



Media Information
05th June 2012

A day dedicated to the BMW Z1.

BMW Z1 Club to visit BMW Group on 8 June 2012 with some hundred cars in tow.

Munich. To mark the 25th anniversary of the BMW Z1, the official BMW Z1 Club is organizing a very "special tour" from 2 to 9 June 2012. The main highlight will be a visit to the BMW Group on Friday, 8 June 2012. In addition to an exciting programme devised for the participants, there will be an "exhibition" of a rather special kind: throughout the day, the hundred or so BMW Z1 models owned by participants from across Europe and the USA will be on show and accessible to the public in front of the BMW Museum.

A detour to the past.

BMW has a rare treat lined up for its guests: the dedicated BMW Z1 owners will be invited on a journey into BMW's past. As well as a tour of the BMW Museum and the BMW Group Classic collection (not open to the public), there will be an opportunity to visit the birthplace of the BMW Z1 – BMW Technik GmbH in Munich – 25 years after the wraps were taken off the new model at the Frankfurt Motor Show. Indeed, the BMW Z1 is the only vehicle that was not just developed but also built at BMW Technik GmbH. After a tour of the wind tunnel, specially built to hone its body contours, the BMW Z1 fans will have a chance to meet the BMW staff who were involved in the roadster's development at the time.

Café M1 turns into Café Z1.

In recognition of the BMW Z1 Club visit, the M1 Café at the BMW Museum will be renamed the Z1 Café for the day. This small but excellent eatery will be flying the flag for the BMW Z1 and looks forward to welcoming aficionados of the legendary four-wheeler.

For further information and picture material please contact:

Corporate Communications BMW Group

Manfred Grunert

Spokesperson Heritage

Phone: +49-89-382-27797

mailto: Manfred.Grunert@bmw.de

Internet: www.press.bmwgroup.com

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49(0)89-382-2 77 97

Internet
www.bmwgroup.com



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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

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.

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