

# BMW Group

## Corporate Communications

Press Release  
30 March 2011

### BMW Group Classic at the Techno Classica 2011.

**Munich/Essen.** BMW Group Classic is presenting keynote highlights for the year 2011 from the product and company history of the three group brands at the Techno Classica in Essen. "We are particularly pleased that after a gap of five years the ultimate heritage brand – Rolls Royce – will once again be represented with us at the stand," enthuses Karl Baumer, Director of BMW Group Classic at the world's biggest classic car fair. "But tradition is not the only aspect on show in Essen. In fact, the Techno Classica itself has become a tradition as far as we are concerned," was how Baumer summarised exhibitions at the show over the past years. "As always, we are in Hall 12, as always with an overview of our activities during the course of the year, and as always in close coordination with the BMW Clubs."

This is a very special year for the BMW Clubs because they are celebrating 30 years of existence of the BMW Clubs International Council, the parent organisation of all the BMW Clubs officially recognised by BMW AG. This anniversary will not simply be celebrated by German members. Representatives from a dozen countries including Australia, Canada and South Africa have also come to Essen for this landmark celebration. A total of 800 clubs and 250,000 car and motorcycle enthusiasts are now organised in the BMW Clubs International Council. Ralf Rodepeter, Director of the BMW Museum and responsible for cooperation with the International Council emphasises the importance of the clubs: "The link between BMW and the clubs from all over the world is unique in the classic landscape. It is a clear indication of the excellent link that has developed between us over the past 30 years."

The close link is particularly obvious at the Techno Classica, because more than half of the exhibits on the stand originate from club ownership. The prevailing themes for the BMW brand this are 50 years of the BMW New Class, 75 years of BMW 328, the ever increasingly important "youngtimers" and the tradition of the elegant coupé. The motorcycle genre is focusing on the first victory for BMW in the Paris Dakar Rally in 1981 and the launch of the BMW R2 80 years ago.

Just like BMW, MINI Clubs are playing their role at the MINI exhibition in Hall 12. That's why the focus this year is on the MINI Community in particular. Apart from the clubs, the different online activities like MINI Space will be presented. This year's landmark anniversary is 50 years of Mini Cooper. Another major feature is MINI in motor sport. This area is divided into the categories of rally and circuit. The truly outstanding vehicle is the original winning vehicle from the Monte Carlo Rally in 1964 bearing the legendary start number 37. The Austin Mini Cooper S Works Rally Replica is presented on the stand as the car with which "Rally Supremo" Rauno Aaltonen took part in this year's Rallye Monte Carlo Historique. However, the dust from Marrakech to Southern France is not the only thing to be seen. Rauno Aaltonen will be on the stand in person on Friday and he will be signing autographs (10-11 a.m., 1 to 2 p.m. and 4 to 5 p.m.). The Historic Motor Sport Department at BMW Group Classic will be showing another special feature from motor sport for the first time: The complete new-build of a Mini Cooper S

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MK I which will celebrate its race-track debut at Goodwood in the Goodwood Revival in the autumn of this year.

This year, Rolls-Royce is celebrating the centenary of its iconic figurehead: the Spirit of Ecstasy. The 'Flying Lady' is one of the most famous symbols in automobile history. It has been inspiring automobile enthusiasts – irrespective of whether they own a Rolls-Royce or not – for more than 100 years. Naturally, the two vehicles on the Rolls-Royce stand have the Spirit of Ecstasy: a Rolls-Royce Silver Cloud III from the 1960s, also known as 'Chinese Eye', and a Rolls-Royce Ghost, the youngest offspring from the English luxury marque.

Like every year, the specialists from BMW Group Classic will be available to answer questions and give ideas to visitors. The BMW Group Archives will be explaining historical facts, while representatives of the parts service will be on hand to give assistance in ordering parts. The BMW Classic Centre will be giving advice on service and restoration. The restoration specialists have taken a BMW M1 to Essen as an impressive example of their work. Two years ago, this car was brought to the BMW Classic Centre in Munich from the jungles of Malaysia. The complete restoration started with work to rid the vehicle of an infestation of termites. Only then could the real work begin. The restoration is an order placed by His Majesty the King of Malaysia.

World premieres at classic events are generally a rarity, since the vehicles were first launched decades ago. However, BMW Group Classic is also able to celebrate a world premiere at the Techno Classica with the short film A Perfect Match. Jack is the main protagonist in the film. He lives in Los Angeles and drives a BMW 1602. Jack loves his car - but he wishes there wasn't this little problem with the heat, because his recent classic doesn't have an air-conditioning system. And the Californian sun burns down mercilessly from the sky. The thermometer is measuring 34 degrees celsius, and empty water bottles are piling up in the back of the car. With a heavy heart, Jack starts looking for a replacement ... The first advance laurels were already awarded to the road movie produced by Munich agency shot one at the Cannes Corporate Media & TV Awards towards the end of 2010. A Perfect Match was awarded the Golden Dolphin in the Corporate Films category. After the official premiere for A Perfect Match at this year's Techno Classica in Essen, the film will be available for viewing on [www.bimmerstories.la](http://www.bimmerstories.la).



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### **BMW Group Classic.**

BMW Group Classic is responsible for all activities within the BMW Group associated with the history of the company and its three brands BMW, MINI and Rolls-Royce. This ranges from the Group Archives, which are available to anyone as a centre of expertise for all the facts and figures surrounding the history of the company, the brands and the products, through the BMW Museum, which receives more than 400,000 visitors each year, to the BMW Classic Centre where all the facilities are provided that drivers require to satisfy their passion for classic BMW vehicles from spare parts to full restoration. Another aspect is planning and implementation of participation in all the classic events attended, and administration and expansion of the vehicle collection with more than 1,000 exhibits.

If you have any questions, please contact:

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