



Press Release

12 September 2019

**Goodwood Revival 2019: Back to the year 1959 with the classic Mini.**

BMW Group Classic is celebrating the 60th anniversary of the MINI brand with a film screening and a presence styled in the period of the International Motor Show 1959 in the halls of the “March Motor Works” – Maria Costello and Troy Corser will line up at the start of the race for the Barry Sheene Memorial Trophy.

**Munich.** BMW Group Classic has choreographed its appearance at the Goodwood Revival 2019 as a journey through time back to the year 1959. The occasion for this jubilee is the 60th anniversary of the MINI brand and a gala celebration in the parkland of Goodwood House in Southern England from 13 to 15 September. Since 1998, the estate of the Earl of March in West Sussex has been the annual showplace for a stylishly spectacular event celebrating historic motor sport. Racers from the 1940s, 1950s and 1960s along with celebrity drivers recall the fast laps on the Goodwood Racing Circuit at the sporting competitions that took place regularly in this setting between 1948 and 1966. In keeping with the historic vehicles and the authentically styled ambience, many of the visitors contribute to the classic atmosphere of this event by wearing outfits in the style of the period.

The year in which the classic Mini made its debut and the Swinging Sixties that followed are the focus of a wealth of attractions away from the race track. A number of feature films are being screened in the revival cinema at the venue. A highlight is “The Italian Job” from 1969 in which three Mini Coopers starred alongside Michael Caine playing the main parts in a sensational gold robbery involving a car chase through Turin.

**“March Motor Works”: New models from 1959 are presented in period style.**

Homage is also paid to the classic Mini as a screen hero in the halls of the “March Motor Works”. The documentary “The Incredible Seven” is being shown within the portals of a picture palace from the 1960s. The British Motor Corporation (BMC) commissioned the film in 1961 and it presents the story behind the creation of the classic Mini. Footage of test drives with early prototypes, conversations with the creator of the classic Mini, Alec Issigonis, images of the public debut of the revolutionary small car and driving reports by journalists give an insight into the initial years of an automobile that became a rolling legend over the many decades of its development, with faithful fans all over the world. The title of the film refers to one of the two official model designations under which the classic Mini was launched on the

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marketplace in 1959. It rolled off the assembly line in virtually the same guise as the Austin Seven and the Morris Mini-Minor. The Mini owed its doppelganger identity to the varied repertoire of brands marketed by BMC.

Visitors can also go back in time 60 years in the other rooms of the “March Motor Works”. BMW Group Classic is staging its presentation of historic vehicles in the style of a stand at the International Motor Show in 1959 and the model range of that era is showcased there. Two examples of the BMW 700 coupé, a BMW 600 and a BMW Isetta with “Lufthansa” livery, embody the automobile spirit in the years of the economic miracle. The taxi version of a BMW 501 is presented in front of the building. Two models of the Rolls-Royce Silver Cloud additionally provide luxurious grandeur and British flair. The models BMW R 69 S, BMW R 50 S and BMW R 27 represent the motorcycle range from BMW in 1959. Furthermore, the spectacle of a BMW 3/15 PS takes onlookers 30 years further back down memory lane. The history of BMW as an automobile manufacturer began with this model 90 years ago.

The “Revival Festival” is another perennial element in the firmament of BMW Group Classic at Goodwood. Visitors can enjoy Bavarian specialities in a historic festival tent and experience a hint of Oktoberfest atmosphere in the British Isles.

### **Barry Sheene Memorial Trophy: Title defender Troy Corser lines up at the start again.**

Last year, Australian racing rider Troy Corser succeeded in achieving a historic success for BMW Motorrad Classic together with Herbert Schwab. The duo won the overall standings in the race for the Barry Sheene Memorial Trophy on a supercharged BMW R 57 Compressor for the first time at the Goodwood Revival. For his title defence race, two-time Superbike World Champion Corser has selected a BMW R50 Kaczor. This version of the BMW R 50 is characterised by increased power and reduced weight. Ferdinand Kaczor was a designer who subsequently became a BMW engineer and he achieved some spectacular successes on many race tracks in the 1960s.

British racing rider Maria Costello is battling for the coveted trophy astride a second motor-sport legend on two wheels. She is riding a BMW RS 54. The

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machine was presented in 1954 and it was the first motorcycle designed specifically for racing by the BMW brand. Even today, the motorcycle's powerful Boxer engine driven by a vertical shaft ensures that the BMW RS 54 can achieve an impressive performance on any race track.

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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 30 production and assembly facilities in 14 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 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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