Media Information
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Bayerische

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Night of the White Gloves at the BMW Museum.

BMW history – a hands-on experience.

**Munich.** Thouching the exhibits in a museum? Normally that’s a big no-no which you ignore at your peril. But as we all know, forbidden fruit is the sweetest – and that’s why the BMW Museum is opening its doors on Friday, 23 November for the fifth edition of its “Night of the White Gloves”. From 7 p.m. onwards, visitors will don a pair of white gloves and be free to stroke the cars they would normally be allowed to caress with their eyes only. “The ‘Night of the White Gloves’ is a unique event in the museum landscape. It offers our visitors a rare opportunity to get a feel – quite literally – for BMW’s brand history, which now goes back more than 95 years,” says Dr Ralf Rodepeter, Director of the BMW Museum.

Until the midnight hour, visitors can freely explore more than 125 exhibits, including classics that were – and remain – true rarities, such as the legendary BMW 328. A special highlight is the 25th anniversary of the BMW Z1, which was first unveiled at the 1988 Frankfurt Motor Show. It was this model that marked BMW’s successful revival of its sports roadster tradition.

The time-honoured Munich-based company Roeckl will also have a hand in the event with an impressive demonstration of what goes into manufacturing high-quality leather gloves. Cars and gloves, after all, have a shared heritage – think of the leather-lined steering wheel and the indispensable glove compartment. The Steinway company, meanwhile, will be providing an unusual exhibit in the shape of a bright-red grand piano that will bathe one of the BMW Museum rooms in a flamboyant light. Experts from various fields will also be on hand to talk to visitors and answer questions.

Making a spectacular contribution to this year’s focus on the theme of “Light” is Osram with its so-called “Dandelion”. The light manufacturer’s installation was recently set up in the BMW Museum and will be on show in the Museum Bowl until the end of January 2013. The “Dandelion” consists of some 1,000 organic light-emitting diodes, or OLEDs. Like its sibling the LED, an OLED is a semiconductor that converts electrical energy into optical lighting. While LEDs use a minuscule luminous chip to emit pinpoint light, OLED panels generate light across a surface. To achieve this, various organic synthetics are vapour-deposited on a base material. The light-emitting layer of an OLED is approx. 400 nanometres thick – one hundredth the thickness of a human hair. When switched off, OLEDs can be reflective, neutrally white or transparent depending on the material used for the substrate.

**The Night of the White Gloves at the BMW Museum:**

**When:** 23 November 2012, 19.00 hrs to 23.00 hrs

**Where:** BMW Museum

Am Olympiapark 2 80809 München

**Admission:** 5 euros

Further information at: www.bmw-welt.com

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**BMW Museum – Hands-on history**

Visitors of all ages can explore the past, present and future of the BMW brand at BMW Welt, the BMW Museum and the BMW plant. The BMW Museum plays an important role in this. Since re-opening in 2008, it has been successfully presenting the history of BMW and offering a glimpse of the future. The museum also explores the theme of mobility for the benefit of younger visitors. The Junior Museum organizes a special program for children and young people, basing its educational concept on learning through play. The museum also has a history of its own: it is one of the oldest automobile museums in Germany, was built in 1973 and declared a historic monument in 1999

**The BMW Group.**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.