as innovation and future-focused themes.

Alongside the brand spaces featuring models from **BMW, BMW M, MINI, Rolls-Royce Motor Cars and BMW Motorrad**, BMW Welt offers visitors **four restaurants, guided tours, a campus** for children and young people, and the spectacular **Premiere**, where the new vehicles are delivered to the customers.



FACTS.

- WITH 269 METRES IN LENGTH, THE BRIDGE CONNECTING BMW WELT AND THE BMW MUSEUM IS BAVARIA'S LONGEST CANTILEVER BRIDGE .
- WITH A SURFACE AREA OF OVER 14,000 SQUARE METRES, THE ROOF OF BMW WELT COULD SPAN ST. MARK'S SQUARE IN VENICE.
- OVER 1,000 TONNES OF STEEL WERE USED IN THE CONSTRUCTION OF THE DOUBLE CONE AS WELL AS MORE THAN 900 DIFFERENT GLASS ELEMENTS, EACH OF WHICH IS UNIQUE.
- OVER 280,000 VEHICLES HAVE BEEN HANDED OVER TO THEIR OWNERS AT BMW WELT TO DATE.
- OVER 2 MILLION VISITORS AT BMW WELT ANNUALLY.
- UP TO 400 EVENTS TAKE PLACE AT BMW WELT EVERY YEAR .

02.

BRAND EXPERIENCE & SHOP.

IMMERSE YOURSELF IN THE BRAND WORLD OF THE BMW GROUP.

BMW Welt is the home to the BMW Group, with its **BMW** brand and its sub-brand **BMW M** as well as **MINI**, **Rolls-Royce Motor Cars** and **BMW Motorrad**. Each brand welcomes visitors to its own experience area. BMW Welt is also one of the first locations in the world to offer exclusive **consultation on the Neue Klasse**, which is also available for small groups on request.

With regularly changing exhibitions in the experience areas, BMW Welt creates a constant stream of fresh inspiration for its visitors from around the world. The very latest models are usually on display at BMW Welt shortly after their international world premiere. In addition, BMW Welt is the ideal place to make automotive dreams come true – thanks to **BMW Product Genius** and **MINI Product Genius**. Customers can customise their perfect car and have a digital visualisation of it made as part of a personal consultation. As well as guiding the vehicle configuration, the Geniuses demonstrate technical highlights and functions. Both Genius services are also available in digital form.

Another magnet for BMW fans at BMW Welt is the **BMW and MINI Lifestyle & Accessory flagship store**. Here, visitors will find a large selection of high-quality products from the various brands, as well as BMW Welt merchandise.



03.

VEHICLE DELIVERY.

OVERVIEW.

The **Premiere** is one of the central areas within the BMW Welt. This dedicated vehicle handover space on the first floor makes collecting a new BMW a special experience for customers who want to have their cars delivered directly from its manufacturer. The overall architecture of the building is focused on making the customer's first meeting with their new BMW an unforgettable experience.

BMW Welt offers **vehicle delivery** as part of the **PREMIUM** and **EXCLUSIVE** experience packages. As well as the vehicle delivery in the Premiere space, the PREMIUM package also includes light snacks and refreshments in the Premium Lounge, a vehicle introduction in the Product Info Center, and a guided tour through either Plant Munich or BMW Group Classic or a visit to the BMW Museum. The EXCLUSIVE package offers all the features of the PREMIUM package plus a chauffeur service and a four-course menu in the Bavarie by Käfer restaurant. Since BMW Welt first opened its doors, more than 280,000 customers have taken advantage of the vehicle delivery service at BMW Welt.



A MATCH MADE IN MUNICH.

Since July 2024, customers have also been able to select **Exclusive Privacy Room** for a particularly private vehicle delivery experience. This impressive package guarantees an unforgettable audio-visual experience and a perfect start to the intimate relationship between customer and vehicle. The Exclusive Privacy upgrade is available as an additional offer (in addition to and only in conjunction with the Exclusive package) and can be booked for 90 minutes at a time.

The centerpiece of the room is a kinetically moving curtain that reveals breathtaking images of iconic locations from BMW's brand and product worlds, projected onto a high-resolution panoramic LED wall. The high-quality interior design also includes engaging all the senses, from the scent of wood fragrantly distributed throughout the space to carefully selected background music. Customers picking up their new BMW can drive it directly out of the event space and onto the street.



You can find more information on vehicle collection at BMW Welt [here.](#)



04.

