

Media information

29 July 2024

BMW Group Classic expands activities in Switzerland.

22 certified BMW Group Classic partners will be on hand in the Alpine nation +++ Many benefits for customers +++ Munich-based BMW Group Classic Services provides full range of support +++ Major event taking place in Dielsdorf on 10 August 2024

Munich. Over a two-year period culminating in 2025, BMW Group Classic will have certified more than 20 Swiss BMW, BMW Motorrad and MINI retailers as BMW Group Classic partners.

The main criteria for successful certification as a BMW Group Classic partner are possessing the necessary expertise in historic BMW, BMW Motorrad and Mini vehicles and holding a suitable range of specialist tools for maintaining vintage vehicles and recent classics produced by BMW and Mini (from R50). Ensuring employees have the right level of training is a basic prerequisite for meeting customer requirements. Relevant training measures will be offered.

Customers looking for a BMW Group Classic partner to maintain, repair, restore or look after their historic vehicles can take advantage of the range of services traditionally available in Munich, but now also provided by specialists locally.

The support provided by BMW Group Classic headquarters in Munich for the local partners spans its full range of services, from assistance with technical issues, via help with procurement of replacement parts and remanufacturing of specialist tools, to provision of specific data/information from the BMW Group Archive and elsewhere.

The process of certifying BMW Group authorised retailers and workshops as BMW Group Classic partners began in 2019, and the number of international partners now stands at 148.

Bringing the history of the BMW Group to life and helping to shape the future are established pillars of BMW Group Classic strategy. To celebrate the certification of the new BMW Group Classic partners, a large-scale event – featuring a host of iconic vehicles from BMW history and some of the company's latest new products – will take place at the BMW Group Brand Experience Center in Dielsdorf on 10 August 2024. This day-long event, with its richly varied programme, will give visitors the chance to meet BMW Group Classic and its local partners and explore what they have to offer.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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