

BMW Group

Corporate and Governmental Affairs

Media Information
24 November 2010

The BMW Museum feels good. Night of the White Gloves.

Munich. It's time for another touching event. If you go to the BMW Museum on the Night of the White Gloves, you will not only be able to view the exhibits but touch them as well. On Friday, 26.11.10, visitors will be positively encouraged to do what is normally strictly prohibited in museums. But to ensure that the cars, motorcycles and engines on display are handled with care, everyone will be given white gloves to wear. It will be the third time round for this "hands-on" event.

From 19 hrs until midnight, the 120 exhibits spanning 90 years of the brand's history will not only be available to touch: the BMW Museum will also open up the view into the interior, the engine compartment and the boot of the various models. "We are very pleased to have set up this unusual event at the BMW Museum," says Dr Ralf Rodepeter, Director of the BMW Museum, who is looking forward to the third staging of the Night of the White Gloves.

As well as seeing and touching the exhibits, visitors will be able to savour a rather special driving experience in true style: select chauffeurs from the BMW VIP fleet will be on hand to drive visitors around north Munich – weather permitting – in restored recent classics from BMW's New Class.

As a special programme item, the Museum will present "Living Workshops" spread across five islands and based on individual sections of the permanent exhibition. In the course of the evening experts will showcase the various trades and skills that are required for the professional restoration of vehicles.

Spectacular restoration projects will illustrate the sheer effort involved in returning a model to its original condition. Visitors will be astonished at the technical equipment and human skills that make it possible – and sometimes imperative – to preserve the value of an old car.

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For the youngsters the BMW Museum will be laying on a “treasure hunt” that has a special highlight in store. All we are prepared to say for now is that it is not for the fainthearted!!! Visitors will also be able to enjoy the band The Royal Majestix, who will be delivering rousing reggae rhythms coupled with impressive vocals.

Admission: 15.00 euros; advance bookings (BMW Museum, BMW Welt and via München Ticket): 10.00 euros.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates. The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

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