

Media Information  
28 August 2019

## **Welcome to M Town: BMW Welt opens a new permanent exhibition space.**

### **The most powerful letter in the world receives a new home.**

- **When dreams become reality: BMW Welt, in cooperation with BMW M GmbH, now brings the M Town virtual world to Munich.**
- **Experience the BMW M brand in new splendour.**
- **Selfie spot for unforgettable memories from M Town.**
- **The vehicles on exhibit are changed regularly to highlight the dynamics and diversity of BMW M.**

**Munich.** From 28 August 2019 visitors and automobile enthusiasts can experience a new permanent exhibition space at BMW Welt. Now it's official: "Welcome to M Town!", the new home of the BMW M brand. The innovative design concept is based on the marketing campaign with the same name. M Town, the digital and social communication platform, is the virtual dream city and home to all motorsports enthusiasts and fans of the BMW Group brand specialising in high-performance sports cars. The dynamic rhythm of M Town pulsates wherever you find passion for high-performance automobiles. Now you can also feel it at BMW Welt. The new space creates an extraordinary experience for visitors thanks to the unique combination of sophisticated design and state-of-the-art technology. "BMW Welt is more than just a home for individual BMW Group vehicles. We want to keep thrilling our fans and visitors with innovative and architectural highlights. The new BMW exhibition space now turns M Town into reality", says Helmut Käs, Director of BMW Welt.

### **The new home for the most powerful letter in the world.**

The new BMW M exhibition space is dedicated entirely to the most powerful letter in the world. Automobile fans with a passion for motorsports and design can discover the M Town way of life in a virtual town showcased with spectacular videos on [bmw-m.com](http://bmw-m.com). Here everything focuses on the high-performance sports cars by BMW M GmbH and fascinating everyday driving experiences. An illuminated graphic display of M Town, which disappears into the distance perspectively on a large LED Screen, points the way to the virtual dream city. The elegant ceiling illumination made up of shining black and dynamically shaped jets, reflects the dynamic character of the vehicles on display. At the "Selfie Point" visitors can share their experience on social media and record their impressions under the motto "I finally found M Town at BMW Welt". "M Town now also finds a

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very special home at BMW Welt. The newly designed exhibition space invites every car enthusiast to become a citizen of M Town for a short time", says Markus Flasch, Director of BMW M GmbH.

The new exhibition space opens with the BMW X3 M Competition (fuel consumption combined: 10.5 l/ 100km; CO2 emissions combined: 239 g/km) in Donington Grey metallic and the BMW X4 M Competition (fuel consumption combined: 10.5 l/ 100km; CO2 emissions combined: 239 g/km) in Toronto Red metallic, which both combine the spirit of adventure with the exclusive high-performance claim of BMW M. Both cars are accompanied by the BMW M4 Convertible (fuel consumption combined: 10.2 l (9.5 l)/ 100km; CO2 emissions combined: 232 g (217 g)/km) in Individual Frozen Dark Blue II metallic and the BMW M5 Competition (fuel consumption combined: 10.6-10.5 l/ 100km; CO2 emissions combined: 241-238 g/km) in Snapper Rocks Blue metallic.

**The data at a glance:****"M Town" exhibition space:****When:** From 28 August 2019**Where:** BMW Welt**Admission:** free of charge

The figures in brackets refer to the vehicle with seven-speed M double-clutch transmission with Drivelogic.

The figures for fuel consumption, CO2 emissions and power consumption are calculated based on the measurement methods stipulated in the current version of Regulation (EU) 2007/715.

The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration. The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions.

For further details of the official fuel consumption figures and official specific CO2 emissions of new cars, please refer to the "Manual on fuel consumption, CO2 emissions and power consumption of new cars", available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

Corporate communication

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9,815 billion on revenues amounting to € 97,480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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