

Just one click to the classics. Historic BMW model overviews now online for everyone

- BMW Group Archive creates comprehensive BMW online product catalog with 424 cars
- MINI and BMW Motorrad product catalogues have been online since 2021
- Ideal research tool for media, enthusiasts and fans
- BMW Group online archive with a new look
- Digitalization strategy implemented

Munich. BMW Group Classic publishes digital historical model overviews for use by the general public and supplements the recently revised BMW Group Online Archive with a comprehensive historical online product catalog of the BMW, Mini and BMW Motorrad brands.

First, the historic model overviews of the Mini and BMW Motorrad brands were made available to the general public in 2021. The historical model overview of the BMW brand is now also available online.

This research tool is available for media, enthusiasts and fans at

<https://www.bmwgroup-classic.com/en/history/historic-modeloverview-bmw.html>. 424 BMW models are available there.

The BMW product range includes all series vehicles from the BMW 3/15 hp model to the BMW 3 Series (E46), including BMW Z4 (E85/E86). A total period of 80 years (1928 to 2008) was prepared. The historical model overviews of the Mini and BMW Motorrad brands round off the online research offering.

In all brand areas, there are overviews of all classic vehicles with short and informative texts on model series, body variants and engines. These are enriched with current images from the BMW Group Classic vehicle collection and the historic BMW media archive. For this purpose, 614 data sets and 524 images were processed. During the design, emphasis was placed on the future viability of the tool. The historical model overviews can be extended with future vehicle generations.

Anyone who would like to delve even deeper into BMW Group cars and other topics related to BMW Group corporate history can do so under further links to the BMW Group Classic online archive, revised in 2024. For example, publications (brochures, workshop literature, on-board literature, etc.) and specialist books can also be found there.

Katrin Gfrörer, Head of BMW Group Archives and Historic Vehicle Collection: **"By making our complete historical model overviews available online, we meet a high external demand for historical product information that has existed for many years and maximizes customer satisfaction with another digital tool. In addition, most of the database in our online archive is publicly available on the BMW Group Archive website and can be used for information and research purposes. These measures impressively underline BMW Group Classic's digitization strategy."**

You can access the historical model overviews and the BMW Group Archive under the following links.

Historic BMW model overview:

<https://www.bmwgroup-classic.com/en/history/historic-modeloverview-bmw.html>

Historic Mini model overview:

<https://www.bmwgroup-classic.com/en/history/historic-modeloverview-mini.html>

Historic BMW Motorrad model overview:

<https://www.bmwgroup-classic.com/en/history/historic-modeloverview-bwmotorrad.html>

BMW Group Archive: <https://bmw-grouparchiv.de/irc/>

BMW Group Classic Website: <https://www.bmwgroup-classic.com/en.html>

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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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. Sustainability is a key **element of the BMW Group's corporate strategy and covers all** products from the supply chain and production to the end of their useful life.

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About BMW Group Latin America

The BMW Group is the leader in Premium individual mobility technology, products and services in Latin America, where it markets its three brands: BMW, MINI and BMW Motorrad. BMW is the favorite Premium automotive brand in Latin America, with more than one in every three vehicles sold in the region. In 2024, the brand has sold 42,682 units. MINI has sold 6,431 units in the same period. BMW Motorrad has sold 27,742 motorcycles in the entire region, setting a sales record. BMW is the best-selling Premium brand in Brazil, Mexico and Importer Markets. BMW Motorrad has achieved record sales and today has 3 of its 15 major global markets in Latin America: Brazil, Mexico, and Importer Markets. BMW Group's Technology Openess Approach is ideal for a gradual transition to electromobility, offering customers a range of options including battery-electric, plug-in hybrid, or combustion engine powertrains. Over 20% of

BMW Group's sales in Latin America come from electric or plug-in hybrid vehicles. The BMW Group has delivered around 80,000 personal or corporate charging equipment in the region.

The Group has 5,000 employees in the Latin American region. Its sales offices are located in Argentina, Brazil and Mexico (where the regional office is located). The BMW Group production Plants in the region are located in Brazil and Mexico. Brazil has two plants, one located in Araquari -**Santa Catarina, focused on cars' production, where the production of the BMW X5 PHEV began in 2024**; the other plant in Manaus, Amazonas, which is the first facility to manufacture motorcycles outside of Germany. In Mexico, the investment of one billion dollars for the construction and operation of a BMW Group Plant in San Luis Potosí was announced in July 2014. This production site began operations in 2019 with the production of the BMW 3 Series; in 2021, the expansion of its operation was announced to include the manufacture of the BMW 2 Series Coupé and in 2022 the BMW M2, both exported worldwide. In 2027, the BMW San Luis Potosí Plant will incorporate the production of electric vehicles and batteries with an investment of 800 million dollars.

As additional information, Brazil has an Engineering team to support global developments, in addition to the challenges in the region, and a customer support organization that offers attention to consumers.

Data updated as of January 2025 referring to the end of the year 2024.

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