RESTAURANTS.

OVERVIEW.

It's not only event guests who will get the chance to enjoy the culinary delights of Feinkost Käfer. The gastronomic offering at BMW Welt, spread across **four restaurants** in total, greets all visitors with a rich variety of styles and exquisite food & drink.

Bavarie by Käfer and the new fine-dining restaurant **THE CLOUD by Käfer** (opening in summer 2025) treat visitors to wonderfully sophisticated cuisine. **Cooper's Garden** creates the ideal ambience for rapid refreshments and speedy breaks. And the **Biker's Lodge** takes visitors on a road trip through the Italian food landscape.



A CULINARY JOURNEY – THE CLOUD by Käfer.



The fine-dining restaurant THE CLOUD by Käfer opened at BMW Welt in summer 2025. Here, guests can expect a whole new food and taste experience. The interior was designed by Designworks, the BMW Group's design and innovation studio. With THE CLOUD by Käfer, BMW Welt and Käfer are celebrating a new gastronomic direction: **culinary nomadism**. Chef Jens Madsen and his team focus on a different region each season, with matching flavours and textures.

Born in Tanzania, Jens Madsen moved to Chiemgau in Bavaria at the age of eight. His passion for excellent food influenced by cuisine from around the world has led him to some of the world's finest restaurants. The former sous-chef at EssZimmer has gradually built up his knowledge of traditional cooking techniques and regional specialities over the years, which, together with high-quality regional products, flows into the menu of THE CLOUD by Käfer. The BMW Welt Signatures ideally complement this high culinary standard through premium hospitality and services such as private guided tours, valet parking, and an exclusive shuttle service.

05.

THE CAMPUS, GUIDED TOURS
AND BMW WELT APP.

LEARN AND EXPERIENCE TOGETHER.

At The Campus in BMW Welt, visitors aged between 5 and 18 can dive into exciting topics such as **electric mobility, robotics and sustainability** and let their imagination run free in **creative workshops**. This gives the children and young people the chance to engage interactively with the mobility of the future.

The Campus also offers a wide range of team workshops for adults, plus numerous events for **school and group trips** during the **school holidays** and for **children's birthday parties**.

The **RE:BMW Circular Lab** workshop takes an active look at the topic of circular economy.

On the ground floor, visitors will find interactive stations and VR headsets available for rent. The campus is open to visitors from Tuesday to Friday, 12.00 to 5.00 p.m. and on weekends from 10.00 a.m. to 5.00 p.m.



 You can find more information on the workshops at BMW Welt [here](#).

BEHIND THE SCENES.

