

BMW Group

Corporate Communications

Media Information
21th March 2012

BMW Group Classic at the Techno Classica 2012 show.

Munich/Essen. BMW Group Classic is presenting a host of highlights from the past and present of its three time-honoured brands (BMW, MINI and Rolls-Royce) at the Techno Classica 2012. The setting, as last year, will be Hall 12. In addition to BMW Group Classic's wide range of services covering every aspect of classic models, the focus in 2012 will be on historical touring car racing, the presentation of the six generations of the BMW 3 Series and the history of the Rolls-Royce Phantom all the way up to the Phantom Series II, which is preparing for its German premiere in Essen. Elsewhere, motorcycle fans can look forward to a celebration of the boxer engine, and MINI introduces visitors to the wonderful world of kit cars. "We're delighted to be presenting the broad scope of our work at the Techno Classica show once again this year," explains Karl Baumer, Director BMW Group Classic. "By working closely with the BMW and MINI clubs we've been able to assemble an exceptionally varied cast." BMW Group Classic experts will be on hand to answer questions from visitors to the stand. Representatives from the BMW Group archives will be able to clear up historical matters, while BMW Classic Center specialists can offer advice on service and restoration, and help customers with their search for a classic BMW.

BMW Group Classic now offering online shop for replacement parts.

On 1 February 2012 BMW Group Classic launched a special new service to assist customers with parts for their classic BMW models. This online resource (<http://shop.bmw-classic.de>) allows owners to search for and order parts. The site also offers information on the use of individual parts in the brand's various model series. Stocking around 40,000 car and motorcycle parts, the online shop represents "the next phase in the realignment of BMW Group Classic and the logical next step in ensuring customer satisfaction and customer-oriented service," explains Ralf Vierlein, Head of Sales and Aftersales at BMW Group Classic. The online shop is currently only available to customers in Germany, but will open its doors to the European market as a whole on 1 April 2012. Parts service representatives will be on hand at the BMW stand to demonstrate how the shop works, as well as providing advice and assistance with ordering parts.

The BMW 3 Series: milestones in the development of a legend.

The BMW 3 Series is now entering its sixth generation. And what better time for the Techno Classica show to host an exhibition focusing on the history of the world's highest-selling premium car and heartbeat of the BMW brand. Over 12 million units of the 3 Series have been sold since it was first launched in 1975, creating a new segment. And it has been regarded as the quintessential compact sports sedan ever since.

The BMW 3 Series also plays the lead role in a short film entitled "Three of a kind", which is set to celebrate its world premiere at the Techno Classica. The film adopts the same style as last year's "A perfect match". Following the premiere in Stuttgart "Three of a kind" will be available to view at www.bimmerstories.la.

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Imposing icons: BMW touring cars.

This year BMW will compete in the DTM race series for the first time since 1994. And BMW Group Classic is warming to the theme at the Techno Classica by lining up some imposing icons from motor racing history – in the shape of the BMW M1 Procar, BMW 320 Group 5 and BMW M3 Group A – alongside the current DTM show car.

Successful tradition: the BMW boxer engine.

The concept of a transversely mounted two-cylinder boxer engine, which can be traced back to the very earliest days of BMW motorcycle construction, earned the company worldwide renown. The first ever BMW motorcycle, the BMW R 32, was powered by a boxer engine, but only after the first two-cylinder unit had been fitted in a Viktoria two years earlier. This rare machine is joined on display at the Techno Classica by models including the BMW R 5 SS, R 51/3 and R 75/5.

Kit cars at MINI.

MINI has been a regular in Hall 12 for many years now, and it returns in 2012 with its sights trained on a very special area of the brand's history: kit cars. A helping hand from MINI clubs has allowed a wide range of models to come together at the MINI stand, from the Mini GTM via the Mini Markos to the Mini Speedster. A richly varied line-up is rounded off by the MINI Coupé and MINI Roadster.

Phantom Series II celebrates German premiere.

Premieres are a relatively rare occurrence at classic car events, but this year Rolls-Royce is set to oblige as part of a celebration of its Phantom model. Providing a feast for the Techno Classica audience's eyes alongside a Rolls-Royce Phantom II Continental Touring Saloon (Park Ward) from 1933 will be the new Rolls-Royce Phantom Series II, making its German premiere at the show.

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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.

The BMW Group

With its three brands – BMW, MINI, Husqvarna Motorcycles and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 25 production and assembly plants in 14 countries and a global sales network with representation in more than 140 countries.

During the financial year 2011, the BMW Group sold approximately 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for 2011 was € 7.38 billion on revenues amounting to € 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last seven years.

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