



Press Release
6 April 2017

The long journey to the camel.

The private team “5ever” starts with three classic BMW 5 Series Touring (E34) automobiles for the adventurous endurance rally Allgäu – Orient 2017.

Munich. Six young people, three young-at-heart BMW automobiles, a unique adventure. The endurance rally Allgäu – Orient 2017 is not simply attractive because of its exotic destination of Amman in Jordan. The unusual choice of route away from any well-built highways is also appealing. The “5ever” private team will be lining up at the start with six people in three BMW 520i touring automobiles from the E34 Series. They are receiving some robust support from the BMW Group as their cooperation partner.

The rally: one of the last great automobile adventures.

The Allgäu – Orient Rally (start: 7 May 2017) covers a distance of more than 6000 kilometres, making it one of the longest endurance rallies in the world. And there’s no doubt that it is one of the last great automobile adventures because the conditions along the way are tough. They are also based on the principle of maximum cost reduction. No car should be less than twenty years old or more expensive than 1,111 euros. Then there are no overnight stays in luxury hotels. The maximum cost of accommodation permitted is 11.11 euros per person. But the competitors should preferably sleep by the side of the road in a tent. Motorways are also banned, in the same way as modern navigation devices. Side roads and good, old-fashioned maps are the order of the day. This year, the route to the exotic and fascinating destination of Amman in Jordan goes through Turkey and Israel. Special tests and tasks ensure that the journey is characterised by variety. The entire venture is also in aid of a good cause. The surplus from the rally and the proceeds obtained for the automobiles at the destination will be distributed to various local charities. And naturally, there is also a prize – in the form of a fully grown camel. There is a good reason why the camel is the team logo. And Karim – a typical representative from Upper Bavaria – provided the first impressions at the team presentation.

The team: dedicated and motivated.

You need a dedicated bunch of people to take part in a rally like this. It’s absolutely excellent that the “5ever” team have been the best of friends for a long time. The initiator of the venture was Julia Hiltrop (32) who is currently working in Florence and is not keen to spend all her life in an office. Together

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with Adil Sbai (31) and his exceptionally well developed talent for organisation, they formed the core for this ultimate endurance kick, which brings together such very different characters and talents. Sofia “Soffa” Wieczorek (26) fits in very well because she is passionate about driving. She also happened to grow up with a father who liked tinkering with cars. She works hard on the press side of things as well to ensure good communication across the world. Sebastian “Basti” Schulz (30) got to know the 5 Series BMW as a child on the back seat of his parents’ car. He is going to take care of filming and photography because what is the point of an unforgettable adventure trip like this without great pictures? Meanwhile Andreas Zachai (28) is more the quiet type and as a musician he will keep spirits up with evening entertainment around the camp fire. He is also indispensable as a talented DIY enthusiast and technic. Finally, there’s Regina Herz (29), who immediately fell in love with the BMW 5 Series Touring when it was purchased. After all, it has now graduated to become a young classic and she is already suffering at the thought of having to part with it at the destination. The talented designer also crafted the team logo that embellishes the cars.

The automobiles: BMW 520i touring as a perfect partner for the rally.

The elegant Touring featuring a rear window that can be opened separately is reckoned to be extremely tough, comfortable and excellent for long distances. Kilometrage way in excess of 300,000 km is by no means unusual for the 6-cylinder BMW 520i touring. Last but not least, the size and the large number of cars on the market make this the perfect candidate for this kind of rally.

The first BMW 5 Series Touring (E34) was launched in 1991 and was immediately positioned as an innovative high-tech vehicle in the upper mid-range segment. The automobile followed on from the BMW 3 Series Touring (E30) in 1987 as the second BMW Touring and established a unique position in the marketplace with its combination of dynamic performance, innovative engineering and generous space. It provided a convincing package with harmonious and sporting design, high body stiffness and a lot of clever solutions in the detail. Nearly 31,000 units were produced, making the BMW 520i touring the second most popular model after the BMW 525tds. From May 1990, the M50 engine was enhanced to 4-valve technology and generated

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150 hp in the 520i to provide perfectly adequate driving performance in this guise.

The preparations of the “5ever” private team are being supported with advice and assistance from the experienced mechanics and professionals at BMW Group Classic. After all, the search for suitable vehicles is already the first challenge since the task is to find an automobile in the low price segment up to 1,500 euros. We are therefore providing the team with advice on the purchase and assisting them with preparing the cars for the journey. The drivers will also have the opportunity to gain some practical experience with the modern classics at BMW Driving Experience so that they are able to take on the rally with confidence.

You can follow all the preparations for the “5ever” team on the following channels:

BMW Group.

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

Youtube: <https://www.youtube.com/BMWGroupView>

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Team 5ever.

Facebook: <https://www.facebook.com/5ever017/>

Website: <https://5ever.blog/>

Internet: www.press.bmwgroup.com

E-Mail: presse@bmw.de

If you have any questions, please contact:

Florian Moser, Press Spokesman BMW 1 Series and BMW 2 Series

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Tel.: +49-89-382-62847
Email: florian.moser@bmwgroup.com

Benjamin Voß, BMW Group Classic, Press Communication and Events
Tel.: +49-89-382-16362
Email: benjamin.voss@bmw.de

Internet: www.press.bmwgroup.com
Email: presse@bmw.de

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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.

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