

Media Information

31 March 2026

An icon celebrates its birthday at the BMW Museum: 50 years of the BMW 6 Series.

After posting a record number of visitors in 2025, the BMW Museum has welcomed in the new year with a special exhibition.

Munich. The BMW Museum opened its doors to more than 847,000 guests last year – a new record. Highlights included the arrival of the exhibition "[Belle Macchine. Italian Automotive Design at BMW](#)" and the "[50 Years of BMW Art Cars and the BMW 3 Series](#)" special exhibition, which is was replaced by a 50th anniversary celebration for the BMW 6 Series. Since the market launch of its founding father in spring 1976, the 6 Series has grown into a trailblazing design classic. And the original car can still claim the longest production run of any BMW model series – at 13 years. The new exhibition, which explores every aspect of the car fondly known as the "sharknose", will be open to visitors in the BMW Museum's Rotunda until the end of January 2027. It is accompanied by a "floating" body-only model of the 6 Series outside the Museum building and by a selection of cars in the Art Car Gallery and the permanent exhibition's "car tower".

One of the BMW greats, then as now.

The BMW Museum is recalling 50 years of BMW 6 Series history through a selection of hand-picked exhibits. BMW set new standards in automotive construction with the introduction of the 6 Series in the mid-1970s. "For five decades now, the BMW 6 Series has been a paragon of elegance, sporting potency and long-distance comfort," says **Helmut Käs, Head of BMW Group Classic and BMW Museum**. "This iconic design has established itself as one of the most influential in BMW history and is highly valued by fans and collectors around the world."

From 1976 to 1989, the original BMW 6 Series was produced exclusively in coupé form. The new model borrowed its technical underpinnings from the BMW 5 Series and took its cues stylistically from the sumptuous luxury coupés of the 1960s. Its bodies were initially made by Karmann, then produced at BMW Plant Dingolfing from 1982. The line-up featured five engine variants and a US-specific model. Chief designer Paul Bracq oversaw the creation of a dynamic, timeless shape: the pointy "sharknose", eye-catching side profile and generously sized windows come together into an unmistakable visual whole. It took a while for a successor to the original 6 Series to emerge. The BMW 8 Series occupied the "large coupé" slot in the range from 1989, and it wasn't until 2003 that a new generation of the BMW 6 Series – the E63 – arrived. The 6 Series also made a name for itself in motor sport. In 1983, BMW joined the fray in close-to-series Group A touring car racing with the 635CSi – and duly won the European Touring Car Championship in 1984 and 1986 and the German Production Car Championship in 1984.

Media Information

Date 31 March 2026

Subject An icon celebrates its birthday at the BMW Museum: 50 years of the BMW 6 Series.

Page 2

The BMW 6 Series becomes a movie star.

As they approach the entrance to the Museum, visitors are greeted by an apparently **floating BMW 6 Series**, inspired by the "Flying Cars" series by French photographer Sylvain Viau. The aesthetic employed here recalls the futuristic visual language of classic science fiction films and previews the special exhibition in the **Rotunda**, where the role of the BMW 6 Series in movie and TV history is highlighted. Indeed, the BMW 6 Series Coupé carved out a space for itself on screens big and small, featuring in international productions such as Dallas and Back to the Future II, as well as German TV shows including Tatort and Der Bulle von Tölz.

"The BMW 6 Series remains a popular movie car to this day, especially in more avant-garde productions," explain the curators of the special exhibition, Anna Schleypen and Klaus-Anton Altenbuchner. "It is no 'off-the-peg' solution, and neither could it be described as a typical action machine or pure luxury cruiser. Rather, the 6 Series is a car rich in character. The special exhibition pays tribute to its show-business side with a film set lifted straight from the 1970s against the Munich skyline. As such, it quite literally shines the spotlight on the movie star BMW 6 Series' iconic connection to the silver screen." The **BMW 628CSi (1982)** and **BMW M635CSi (1985)** strike a dynamic pose against this atmospheric film backdrop, while fictional movie posters showcase the car from different angles on the way up through the Rotunda.

The BMW 628CSi is one of the most successful of all 6 Series variants. Its 2.8-litre fuel-injected engine represented a high-tech upgrade on its arrival in 1979, replacing its carburettor predecessor. The 628CSi was in production until 1987, winning over drivers with its masterful blend of grace, sportiness and high comfort. The BMW M635CSi, available from 1984 with the 286 hp engine from the M1 and capable of a top speed in excess of 250 km/h (155 mph), was considered the fastest four-seater in the world at the time. 5,655 examples were built up to 1989, making this rare M model a modern BMW legend.

Two iconic 6 Series: the BMW 635CSi and BMW 633CSi

As well as the cinematic history of the BMW 6 Series, the special exhibition also focuses on the model's cultural significance. The BMW Museum's **Art Car Gallery** is (alternately) presenting two examples of the **BMW 635CSi** from the BMW Art Car Collection, which has been celebrating its 50-year anniversary since last year with the [BMW Art Car World Tour](#). In 1982, Austrian artist **Ernst Fuchs** created the fifth BMW Art Car in the collection – the first based on a series-produced model. Fuchs' Art Car, which he called "Firefox on Harehunt", is a homage to mythology, speed and spiritual symbolism. Four years later, pop-art luminary **Robert Rauschenberg** added a sixth

Media Information

Date 31 March 2026

Subject An icon celebrates its birthday at the BMW Museum: 50 years of the BMW 6 Series.

Page 3

car to the collection, transforming the 635CSi into a black-and-white collage of art history, photography and everyday culture.

With the **BMW 633CSi**, the BMW Museum is showing another key member of the 6 Series family in its **"car tower"**. Unveiled at the same time as the 630CS, the 633CSi was initially fitted with the then state-of-the-art Bosch L-Jetronic fuel injection system. In September 1979, it then gained DME digital engine electronics, which brought further reductions in pollutant emissions and fuel consumption. However, the engine did experience a slight dip in output – from 200 hp to 197 hp.

An overview of the cars on display.

BMW 6 Series body-only model. / outside the BMW Museum

BMW 628CSi (1982). / BMW Museum, Rotunda

BMW M635CSi (1985). / BMW Museum, Rotunda

BMW 633CSi (1976). / BMW Museum, "car tower"

BMW Art Car #5 by Ernst Fuchs, BMW 635CSi (1982). / BMW Museum, Art Car Gallery (exhibition duration: 17 March – 13 July 2026)

BMW Art Car #6 by Robert Rauschenberg, BMW 635CSi (1986). / BMW Museum, Art Car Gallery (exhibition duration: 7 September – end of 2026)

The exhibition ["Belle Macchine. Italian Automotive Design at BMW"](#) will continue to run alongside the 50-year anniversary celebration for the BMW 6 Series until the end of 2026. All the exhibitions are open to visitors during the BMW Museum's usual opening times: Tuesday to Sunday, 10.00 a.m.–6.00 p.m. (last entry at 5.30 p.m.). Further information can be found at [BMW Museum](#).

If you have any questions, please contact:

Corporate Communications

Lisa Meindl
BMW Group Corporate and Governmental Affairs
Spokesperson BMW Welt, BMW Museum
Phone: +49-89-382-31668
Email: Lisa.Meindl@bmw.de

Media Website: www.press.bmwgroup.com/global
Email: presse@bmw.de

Media Information

Date 31 March 2026

Subject An icon celebrates its birthday at the BMW Museum: 50 years of the BMW 6 Series.

Page 4

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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

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

Facebook: <https://www.facebook.com/bmwgroup>