



Media Information
19th April 2012

Enjoy an exclusive tour of Munich in a historic BMW. From 22 April 2012 the BMW Museum again offers a limited number of city tours in vintage and classic BMW's.

Munich. As the classic car season gets under way, the BMW Museum city tours in historic BMW automobiles are about to resume as well. Participants can explore Munich's leading sights in true style – with a chauffeur on board. These limited city tours take place on select days between April and October 2012, starting at 11.00 and 15.00 hrs and lasting around three hours. The city tour season begins on Sunday, 22 April 2012.

The tours set off from outside the BMW Museum, heading straight for BMW Welt and onto the large vehicle delivery platform which is normally reserved exclusively for buyers collecting their cars. From there the historic cars drive into the heart of the BMW plant, where the new BMW 3 Series range is currently coming off the assembly lines. A visit to BMW Group Classic's historic vehicle collection affords exclusive glimpses of the treasures on wheels that span more than 90 years of BMW history and are normally not accessible to the public. After a small snack, the chauffeur takes his passengers down Leopoldstrasse to Odeonsplatz and around the old city centre, passing many sights along the way. Guests are then taken to the current exhibition at the BMW showroom at Lenbachplatz. After some three hours, the stately classics make their way back to the BMW Museum.

At the end of the excursion, each guest of the BMW Museum city tours is presented with a certificate of participation, a gift box and an admission ticket to the BMW Museum together with a Museum guide.

Depending on availability and weather conditions, the city tours are carried out in vintage models from the 1930s, such as the BMW 326 Convertible and BMW 335 Convertible, and 50s classics like the BMW 502.

BMW Museum city tours in classic cars:

Starting point:	BMW Museum
Duration:	approx. 3 hours
Price:	€120.00 per seat

Bookings can be made through the BMW Welt and BMW Museum information service at +49 (0)89-125-016001.

For all dates and further information please go to: www.bmw-museum.com

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Explore Munich in classic style on an exclusive BMW Museum city tour. (Photo: BMW AG)

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BMW Museum – Hands-on history

Visitors of all ages can explore the past, present and future of the BMW brand at BMW Welt, the BMW Museum and the BMW plant. The BMW Museum plays an important role in this. Since re-opening in 2008, it has been successfully presenting the history of BMW and offering a glimpse of the future. The museum also explores the theme of mobility for the benefit of younger visitors. The Junior Museum organizes a special program for children and young people, basing its educational concept on learning through play. The museum also has a history of its own: it is one of the oldest automobile museums in Germany, was built in 1973 and declared a historic monument in 1999



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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.

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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