

Media Information
28 April 2014**A world with 15,000,000 visitors**
BMW Welt and new BMW brand ambassador Karolína
Kurková surprise milestone visitor

Munich. The BMW Welt in Munich welcomed its 15-millionth visitor on Thursday. The milestone visitors, the Maritz family from Hohenkammer in Bavaria, were officially welcomed by Thomas Muderlak, head of BMW Welt and top model and BMW brand ambassador Karolína Kurková. There was another surprise in store for the Maritz family, besides the special celebrity guest and fireworks: They will be among the first drivers worldwide to enjoy the new BMW 2 Series Active Tourer for four weeks. The BMW 2 Series Active Tourer, for release in the autumn, is the ideal car for active, sporty drivers and young families with lots of practical demands on a vehicle.

“15 million visitors since opening in 2007. Today marks a very special occasion for us and underscores our tremendous success – having originally planned for only around 850,000 visitors a year. The diverse combination of car delivery, exhibitions, events, event forum and award-winning cuisine makes the BMW Welt a unique world of experience,” says Thomas Muderlak, head of BMW Welt.

Karolína Kurková is the newest BMW brand ambassador and special representative for the BMW 2 Series Active Tourer. As one of the world's most sought-after models, she is at home on catwalks from Paris to New York. Her face adorns the cover of the best-known, most prestigious lifestyle and fashion magazines. As a young mother with a modern lifestyle, she knows what she wants from a car. “The BMW 2 Series Active Tourer is the perfect fit for me – because it combines both of my worlds: on the one hand, style, which is important to me as a model; on the other, the flexibility and safety I need from my car in my everyday family life as a young mother. Not to mention that it is also fun to drive,” explains Kurková.

15 million visitors from around the world

The BMW Welt opened in October 2007. Within just a few years, it has become a tourist attraction and a real draw for visitors. In 2008, its first full year, visitor numbers already surpassed the two-million mark. Last year, the BMW Welt welcomed a record 2.93 million guests. This upward trend is set to continue in 2014, with more than triple the 850,000 visitors originally anticipated.

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In addition to the BMW, MINI and Rolls-Royce Motor Cars brand worlds, the BMW Welt offers a varied programme of events, guided tours, daily live-shows, fine dining and a unique vehicle delivery experience throughout the year. The summer months see the largest number of visitors. Besides the exhibitions, the building's exceptional architecture is one of the main reasons for visiting. Around 60 per cent of visitors originate from Germany. The largest share of foreign tourists comes from the US, followed by Russia and Asia. Visitors from the neighbouring countries of Austria and Italy are also strongly represented. Around 40 per cent of guests have visited the BMW Welt more than once.

If you have any questions, please contact:

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BMW Welt

With around 2.5 million visitors each year, BMW Welt in Munich is Bavaria's most popular attraction and has become a real magnet for visitors since its opening in 2007. With its pioneering architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round programme of varied events covering culture, art and entertainment along with culinary delights in several restaurants. Whether it's a jazz concert, poetry slam, clubbing, improv theatre, family Sundays, a film première, gala event or panel discussion – BMW Welt is the perfect platform for innovative events with a capacity for up to 2,500 guests. In the BMW Welt Junior Campus, children and youngsters can enjoy exciting guided tours and workshops on the themes of mobility and sustainability.

The BMW Group



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The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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