

Press information
17 March 2016

The BMW Museum App – an innovative guide to the history of sheer driving pleasure.

New digital museum guide supports personalised, interactive tours of permanent and temporary exhibitions. It will be available free of charge from the Apple App Store and Google Play Store from January 2016 – in seven languages.

Munich. With the new BMW Museum App, the BMW Museum in Munich is presenting its vision for the future of self-guided, interactive tours through the history of “sheer driving pleasure”. For the first time, this app allows smartphone and tablet users to preview highlights from the history of BMW and its products before they make their trip, while intelligent interactive technology allows them to engage more intensively with the exhibits during the visit itself. Whatever route visitors choose through the Museum, the app provides them with in-depth explanatory descriptions of the individual departments and exhibits as they move through the rooms. The audio and text commentaries are offered in seven different languages. The BMW Museum App is supplied in two versions – one for iOS and one for Android devices. It is available free of charge from the Apple App Store and Google Play Store since February 2016.

Spanning an exhibition area of approximately 5,000 square metres, the BMW Museum is dedicated to the past, present and future of sheer driving pleasure. Situated right next-door to the BMW headquarters, it forms one pillar – alongside BMW Welt and the BMW Group Plant – in a multidimensional brand experience. The Museum’s permanent exhibition area is divided into seven themed “house” that provide a rich and varied insight into BMW’s corporate and product history. The exhibits include more than 120 of the most prestigious and important vehicles, motorcycles and engines from the history of the BMW brand.

Using the BMW Museum App, visitors can single out the particular topics and periods from the history of the brand that they want to explore in more depth. They can then organise their tour through the individual themed houses in any order they wish. The relevant commentaries are streamed to their smartphone or tablet either in audio format or as text supplemented by images and short video clips. An interactive map allows users to orientate themselves more easily as they move between the different departments, exploring the topics that interest them most – for example motor sport or design, specific model series or vehicles from particular decades.

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All content offered by the BMW Museum App is available in German, English, French, Italian, Spanish, Russian and Chinese.

The BMW Museum App allows BMW's vision for the future of self-guided tours through the history of the company and its products to be enjoyed by a wide range of visitors. This digital museum guide and innovative information medium meets the needs of all age groups and will inspire visitors to engage even more intensively with those topics in the Museum's permanent, temporary and special exhibitions that interest them most. By combining lively and engaging history with interactive digital presentation technology, the BMW Museum App mirrors the BMW Museum's own approach to showcasing the past, present and future of sheer driving pleasure. As users make their journey through the history of mobility, the app also allows them to share their impressions via social media. It is also possible to access the latest news and events from the BMW Museum and BMW Welt.

For questions please contact:

BMW Group Classic
Corporate Communications
Stefan Behr
Spokesman BMW Group Classic
Stefan.Behr@bmw.de
Phone: +49 89-382-51376, Fax: +49 89-382-28567

BMW Group Classic
Gabriele Fink
Corporate Communications
Head of BMW Museum, BMW Group Classic Communications
Phone: +49-89-382-51375
mailto: gabriele.fink@bmw.de

Internet: www.bmwgroup.com
Internet: www.press.bmwgroup.com
Email: press@bmw.de

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BMW Museum – Hands-on history

Visitors of all ages can explore the past, present and future of the BMW brand at BMW Welt, the BMW Museum and the BMW plant. The BMW Museum plays an important role in this. Since re-opening in 2008, it has been successfully presenting the history of BMW and offering a glimpse of the future. The museum also explores the theme of mobility for the benefit of younger visitors. The Junior Museum organizes a special program for children and young people, basing its educational concept on learning through play. The museum also has a history of its own: it is one of the oldest automobile museums in Germany, was built in 1973 and declared a historic monument in 1999.

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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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