

Media Information
16 January 2018

**A true reflection of twenty one:
Nomination period for the creme 21 youngtimer rally starts on 21
January 2018.**

New: 21 starting places have been allocated exclusively to vehicles not included under the regulations.

BMW Group Classic has once again made a commitment as the main sponsor of the tour for cult classics.

Munich/Oldenburg. The wait has come to an end for long-standing fans and new enthusiasts. Online application for the creme 21 youngtimer rally in 2018 will open on 21 January 2018.

Alongside the vehicles traditionally authorised, primarily from the 1970s and 1980s, an important innovation is being introduced in 2018:

This year, the “Wild Card” rule gives older and more recent classics an opportunity to take part. Precisely 21 starting places have been reserved for applicants whose vehicle does not meet the requirements under the regulations but embodies the spirit of the event. There must be good reasons underpinning the nomination for these entries. The key attributes for acceptance have been left to the imagination of individual entrants.

This innovation means that the “creme 21” will once again live up to its reputation as a rather different classic event. The 17th edition of the rally runs from 12 to 16 September 2018 and the organisers want to provide an even “more varied” field of entrants.

The “creme 21” rally was named after the cosmetic products that attained cult status in the 1970s. It has the reputation of being Germany’s biggest classic rally, and once again 2018 will see the event taking drivers through some 1000 kilometres of particularly beautiful countryside right across Germany. As usual, the exact route will only be revealed shortly before the start of the tour.

The inimitable character of the rally includes imaginatively designed special trials in which the participants have to demonstrate all kinds of ingenuity and creativity aside from the skills necessary behind the steering wheel. BMW Group Classic has been involved as the main sponsor of the “Creme 21” Rally since 2015. Last year, some 250 historic vehicles completed the tour, which ended with winners crossing the finishing line in the grounds of the BMW Motorrad plant in Berlin.

Presse-Information

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Link to registration for the crème 21 youngtimer rally in 2018:

www.creme21-rallye.de**For questions please contact:****BMW Group Communication and Governmental Affairs**

Stefan Behr

BMW Group Classic, Head of Communications and Events

Phone: +49-89-382-51376

mailto: Stefan.Behr@bmw.deInternet: www.press.bmw.de**BMW Group Communication and Governmental Affairs**

Ralph Huber

Head of BMW Museum, BMW Group Classic Communications

Phone +49-89-382-68778

mailto: ralph.huber@bmw.deInternet: www.bmwgroup.com**The BMW Group**

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In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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