

Press Release
23 September 2024

Looking ahead: Year-end highlights at BMW Welt

Award ceremony, benefit concert and digital innovations planned ahead of refurbishment work at BMW Welt

Munich. As summer slowly draws to an end, BMW Welt has lined up a diverse program of highlights for the coming months before it temporarily closes in January 2025 for refurbishment. From glamorous award ceremonies and impressive concerts to exciting technology updates, there's something in store for everyone.

"With a varied program running until the end of the year and exciting new developments as part of the refurbishment work scheduled for early 2025, we look forward to continuing to inspire and delight our guests," says Sandra Wittemer, Head of BMW Welt.

New digital vehicle consultation at BMW Welt

In addition to the existing in-person consultations, BMW Welt now offers a digital vehicle consultation service. Using innovative technology and the EVE (Emotional Virtual Experience), customers can now configure their dream vehicles from the comfort of their homes. You can find the link to the digital vehicle consultation [here](#).

"Multiball" in "The Campus"

BMW Welt's interactive learning space for children and teenagers, "The Campus", now features a new highlight. The "Multiball" system transforms a simple wall into an interactive gaming surface. Projected images and motion sensors allow users to play a variety of sports games, such as tennis or football, using a ball or even their body. The "Multiball" experience is available now at The Campus at BMW Welt.

12 October: Bavarian Sports Award 2024

After a year marked by sporting highlights like the European Football Championship and the Olympic Games, BMW Welt will once again be the stage for the Bavarian Sports Award. On 12 October 2024, athletes and guests will gather here to honour outstanding sporting achievements in a celebratory atmosphere.

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23 October: "Blauer Panther – TV & Streaming Award"

When the spotlights shine on the "Blue Carpet" at BMW Welt, it's time once again for the "Blauer Panther – TV & Streaming Award". On 23 October 2024, top talents and personalities from the German television and streaming landscape will be honoured at BMW Welt. This glamorous awards ceremony, held as part of the Bavarian Media Days, attracts stars and media professionals from across Germany to Munich. With a dazzling awards show followed by an aftershow party, the evening promises plenty of excitement and lively entertainment. BMW Welt's unique architecture has made it a sought-after filming location and the perfect backdrop for this prestigious event.

25 October: Benefit concert

Once again, the "Helping Hands Staff of BMW Group e. V." association invites you to attend its annual benefit concert at BMW Welt on 25 October. The purpose of the event is to support children with disabilities. Under the patronage of Dr Martin Kimmich, donations will be collected to help fund, among other things, the purchase of therapy equipment. Everyone involved – from musicians to technicians – is an unpaid volunteer, ensuring that all proceeds go directly to supporting children in need. Tickets are available via this [link](#).

9 November: Claire Douglas reading – Crime Festival at BMW Welt

In early November, fans of crime fiction can fasten their seatbelts and take a thrilling detour into a world of suspense. As part of the 20th International Crime Festival, thriller queen Claire Douglas will reveal the secrets of her No. 1 Spiegel bestseller "Girls' Night". Anyone who wishes to experience the live reading up close on 9 November in BMW Welt's Double Cone can register now, without obligation, at mail@krimifestival-muenchen.de. For more information about the readings and the Crime Festival's programme, please visit www.krimifestival-muenchen.de.

November to December: Magical moments at the Candlelight Concerts

Magical moments await visitors at BMW Welt in the second half of the year – with the Candlelight Concerts on 21 and 22 December. The highlight of the

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series will take place even earlier, on 30 November, when the Candlelight Concert will feature aerial acrobatics. Further details and tickets are available [here](#).

Preview for 2025: BMW Welt to temporarily close for renovation work

To enhance the visitor and customer experience, BMW Welt will undergo extensive renovations and structural changes in early 2025, necessitating a five-week closure to the public starting on 7 January 2025. These renovations are an important step in redesigning the experience and event areas. During the aforementioned closure, vehicle deliveries will be suspended, but the new digital consultation service will remain available throughout January 2025.

So, if you're planning a visit to BMW Welt, be sure to do so before the end of the year. BMW Welt will reopen to visitors on 10 February 2025. "The renovations will give BMW Welt a fresh new look, allowing us to offer an even better delivery experience for our customers. We're excited about the upcoming changes," adds Sandra Wittemer, Head of BMW Welt.

For more information, please visit the [BMW Welt website](#).

Bitte wenden Sie sich bei Rückfragen an:

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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 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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