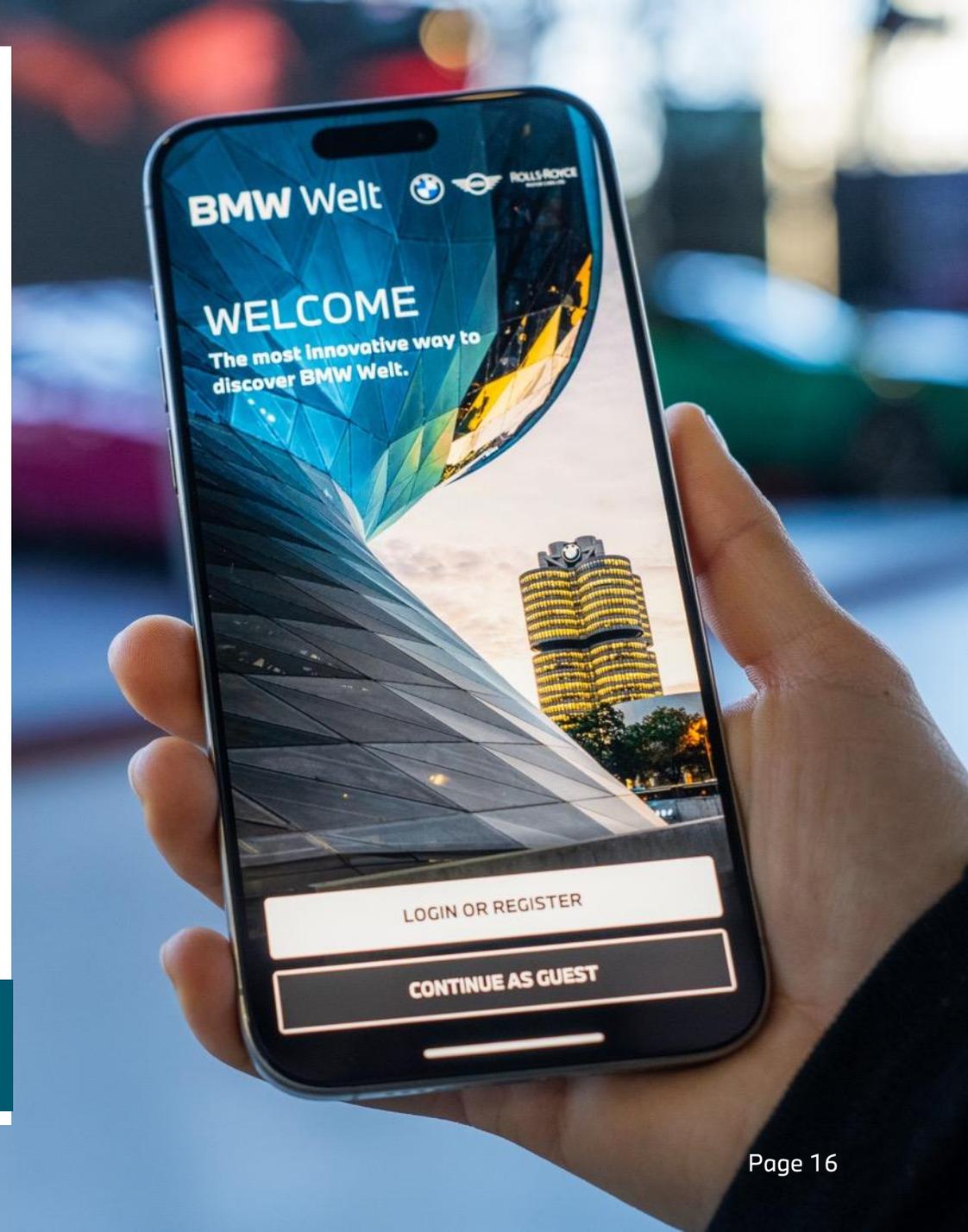
Visitors can also sign up for **BMW Welt guided tours**. These tours provide a look behind the scenes and give visitors the chance to find out more about the complex **logistics of car delivery** and the building's unique **architecture** and **history**.

Exclusive guided tours can be adapted to the guests' particular interests – whether that's the area of sustainability, one of the company's sub-brands or the building's architecture.

The **BMW Welt App** turns a tour of BMW Welt into an interactive and informative adventure. Visitors can enjoy a virtual tour (available in two languages) with 16 stations and AI avatar Lara as a tour guide. The tour can be started at any time by pressing a button, which means that visitors can choose exactly when they want to begin the tour and how fast they want to go. The app also allows users to access 360° models and data sheets for the exhibits at the touch of a button.



BMW Welt App download:
[App Store](#)
[Google Play](#)



06.

LOCATION & EVENTS.

INNOVATIVE EVENT LOCATION.

With its award-winning architecture, BMW Welt also provides an exclusive event that impresses with its maximum flexibility. Thanks to its versatile rooms and state-of-the-art infrastructure, BMW Welt can host events of any size – from small workshops and conferences with up to 20 people to large events with up to 3,300 guests.

Offering first-class technical equipment and professional event service, BMW Welt hosts more than **400 premium events** per year. Examples have included the presentation ceremony for the “Blauer Panther – TV & Streaming Award” and for the Bavarian Sports Prize.

BMW Welt also hosts and organises a varied programme of its own events each year. Among these are innovative and digital event platforms as well as BMW Group occasions like the company's annual conferences and gatherings for the worlds of culture, art and entertainment.

This makes BMW Welt a place where a wide variety of event visions – from focused to spectacular – can be realised.



EVENT LOCATIONS FOR EVERY OCCASION.

BMW Welt offers a spectacular ambience and variable **event spaces** for every need.

For example, the **Gallery** and **Rooftop terrace** at BMW Welt are ideal for networking events – and add further allure with fantastic views over the motorcycle gallery and Premiere inside the building or the Olympiapark outside. The unique form and architecture of the **Double Cone** – an iconic, emblematic feature of BMW Welt – makes it a versatile and flexible event location offering an inimitable ambience.

Individualisation is also a top priority in the **Auditorium**, thanks to its versatile topography and complete sound insulation. This means that events ranging from banquets and conferences to film showings can be held here. The **foyer** of the Auditorium is also available for catering and cocktail receptions. The redesigned **Business Center**, the **Business Club** and **The Campus** provide ideal locations for focused and creative working with their state-of-the-art technology.

