

**BMW Welt – Home of the BMW Group brands****Overview BMW Group and BMW Group brands****BMW Group – “We move people.”**

The BMW Group is the world’s leading manufacturer of premium automobiles and supplier of premium services for individual mobility. For us, that means finding answers today to questions about the mobility of tomorrow – listening, taking ideas a step further and acting with foresight. It means looking at the future as something we can shape today.

We embrace this responsibility in many different ways: towards our customers through pioneering products and services; towards society and the environment by developing sustainable forms of individual mobility; towards our associates by offering them a safe and rewarding job with the leading premium supplier.

**BMW – “Sheer driving pleasure”**

The BMW brand has always stood for a dynamic driving experience and pioneering innovations – in design and in technical solutions. BMW has been building fascinating automobiles for more than 90 years. During this time, it has implemented its concept of “sheer driving pleasure” with passion, innovative spirit and engineering finesse. This is a promise that BMW vehicles around the world deliver on a daily basis – and one that BMW developers constantly reinvent to make it smarter, more efficient, more dynamic. Innovation is, and has always been, the driving force behind the success of BMW. Today, the brand is not only the leading innovator in efficient and dynamic drive trains with BMW EfficientDynamics, but also sets new standards for intelligent networking between driver, vehicle and the environment with BMW ConnectedDrive.

**MINI – “Be MINI”**

In the late 1950s, pioneering designer Sir Alec Issigonis revolutionised automotive construction with the “Classic Mini”. Using brilliant, innovative solutions, he reconciled the seemingly contradictory demands of building an economical car with the smallest possible exterior dimensions with a vehicle that assured impeccable handling and enough room for four people. The new MINI combines the classic



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values of its predecessor with the requirements of a modern automobile for the 21st century. The seven members of the MINI family (MINI, MINI Convertible, MINI Clubman, MINI Countryman, MINI Coupé, MINI Roadster and MINI Paceman) appeal to urban trendsetters and are always full of surprises. The latest highlight, the MINI Paceman, combines top design with signature MINI go-cart feeling. New technologies such as MINI Connected, the revolution in car infotainment, and the first zero-emission MINI, the MINI E, demonstrate that MINI is not just a car – MINI is an attitude to life, an expression of the driver's personality.

The sub-brand John Cooper Works successfully carries on the motorsports heritage of the MINI brand.

### **Rolls-Royce – “Strive for perfection in everything you do.”**

For over 100 years, Rolls-Royce Ltd. has stood for sheer perfection and stylish luxury. The brand combines traditional engineering finesse with innovative technology to create fascinating motor cars of the highest quality and reliability. Phantom, Ghost – each of these models is an icon. To this day, Rolls-Royce is considered the height of luxury. True to the motto of company founder Henry S. Royce, “Strive for perfection in everything you do”, every Rolls-Royce is perfectly crafted down to the finest detail – the exquisite product of skilful workmanship. The Rolls-Royce brand is dedicated to continuing its more than one-hundred-year tradition of building the best motor cars in the world.

### **BMW i – “Born electric”**

The BMW i sub-brand embodies a new understanding of premium mobility with a strict focus on sustainability – in short, “next premium”. At the BMW Welt, BMW i demonstrates precisely what that means in concrete terms. On two levels, visitors can experience how electrifying future driving pleasure will be and why BMW i is already a pioneer in sustainable and innovative mobility today – with viable mobility concepts and services for the future, visionary design and consistent sustainability throughout the entire product life cycle.



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### **BMW M – “The world’s most powerful letter.”**

“A company is like a human being. As long as it goes in for sports, it is fit, well-trained, full of enthusiasm and performance.” These were the words of Robert A. Lutz, BMW AG Board Member Sales, back in 1972. They were the words christening the youngest subsidiary of BMW AG at the time, BMW Motorsport GmbH. Today the company is called BMW M GmbH. But it is just as fit, well-trained, full of enthusiasm and performance as it was 40 years ago. BMW M cars capture the imagination with drive and chassis technology derived directly from motor sport and backed up by peerlessly sporty styling and bespoke design features inspired by technical necessity. Each model marries its engine output, chassis and aerodynamics to precisely choreographed effect. Its well-resolved overall concept ensures that the car’s high-performance blend of talents delivers that inimitable M feeling, both on the track and in everyday use on the road. Hallmark M design features for the interior along with a control concept offering extensive scope for configuring the car’s set-up to personal tastes represent the icing on the cake of the high-octane driving experience.

### **BMW Motorrad – “Unstoppable”**

BMW Motorrad has been building fascinating, dynamic motorcycles since 1923. From the very beginning, its models were characterised by their twin-cylinder boxer engine with shaft drive, as well as their attractive design. Over the years, the model line-up has been expanded to include sports and touring vehicles, as well as the GS series off-road models that dominated the Paris-Dakar Rally in the 1980s. Today, BMW Motorrad presents a wide range of models and engine versions for virtually every situation imaginable: The five BMW Motorrad categories – Enduro, Touring, Urban Mobility, Sport and Roadster – offer something for everyone: models for journeys to the ends of the earth or training on the racetrack, luxury tourers and agile urban bikes. Innovative vehicle engineering, outstanding design and reliable technology ensure that BMW bikes are pioneers in the world of



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motorcycling. With digital engine electronics, controlled catalytic converters and ABS for every model, BMW motorcycles are also leaders in environmental protection and safety. The company's development team constantly seeks to raise the bar with unique, innovative products. As a result, every BMW Motorrad owner is guaranteed sheer riding pleasure.

### **Husqvarna Motorcycles – “Cross the limit!”**

Husqvarna Motorcycles launched its first motorcycle on the market back in 1903 and is therefore, like BMW Motorrad, one of the world's longest-standing motorcycle companies. The company, which originated in Sweden, became part of the BMW Group in October 2007. It brings light and sporty off-road bikes to the motorcycle line-up. Husqvarna developed its first uncompromising off-road motorcycles back in the 1960s. These bikes, with their own unique fascination, went on to revolutionise motocross in the U.S. Today, Husqvarna Motorcycles is one of the leading suppliers of sporty off-road motorcycles. The company can look back on an illustrious motorsports tradition with more than 80 international off-road racing wins since the 1960s, including European and world championship titles. All Husqvarna models – whether enduro, motocross, supermoto, street or dual-purpose bikes – are the product of decades of racing experience and countless miles of challenging test courses.

Husqvarna Motorcycles is the newest brand in the BMW Group. It seeks to cross limits, always on the lookout for new thrills.