

Media Information
14, October 2015

20,000,000 visitors to BMW Welt **A BMW X1 for one whole year for a lucky visitor**

Munich. On Wednesday, precisely 12:08, almost eight years to the day since it opened, BMW Welt welcomed its 20 millionth visitor. Dieter Reiter, Mayor of Munich, and Helmut Käs, Head of BMW Welt, greeted the visibly surprised guests, the Wald family from Aachen. Visitors from all over the world sent their congratulations in video messages. On behalf of BMW Welt, the current German Touring Car Masters (DTM) champion, Marco Wittmann, presented a special prize to the guests of honor – the keys to a new BMW X1 which Mr. Wald can drive for one whole year.

Visitors and employees of BMW Welt witnessed a special occasion when the unsuspecting guests were welcomed shortly after midday by Helmut Käs and Dieter Reiter. This was an unforgettable experience for Christoph Wald, his wife Stefanie and his two children, Alina and Fabian. "BMW Welt is the shop window of the BMW Group. We are therefore delighted to welcome our 20 millionth visitors after only eight years. Our huge popularity among people from Germany and abroad underlines the attractiveness of the BMW Group and all its brands", said Helmut Käs, Head of BMW Welt.

Mayor Dieter Reiter and DTM champion Marco Wittmann added their congratulations

With more than three million visitors in 2014, BMW Welt is Bavaria's most visited attraction and occupies a special place in the hearts of the Munich people, as Dieter Reiter, Mayor of Munich, pointed out in his speech: "In only a few years, BMW Welt has become a famous landmark in Munich. It stands for the attractiveness of this modern city and is contributing to the success of Munich as a tourist destination."

The arrival of the guests of honor was accompanied by fireworks and congratulations from around the world. Representing all the 20 million visitors to BMW Welt, the Wald family received a very special thank-you. Marco Wittmann, the current DTM champion for BMW, surprised the guests of honor with a new BMW X1 that they can enjoy for one whole year.

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20 million visitors from all around the world

Since it was officially opened in 2007, BMW Welt has become a real magnet for visitors in only a few years. Last year, BMW Welt established a new record with more than three million visitors. That is more than three and a half times as many as the 850,000 originally envisaged at the planning and construction stage. A good 30 percent of visitors are German. Most of the guests from abroad come from the USA, followed by Asia and the Middle East. Our neighbors Austria and Italy are also well represented. Around 35 percent of guests have visited BMW Welt more than once.

Throughout the year, in addition to the worlds of experiences of BMW, MINI and Rolls-Royce Motor Cars, BMW Welt offers a wide-ranging programme of events from the worlds of culture, art and entertainment, plus guided tours, excellent restaurants and the car handover experience.

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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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