

Press Release
7 July 2016

Back to its roots: New location of BMW Group Classic comes fully on stream.

Archive, workshop, customer centre and parts service for classic vehicles have now come together at one location with a historic heritage.

Munich. BMW Group Classic has completed the move to its new headquarters located on a historic site. The company archive and the vehicle collection, the workshop and the customer centre together with the parts service for classic automobiles and motorcycles are now located together in an ensemble of buildings in the district of Milbertshofen in Munich. This situates the history of the BMW Group in a new home during the centenary year of the company and at the same time roots it in its historic location. The site at Moosacher Straße 66 measuring around 13,000 square metres includes one of the first production buildings of what was at that time still a fledgling company. It was preserved during the restoration work, as was the heritage gatehouse, which is today a listed building, and now forms the entrance to the history of the BMW Group.

“Now we have everything under one roof and this provides us with the ideal conditions for maintaining our historic heritage,” commented Ulrich Knieps, Head of BMW Group Classic. “We have already been able to manage the first major events like the Concorso d’Eleganza Villa d’Este, the Mille Miglia and the Festival of Speed from our new site. And the event venue has already proved its worth, for example at the press conference to celebrate 100 years of existence of the company.”

The new location for BMW Group Classic also provides a touchpoint for owners and fans of classic vehicles of the brands BMW, MINI und Rolls-Royce with information and services relating to the preservation and care of their automobiles and motorcycles. Vehicles and numerous other exhibits from the comprehensive collection of BMW Group Classic are presented in the historic production hall. The facilities and event spaces created there can also be booked for events. Guided tours are offered to give participants an overview of the new venue and provide information about the history of the company. Café “Mo 66” is open to visitors and gives them a vantage point looking directly into the glass vehicle workshop of the BMW Group Classic Centre.

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At its new location, BMW Group Classic has significantly expanded opportunities for staging activities relating to the history of the company and its three brands BMW, MINI and Rolls-Royce. Questions about the history of the company, brands and products are answered in the BMW Group Archives. The teams responsible for communication with the media and for marketing now also carry out their work in the new centre alongside the specialists involved in organising events and exhibitions. The staff of the BMW Group Classic Centre have a long track record of experience, expertise and passion. They work on the preservation and restoration of historic automobiles and motorcycles, and offer support for purchasing or selling a classic vehicle. The offering of BMW Group Classic also includes the loan of classic vehicles and the parts shop. The range of parts offered comprises more than 55 000 items and it is continuously growing. Owners of collectables on four wheels and two will benefit from this supply of original spare parts.

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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.



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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 31 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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