

BMW Group

Corporate Communications

Press Release
21 November 2011

The Night of the White Gloves at the BMW Museum. **Visitors are invited to handle historic exhibits covering 95 years of BMW brand history.**

Munich. Forbidden fruit is always the sweetest. Which is why the BMW Museum is about to stage its fourth "Night of the White Gloves". From 19.00 hrs on 25 November, visitors to the Museum will don a pair of white gloves and then be allowed to stroke all the cars they are normally only permitted to caress with their eyes.

Up until midnight, 125 exhibits – comprising cars, motorcycles and engines – can be closely scrutinised and freely touched. They include classics that were and remain rarities, such as the BMW 328, unveiled 75 years ago and running to just 464 units built. "This is now the fourth time that we are staging this special evening at which visitors are granted an opportunity to experience the 95-year-old history of the BMW brand not just first-hand, but literally hands-on. The 'Night of the White Gloves' has become a firm fixture in our calendar of events and we are delighted at its popularity as reflected in the sheer number of visitors," said Dr Ralf Rodepeter, Head of the BMW Museum.

The Night of the White Gloves at the BMW Museum:

When: 25 November 2011, 19.00 hrs to 24.00 hrs

Where: BMW Museum
Am Olympiapark 2
80809 München

Ticket: Five euros

Further information at: www.bmw-welt.com

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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Corporate Communications and Politics

Presse-Information

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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 seven years.

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