Whether **world premieres** in hybrid format, full-digital **product launches**, or **productions in TV quality**, all event spaces can be quickly transformed into a fully equipped **streaming studio**.



Auditorium



Business Center



The Double Cone



Indoor Gallery and Rooftop terrace



Business Club



More information about the event spaces at BMW Welt can be found [here](#).

07.

BMW WELT HIGH-POWER-
CHARGING.

CHARGING EXPERIENCE.

With its new **High-Power-Charging** area, BMW Welt offers a modern hub for electric vehicles, combining forward-looking design with powerful charging technology. With a charging capacity of up to 400 kW and a total of 8 High-Power-Charging-Stations, this pioneering infrastructure enables fast and reliable charging. Compatibility with a direct current (DC) fast charging system is a prerequisite for using High-Power-Charging.

BMW Welt High-Power Charging was developed in collaboration with Designworks, the BMW Group's innovation studio. While charging, visitors can enjoy the wide range of attractions on offer at BMW Welt. For longer stays, over 100 charging points with up to 22 kW are available in the BMW Welt underground car park.

Charging in the BMW Welt High-Power-Charging area is possible at any time of the day or night.



You can find more information about BMW Welt High-Power Charging [here](#).

PRESS CONTACT.

Lisa Meindl
BMW Welt Media Communications

BMW Welt
Am Olympiapark 1
80809 Munich

Tel.: +49 89 382 31668
Mobile: +49 151 60159668
E-mail: lisa.meindl@bmw.de

BMW Welt also offers special tours for media representatives who are keen to find out more. We look forward to hearing from you.

bmw-welt.com



EVERYTHING AT A GLANCE.

[BMW Welt](#)

[Vehicle delivery](#)

[Collection website](#)

[Guided tours](#)

[The Campus](#)

[Team workshops](#)

[BMW Welt bistros](#)

[BMW Welt gourmet restaurant
Bavarie](#)

[BMW Welt event spaces](#)

[BMW Lifestyle online shop](#)

[BMW Welt High-Power-Charging](#)

BMW Welt customer care:
welt.custcare@bmw.de

BMW Welt events:
booking@bmw.com

General enquiries:
visit@bmw-welt.com

[Opening hours](#)

[Arrival by car, train or plane](#)



CONSUMPTION AND EMISSION DATA.

BMW M5 Touring:

Fuel consumption weighted combined in l/100 km: 2.0; with depleted battery: 10.9
Energy consumption weighted combined in kWh/100 km: 27.6
CO₂ emissions weighted combined in g/km: 45
CO₂ class: B; with depleted battery: G
Electric range in km: 61

BMW M8 Competition Gran Coupé:

Fuel consumption in l/100km WLTP (combined): 11,6;
CO₂-emissions in g/km (WLTP): 265;
CO₂-Class: G

BMW i7 eDrive50:

Energy consumption in km/kWh (combined, WLTP): 3.2 - 3.4
CO₂-emissions in g/km (WLTP): 0;
CO₂-Class: A;
Electric range in km: 360 - 387

BMW iX3 50 xDrive:

Energy consumption combined: 17,9 - 15,1 kWh/100 km;
CO₂ emissions combined: 0 g/km;
Electric range: 678-805km
CO₂ -class: A;

MINI John Cooper Works E:

Energy consumption combined in kWh/100 km: 15,4;
CO₂ emissions combined in g/km: 0;
CO₂ -class: A

MINI Cooper S Cabrio:

Energy consumption combined in l/100km: 6,6;
CO₂ emissions combined in g/km: 150;
CO₂ -class: E

MINI Cooper S:

Energy consumption combined in l/100km: 6,4;
CO₂ emissions combined in g/km: 144;
CO₂ -class: E

MINI Countryman SE:

Energy consumption combined in kWh/100 km: 18,5;
CO₂ emissions combined in g/km: 0;
CO₂ -class: A;
Electric range in km: 413-432

MINI Aceman SE:

Energy consumption combined t in kWh/100 km: 14,6;
CO₂ emissions combined in g/km: 0;
CO₂ -class: A

MINI Cooper SE:

Energy consumption combined in kWh/100 km: 14,7;
CO₂ emissions combined in g/km: 0; CO₂-Klasse: A;
Electric range in km: 402-387