

BMW Group

Corporate Communications

Media Information
21th March 2012

BMW Group Classic at the Retro Classics 2012 show.

Munich/Stuttgart. Following its successful debut appearance in 2011, BMW Group Classic is returning to the Retro Classics show in Stuttgart this year with an array of visitor highlights. In the spotlight alongside the range of services offered by the BMW Classic Center – including restoration of historic customer-owned BMW models – in 2012 are the new BMW shop for replacement parts, historic motor sport (touring car racing, in particular) and a showcase of the various BMW 3 Series generations. “We’re delighted to be presenting the broad scope of our work at the Retro Classics show once again this year,” says Karl Baumer, Director BMW Group Classic. Experts from BMW Group Classic will be available at the BMW Classic event trailer to answer questions and respond to feedback from visitors. And the numerous and extremely dedicated BMW clubs will also add their own flavour to BMW’s Retro Classics stand.

BMW Group Classic now offering online shop for replacement parts.

Since 1 February 2012 customers have been able to search for and order parts for classic BMW models online at <http://shop.bmw-classic.de>. The site also offers information on the use of individual parts in the brand’s various model series. Stocking around 40,000 car and motorcycle parts, the online shop represents “the next phase in the realignment of BMW Group Classic and the logical next step in providing customer satisfaction and customer-oriented service,” explains Ralf Vierlein, Head of Sales and Aftersales at BMW Group Classic. The online service is only available to customers in Germany at present, but is set to be rolled out across the European market as a whole from 1 April 2012. Parts service representatives will be on hand in Stuttgart to demonstrate how the shop works, as well as providing advice and assistance with ordering parts.

The BMW 3 Series: milestones in the development of a legend.

The BMW 3 Series is now entering its sixth generation. And what better time for the Retro Classics show to host an exhibition focusing on the history of the world’s highest-selling premium car and heartbeat of the BMW brand. Over 12 million units of the 3 Series have been sold since it was first launched in 1975, creating a new segment. And it has been regarded as the quintessential compact sports sedan ever since.

Imposing icons: BMW touring cars.

This year BMW will compete in the DTM race series for the first time since 1994. And BMW Group Classic is using the occasion to present BMW’s history in motor sport in general – and touring car racing in particular – to the assembled audience. Selected BMW racing cars, including the BMW 1800 TISA, BMW 635CSi Group A, BMW 320i STW-Cup and McLaren F1 STR from 1997, illustrate key moments in BMW’s successful motor racing tradition since the 1960s.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Address
BMW AG
80788 München

Telephone
+49-89-382-27797

Internet
www.bmwgroup.com



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“Three of a kind” – short film given its world premiere.

BMW Group Classic has conjured up another highlight for the show with the world premiere of a short film entitled “Three of a kind”. The film aims to showcase three different editions of the BMW 3 Series – representing all the generations of the model series – in a similarly fun and entertaining style to last year’s “A perfect match”. Following the premiere in Stuttgart, “Three of a kind” will be available to view at www.bimmerstories.la.

For questions please contact:

Manfred Grunert
Technology Communications
Spokesperson Heritage

Telefon: +49(0)89-382-2 77 97

Fax: +49(0)89-382-2 85 67

Media website: www.press.bmwgroup.com

E-mail: presse@bmw.de

BMW Group Classic.

BMW Group Classic is responsible for all activities within the BMW Group associated with the history of the company and its three brands BMW, MINI and Rolls-Royce. This ranges from the Group Archives, which are available to anyone as a centre of expertise for all the facts and figures surrounding the history of the company, the brands and the products, through the BMW Museum, which receives more than 400,000 visitors each year, to the BMW Classic Centre where all the facilities are provided that drivers require to satisfy their passion for classic BMW vehicles from spare parts to full restoration. Another aspect is planning and implementation of participation in all the classic events attended, and administration and expansion of the vehicle collection with more than 1,000 exhibits.

The BMW Group

With its three brands – BMW, MINI, Husqvarna Motorcycles and Rolls-Royce – the BMW Group is one of the world’s most successful premium manufacturers of cars and motorcycles. It operates internationally with 25 production and assembly plants in 14 countries and a global sales network with representation in more than 140 countries.

During the financial year 2011, the BMW Group sold approximately 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for 2011 was € 7.38 billion on revenues amounting to € 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.



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Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last seven years.

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