

Media Information  
28 August 2015

## **Workshops for children and teens: BMW Group Junior Campus at the IAA.**

**Young visitors experience the world's largest motor show in Frankfurt under the motto "Mission Mobility: Develop. Build. Test."**

**Munich/Frankfurt.** During the IAA International Motor Show, from 19 - 27 September 2015, the BMW Group's Mobile Junior Campus will offer free workshops for schoolchildren aged 11 to 14 under the motto "Mission Mobility: Develop. Build. Test." With up to three sessions per day held in the outdoor area next to Hall 11 North, participants can experience sustainability, technology and design hands-on as they build their own go-kart. Registration is required for individual visitors, groups and school classes – by calling 0421/16845-255 or sending an email to [bmwjuniorkampus@erlebniskontor.de](mailto:bmwjuniorkampus@erlebniskontor.de).

### **From idea to test-drive**

The workshops, lasting no more than three hours, begin with an introduction to the theoretical principles of vehicle construction. The subject matter is presented in an age-appropriate way by trained educators. The young engineers then get to build their own go-kart, working through the entire production process in small teams. They learn about different requirements – from city car to off-road vehicle to cars of the future. Sustainability plays a major part, not only in the content, but also in the components used to build the go-kart: Individual parts from old BMW vehicles are used for everything from bonnet to wings.

Afterwards, participants can try out their vehicle on the test-track – a truly unforgettable experience.



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Automotive experience: The Mobile BMW Group Junior Campus offers kid-friendly, practice-oriented workshops for young IAA visitors. (Image: BMW AG)

**An overview of the Junior Campus at the IAA:**

When: IAA Public Days (19 - 27 September 2015)  
Saturday, 19 Sept. 2015: 4:00 to 6:30 p.m.  
Sunday, 20 Sept. 2015: 4:00 to 6:30 p.m.  
Saturday, 26 Sept. 2015: 10:00 a.m. to 12:30 p.m.  
Sunday, 27 Sept. 2015: 10:00 a.m. to 12:30 p.m.  
1:00 to 3:30 p.m.

Where: Outdoor area directly next to IAA Hall 11 North  
Access through the "Portalhaus" entrance

Who: Children and teens aged 11 to 14  
Individual visitors, groups, school classes, organisations

Entry: Free, but registration required at:  
bmwjuniorkampus@erlebniskontor.com  
or: 0421-16845-255  
(Telephone hours: Mo - Th 2:00 to 5:00 p.m.,  
Tu - Fr 10:00 to 12:00 noon)

**About the Junior Campus**

BMW Group Junior Campus workshops focus on hands-on learning. Using the latest educational and scientific findings, children and teens learn about the technical processes and coordination involved and enhance their team skills by working in groups.

The first Junior Campus worldwide opened at BMW Welt in Munich in 2007. Here, children and teens explore important topics for the future, such as sustainability, mobility and global thinking. Based on the success of this model, further locations were opened at the German Museum of Technology in Berlin and outside of Germany, in Seoul and Moscow. From 2016 on, an interactive Junior Campus app will also be available in England, with other countries to follow.

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**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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