

# **BMW**

## **Presse- und Öffentlichkeitsarbeit**

Press Release  
02. May 2012

### **1000 Miles on Four Wheels. BMW Classic at the Mille Miglia 2012.**

**Munich/Brescia.** Big profile for the legendary BMW 328: This successful model will be represented with twelve cars at the start of the Mille Miglia 2012. Alongside series versions, there will be a number of racing cars competing in the lightning trip from Brescia to Rome.

The Bavarian fleet of cars will be led by the BMW 328 Touring Coupé, the winning car in 1940. Behind the wheel will be Dr. Herbert Diess, Member of the Board of Management of BMW AG responsible for development. "The BMW 328 set benchmarks for lightweight construction and vehicle aerodynamics. This car laid the foundation stone for our success today in this area," commented Diess.

Diess will be joined on the starting grid by Ian Robertson, Member of the Board of Management of BMW AG, responsible for sales and marketing at BMW: "A track record of numerous racing victories made the BMW 328 one of the most successful sports cars of its time at the close of the 1930s. Today, this car still epitomises the character of the BMW brand," says Robertson.

The Touring Roadster is also represented at the Italian heritage race alongside the Touring Coupé. The BMW 328 Kamm Coupé celebrated its comeback to the modern Mille Miglia two years ago and is starting outside the placings.

The Mille Miglia and BMW share a long tradition. On 28 April 1940, BMW celebrated its biggest racing success up to that point with the BMW 238 Touring Coupé and at the "I. Gran Premio Brescia delle Mille Miglia".

Firma  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postanschrift  
BMW AG  
80788 München

Telefon  
+49-89-382-27797

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

# BMW

## Presse- und Öffentlichkeitsarbeit

Presse-Information

Datum 02. May 2012

Thema 100 Miles on Four Wheels. BMW at the Mille Miglia 2012.

Seite 2

### Teams BMW Classic

Hildegard Wortmann	Heike Schneeweis	BMW 328
Georg Hackl	Maximilian Neumayer	BMW 328
Anton Ruf	Leopold von Bayern	BMW 328
Herbert Diess	Don Walker	BMW 328 Mille Miglia Touring Coupé
Ian Robertson	Sir Clive Woodward	BMW 328 Berlin-Rome Touring Roadster
Adrian van Hooydonk	Alfredo Häberli	BMW 328
Giuliano Cané	Lucia Galliani	BMW 328 Mille Miglia Roadster
Franz Jung	Armando Pirola	BMW 328
	Fumanelli	
Nicholas Peter	John Arild Ertvaag	BMW 328 / China
Hans-Joachim Bender	Marcel Botterweck	BMW 328 Frazer Nash
Dirk Johae	Andreas Buchner	BMW 328
Manfred Schoch	Kay Segler	BMW 328 Kamm Coupé Replica

For more information please contact:

### **BMW Group Corporate and Governmental Affairs Technology Communications**

Manfred Grunert  
Spokesman Heritage and Driving Experience  
Phone: +49-89-382-27797  
mailto: [Manfred.Grunert@bmw.de](mailto:Manfred.Grunert@bmw.de)  
Internet: [www.press.bmw.de](http://www.press.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.

# BMW

## Presse- und Öffentlichkeitsarbeit

Presse-Information

Datum 02. May 2012

Thema 100 Miles on Four Wheels. BMW at the Mille Miglia 2012.

Seite 3

### **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.

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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>