

Media Information
23, September 2015

Delivery of the ten millionth BMW 3 Series Sedan at BMW Welt in Munich

The landmark model goes to a driving school in Eichstätt

Munich. The ten millionth BMW 3 Series Sedan is going to a driving school in Eichstätt. The BMW 320d in Imperial Blue rolled off the assembly line in September at the BMW Group's Munich plant, marking a milestone in the success story of the BMW 3 Series. The new owner was delighted to take possession of the vehicle at BMW Welt.

Landmark vehicle goes to Eichstätt

Since 2007, handover at BMW Welt has been the perfect customer experience at the end of the new vehicle purchasing process. It was therefore appropriate that the ten millionth BMW 3 Series Sedan was handed over to its new owner, Xaver Bittl from Eichstätt, on the Premier stage at BMW Welt. There was an extra surprise, however, as factory workers who helped make the vehicle were also there to greet the customer and his family, holding up huge numbers to let the unsuspecting new owner know that his BMW 320d was the ten millionth of its type. For Xaver Bittl, who owns a driving school in Eichstätt and has been a BMW customer for many years, the reception at BMW Welt was an unforgettable experience.

Accompanied by a camera team, Hermann Bohrer, Head of the BMW Group plant in Munich, and Helmut Käs, Head of BMW Welt Munich, congratulated the lucky customer. "The handover process is a unique experience for our customers. That was very evident today. The handover of the ten millionth BMW 3 Series Sedan is a special occasion for the company. We are delighted to have been able to provide the ideal setting for such an exclusive event", said Helmut Käs.

BMW 3 Series – a huge success

With around 14 million vehicles sold in more than 130 countries, the BMW 3 Series is BMW Group's most successful range. The success story began in 1975 when the BMW 3 Series was premiered at the IAA Cars Show as the start of the line of sporty mid-range vehicles. Since then this international bestseller has established itself as a pacesetter for the automobile industry in terms of sportiness, efficiency, comfort, connectivity and design. The Munich site has a special importance here, not only as far as production is concerned (each of the six generations has been manufactured at the BMW Group plant in Munich), but also with regard to vehicle handover.

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Handover at BMW Welt

Vehicle handover is one of the central functions of BMW Welt. The architecture of BMW Welt was designed to make the initial contact with the new vehicle an unforgettable experience. The culmination of the handover process is the moment when the customer drives the new car off the Premier ramp and out onto the streets of Munich. The individually tailored schedule, including the personal attention of a member of staff, and the perfectly staged handover of the new vehicle regularly attract customers from all around the world, who come here to fulfill their personal dreams. Every day, between 80 and 120 handovers, and sometimes as many as 160, take place on the Premiere stage above the display area. Since BMW Welt was opened in 2007, almost 150,000 customers have collected their new BMW on the Premiere stage.

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BMW Welt – at the heart of the brand, on the pulse of the city

With more than 3 million visitors in 2014, BMW Welt in Munich is Bavaria's most visited 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, clubbing event, a film première, gala event or panel discussion – BMW Welt is the perfect platform for innovative events. In the BMW Welt Junior Campus, children and youngsters can enjoy exciting guided tours and workshops on the themes of mobility and sustainability.

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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 € 8.71 billion on revenues amounting to approximately € 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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