

BMW Group DesignworksUSA

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Passion in porcelain for the Concorso d'Eleganza Villa d'Este.

BMW Group DesignworksUSA and the Porzellan Manufaktur Nymphenburg design new trophies for classic automobiles / Porcelain sculptures pay homage to outstanding aesthetics.

Munich/Cernobbio, 25 May. What form does passion take? How does one combine automotive tradition and a vision into a single sculpture? The answer to this question will be provided at Lake Como between 25 and 27 May by two partners commissioned by the BMW Group with the design of the new trophies for the Concorso d'Eleganza Villa d' Este: The BMW Group subsidiary DesignworksUSA and the Porzellan Manufaktur Nymphenburg.

The event, which dates back to the year 1929, is one of the most significant in the world of classic automobiles. The spirit of the Villa d'Este is characterised by the timelessly beautiful cars, but above all also by the passion of their owners who preserve the elegance of their vehicles through their love of classic automotive aesthetics, of the materials, quality and authenticity. In order to reflect this spirit in the form of a trophy, the BMW Group chose two partners sharing a passion for design, originality and craftsmanship: The BMW Group subsidiary DesignworksUSA was commissioned with the new design of the trophies for the Concorso d'Eleganza. The coveted prizes are manufactured purely by hand at the company's studios and in the master workshops of the Porzellan Manufaktur Nymphenburg. The result is a vivid sculpture of passion.

DesignworksUSA is the global design think tank of the BMW Group. Design consultants carry out assignments for international clients from various different industrial sectors and look back on a long history of cooperation with all of its parent company's brands. Hence, the creative consultants are well acquainted with the design history, design philosophy and the spirit of the BMW brand. Bringing these into sculptural form was a particularly honourable assignment for the studio.

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Even today, all porcelain manufactured at the Porzellan Manufaktur Nymphenburg, which was founded in the year 1747, is still completely handmade, using techniques passed on and preserved from generation to generation. The porcelain manufactory's philosophy complements the concept of the Concorso d'Eleganza perfectly. This mutual spirit was captured by the designers and brought into form for BMW through their knowledge of flawless automotive design vocabulary.

The design of the trophy symbolises the elegant styling of vehicles of the last century in an up to date interpretation. It exhibits an artfully layered entity comprising porcelain elements, with a silhouette rising from a horizontal stand. The upper section of the stylised silhouette of an automobile symbolises the roofline, the lower section the window line, and the lowermost section the wings. The design epitomises subtlety, precision and automotive passion. It embodies the spirit of the Concorso d'Eleganza, pays homage both to the tradition and the future of BMW design, enabling the winners to preserve the authentic Villa d' Este experience for all time.

The Concorso d'Eleganza will take place from 25 to 27 May on the grounds of the Grand Hotel Villa d' Este near Cernobbio located at the most south westerly point of Lake Como. Over a period of two days, the trophies will be awarded in various categories to the best of around 50 exclusive models (built between the nineteen twenties and the nineteen seventies) from eleven countries.

For further information please visit:

<http://www.concorsodeleganzavilladeste.com>

About DesignworksUSA:

DesignworksUSA is a BMW Group subsidiary and a design studio operating worldwide with a focus on transportation and product design as well as strategic design consultation. DesignworksUSA is a source of stimulus for its parent company, the BMW Group. The studio realises a major part of its projects for international companies in diverse sectors outside of the automotive industry. As a result, DesignworksUSA is able to fulfil its task of inspiring and challenging BMW Group designer teams with external viewpoints and new approaches. The customer portfolio includes business enterprises such as Hewlett Packard, Microsoft, Siemens, Boeing Business Jets, Dassault, Sennheiser, Coca Cola and Neil Pryde. In the year 2010, DesignworksUSA was awarded the title "Most Innovative Company in Design" by the American economics magazine "Fast Company". www.designworksusa.com



About Porzellan Manufaktur Nymphenburg

NYMPHENBURG is the porcelain manufactory of the Bavarian crown. The noble art of porcelain making has been cultivated here since its founding in 1747. Even now, manu factum means what it always did in Nymphenburg – completely handmade porcelain, using techniques passed on and preserved from generation to generation. This is the only way to assure the unrivalled fineness, subtlety and brilliance of porcelain that Nymphenburg's global reputation is based on. The manufactory's master workshops produce avant-garde designs from four centuries, created right up to the present day by the most distinguished artists, designers and architects of their day.

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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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

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