



Press Release
13 May 2019

“OUR BRANDS. OUR STORIES.”: BMW Group Classic expands the range of information provided with an innovative newsletter.

A news update available online provides journalists and friends of BMW Group Classic with the latest newsflashes, information about events and exciting stories from more than 100 years of history experienced by the company and its brands.

Munich. BMW Group Classic is expanding its communication activities with an innovative newsletter packed with the latest information from the history of the vehicles and the brand. Under the title of “OUR BRANDS. OUR STORIES.”, journalists and friends of BMW Group Classic can start to find out right now about news and interesting information from regular bulletins about the world of classic vehicles from BMW, MINI, Rolls-Royce and BMW Motorrad. The spectrum of topics covered in the news bulletins posted online ranges from special anniversaries, through current activities at the BMW Museum to alerts on the latest press releases and exciting stories from more than 100 years of the company’s history and the varied and lively classic vehicle scene. The newsletter can be subscribed at the [BMW Group Classic website](#).

Newcomers to the vehicle collection of the BMW Group are presented along with service offerings from BMW Group Classic and additions to the product range of the BMW Group Classic Parts Shop. Furthermore, the recipients of the BMW Group Classic Newsletter gain an overview of the multitude of exhibitions, meets and rallies in the global scene for historic cars and modern classics. These are events that act as a magnet for fans and collectors of historic vehicles to celebrate their shared passion and swap ideas, experiences and stories.

The new newsletter complements the comprehensive spectrum of information provided by BMW Group Classic on online platforms and in social media focused around communication media with direct access to a specific target group. Apart from publications for journalists under the category of Tradition in the BMW Group Press Club (www.press.bmwgroup.com/deutschland), the latest news from vehicle history is also presented on various further channels. All activities centred on the history of the company are presented on www.bmwgroup-classic.com – ranging from an overview of the development of the brands and motor sport through activities of the BMW and MINI clubs to the comprehensive service packages available in the workshop, parts shop, the BMW Museum and the Historic Archive.

Press Release

Date 13 May 2019

Subject **Our Brands, our Stories: BMW Group Classic expands the range of information provided with an innovative newsletter.**

Page 2

One element of the web presence is also the [Classic#heart blog](#) with interesting and entertaining contributions packed with stories, facts and episodes from the world of classic vehicles. BMW Group Classic maintains contact and communication with the worldwide community of historic vehicles and modern classics through its profile on Facebook (www.facebook.com/BMW.Classic/) and on Instagram. As well as www.instagram.com/bmwclassic/, the presence on www.instagram.com/official_miniclassic/ also mirrors enthusiasm for classic vehicles with current and historic vehicles. And BMW Group Classic regularly provides new clips about models, events and personalities on the dedicated Youtube channel at www.youtube.com/user/BMWGroupClassic for fans of moving pictures – film clips that have been produced with loving care to give stunning insights into the world of classic cars.

For questions please contact:**BMW Group Communication and Governmental Affairs**

Benjamin Voß
BMW Group Classic, Marketing and PR
Phone: +49-89-382-16362
mailto: benjamin.voss@bmw.de
Internet: www.press.bmw.de

BMW Group Corporate and Governmental Affairs

Stefan Behr
Head of Marketing and PR BMW Group Classic
Phone: +49-89-382-51376
mailto: Stefan.Behr@bmw.de
Internet: www.press.bmwgroup.com



Press Release

Date 13 May 2019

Subject **Our Brands, our Stories: BMW Group Classic expands the range of information provided with an innovative newsletter.**

Page 3

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw>