

BMW Welt Fact Sheet

- The complete BMW Welt experience of the BMW Plant, the BMW Museum and the BMW Welt creates a unique place of encounter for customers and visitors from all over the world. The BMW Welt is the only place where visitors can experience the past, present and future of the company, its brands and products in such a concentrated form. The BMW Welt represents the social commitment, the sense of responsibility and the clear commitment of the BMW Group to its Munich location.
- The BMW Welt is more than just a delivery centre. Here, the BMW Group comes to life. The BMW Welt brings together all the BMW Group brands under one roof and allows visitors and customers to experience the BMW, MINI, Rolls-Royce and BMW Motorrad brands and the BMW M and BMW i sub-brands in an interactive manner.
- With more than two million visitors a year, the BMW Welt is Bavaria's top attraction. Since its opening more than ten-million visitors have been welcomed. Guests come from all over the world. The largest number of international visitors, 14 per cent in total, comes from the US; followed by Austria with seven per cent. The majority of visitors (63 per cent) come from Germany, with 38 per cent of those from Bavaria. Almost four million people have visited the BMW Welt more than once.
- Up to 160 vehicles per day are handed over to customers from around the world at the BMW Welt. The transparent design of the delivery area also allows other visitors to watch. More than 20,000 cars were presented to their new owners in 2012, including 2,000 customers from the US.
- The BMW Welt offers guided tours with different focal points, such as architecture and design. More than 215,000 individuals have participated in more than 24,000 tours in recent years.
- The BMW Welt organises and hosts more than 50 different events a year and is also a popular venue for up to 400 external events with around 40,000 guests a year, such as congresses, conferences and award ceremonies.
- The Junior Campus is the BMW Welt's specially designed programme for children aged seven to 13. Here, they can learn all about topics related to cars, mobility and sustainability in a fun and creative way in a variety of workshops. Over the past few years, more than 120,000 children and young people have participated in BMW Junior programmes or attended one of the 1,900 birthday parties held at the Junior Campus.
- The BMW Welt is partnering with distinguished Munich caterer Käfer Fine Foods to run the exclusive Gourmet Restaurant EssZimmer with top chef Bobby Bräuer; the CooperS on the ground floor of the building; the Bavarie Restaurant and the Biker's Lodge on the middle floor; and provide catering for the large number of events held at the BMW Welt facilities.
- The BMW Welt is open daily from 9.00 a.m. to 6.00 p.m. There is no charge for admission.
- The hybrid building, which opened on 17 October 2007, was designed by the internationally renowned architects, COOP HIMMELB(L)AU, under the direction of Wolf D. Prix. The studio is associated with the deconstructivist movement. Other well-known proponents of this style include famous architect Zaha Hadid, who designed the main building for the BMW plant in Leipzig, as well as Rem Koolhaas and Daniel Libeskind.
- 4,000 tonnes of steel were used in the construction of the BMW Welt building – around a quarter in the Double Cone alone.
- The roof of the BMW Welt rests on just 11 supports, which creates the impression of it floating in space. The roof is fitted with 3,600 solar cells, covering a total area of 6,300 square metres. The roof is so large that it could easily cover Saint Mark's Square in Venice.

Further information is available online at www.bmw-welt.com.



Media Information

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