



Media Information
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The BMW Museum ...

- ... has successfully showcased historic automobiles, motorcycles, racing and aircraft engines since its opening in 1973 and also provides a glimpse of the technologies of the future.
- ... is one of the oldest automobile museums in Germany. It features over 120 original exhibits from the brand's more than 90-year history, arranged into 25 focus topics in separate exhibition houses. Aircraft engines, motorcycles and automobiles highlight the topics of design, technology and motor sports.
- ... was designated a national monument in 1999, together with the Group Headquarters, which Munich residents refer to as the "Four Cylinder" on account of its distinctive style.
- ... receives 400,000 visitors a year – making it one of the most popular museums in all of Munich.
- ... opened in 1973. The Museum was designed by the Viennese architecture professor, Karl Schwanzer. When it reopened in 2008, the Museum was expanded to 5,000 square metres. Since, it also bears the architectural signature of ATELIER BRÜCKNER, based in Stuttgart. The media installations inside the building are the creation of ART+COM from Berlin.
- ... is located in the circular building known in Munich as the "Bowl", because of its unique circular design: This is home to the Museum's temporary exhibitions. The adjacent "low building" rounds off the Museum's exhibition concept with a tour through various BMW topics, such as design, engines, motor sports and aerodynamics.
- ... guided 23,000 visitors on 2,400 tours through the Museum in 2010.
- ... offers three attractive event settings: the BMW Square, the foyer and the upper platforms of the Bowl.
- ... offers ample space for open, transparent exhibition design, particularly on account of the low building's high ceilings.
- ... is also an exciting place for young people to visit, thanks to specially-designed programmes which allow them to discover mobility-related topics in all different kinds of ways.
- ... offers programmes tailored to school classes and geared towards the Bavarian curriculum, which allow children and teenagers to discover the concept of mobility in its entirety.

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- ... will be hosting two temporary exhibitions in 2011: a unique presentation of the full range of BMW Art Cars and a special exhibition on the mobility of the future, as well as further special shows.
- ... invites visitors to sample culinary delights in its M1 Café Bar.
- ... affords visitors the opportunity to buy rare items, such as vintage sales brochures and user manuals, as well as merchandise, postcards, books and models in the adjacent museum store.
- ... is open to visitors from Tuesday to Sunday, and on public holidays, from 10:00 a.m. to 6:00 p.m. It is closed on Mondays, except for Easter and Whit Monday. Admission to all exhibitions costs EUR 12.00 for adults; discounts are available through partner programmes. Single admission with guided tour costs EUR 15.00; a family ticket costs EUR 30.00. For further information – on group tickets, for example – please go to www.bmw-museum.com.

If you require any further information or photo material please contact:

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