

Press kit BMW Welt, BMW Museum, BMW Plant Munich

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1. BMW Welt. Home of the brands – beat of the city

The BMW Welt is much more than just a delivery centre. As the brand experience forum right next door to the BMW Group headquarters – the famous “Four-Cylinder” – the BMW Welt invites guests to explore the company’s world. With more than 2.3 million visitors in 2011, the BMW Welt is one of Bavaria’s top attractions. In July 2012, it welcomed its ten-millionth guest since opening. Last year, over 165,000 individual visitors – many of whom travelled from far away – took a total of more than 21,000 tours through the world of BMW. The BMW Welt not only caters to adult car fans, however: more than 85,000 children and young people have participated in BMW Welt junior programmes or attended one of the 1,250 birthday parties held at the Junior Campus. Since opening in October 2007, the BMW Welt has set new records year after year and is considered a benchmark among experiential brand forums. Furthermore, its renowned architecture has won numerous awards.

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1.1 The BMW Welt as brand experience forum – home of the brands

The BMW Welt became the hub for all BMW Group brands – BMW, MINI and Rolls-Royce, BMW Motorrad, Husqvarna and the BMW M and BMW i sub-brands – in October 2012. Each of the brands welcomes visitors in its own experience area, which distinctly captures the essence of each brand. For the first time, the BMW Group company also has its own discovery area. The design of the different areas reflects the individual brand identities and the corresponding corporate identity. Interactive exhibits provide numerous points of contact and allow each visitor to experience the brands hands-on.

The BMW Welt ensures an active experience of the vehicles on display. BMW, MINI, BMW Motorrad, Husqvarna and even Rolls-Royce vehicles are all open and unlocked, and can be experienced with all senses from the driver's seat. A so-called "Product Genius" – a highly qualified BMW Welt technical expert – is always on hand to answer more in-depth questions and provide detailed information on vehicles and technologies on a personal, one-on-one basis. Anyone who suddenly decides they want to experience the BMW driving feeling on the road can rent their dream car by the hour from BMW on Demand. A wide range of fascinating BMW models is available – from the BMW 1 Series to the BMW M3 Coupé or the BMW 6 Series Convertible. The BMW Welt's unique brand experience is rounded out with a new event concept which allows the different brands to host their own events. The events focus on brand values and are geared towards each brand's target group, for instance the BMW Jazz Award or MINI Clubbing.

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1.1.1 BMW Group experience – “We move people”

The BMW Group is on display in the so-called Double Cone, even before visitors reach the south entrance to the BMW Welt. Here, guests are invited to relax and learn more about the company in a casual, pleasant atmosphere. The BMW Group is one of the world's most successful automobile and motorcycle manufacturers and one of the largest industrial companies in Germany. The company boasts three of the strongest premium brands in the automotive sector today: BMW, MINI and Rolls-Royce. BMW Group vehicles set the highest standards for aesthetics, dynamic performance, technical expertise and quality, affirming the company's leadership in technology and innovation. In addition to its strong market position in the motorcycle business with the BMW and Husqvarna brands, the company also operates a successful financial services business.

The vision of the BMW Group is to shape the mobility of the future. The BMW Group sees the way to achieving this in a rigorous commitment to sustainable mobility from a premium perspective. This already inspires more people worldwide than ever before. In the BMW Welt's Double Cone, the BMW Group provides visitors with insights into the areas the company is involved in.

The focus of the BMW Group display in the Double Cone of the BMW Welt is not on products, but on the people behind them. Throughout the Double Cone, so-called “avatars” introduce visitors to people who work for the BMW Group and explain what they do. The avatars are original images of employees in digital or photographic form who interact with the visitors. As a global company, the BMW Group is well aware of its social responsibility and is socially committed in many different areas and regions of the world. A 3.5-metre-diameter globe in the centre of the room showcases this global commitment and also provides visitors with an instant overview of production and sales locations around the world. More detailed information on issues that are important to the company can be found on the lower floor. Here, visitors can use “theme cubes” to learn about sustainable development, future materials, process innovations, health and company history in a fun way.

The Double Cone, where message and architectural function complement each other so perfectly, is the ideal forum for the BMW Group. Just as the BMW Group

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forms the umbrella for the BMW, MINI, Rolls Royce and Husqvarna brands, the Double Cone provides architectural support for the elaborate roof structure of the BMW Welt, which houses the four brands. The Double Cone is also an important event venue. As the home of the BMW Group, it creates the appropriate context for a large number of events – both brand-specific and brand-independent.

1.1.2 BMW brand experience – “Sheer driving pleasure”

The BMW brand has always stood for a dynamic driving experience and pioneering innovations – in design and in technical solutions. Today, BMW is one of the world’s leading manufacturers of premium automobiles and suppliers of premium services for individual mobility. BMW has been building fascinating automobiles for more than 90 years. During this time, it has implemented its concept of “sheer driving pleasure” with passion, innovative spirit and engineering finesse. This is a promise that BMW vehicles around the world deliver on a daily basis – and one that BMW developers constantly reinvent to make them smarter, more efficient, more dynamic. Innovation is, and has always been, the driving force behind the success of BMW. Today, the brand is not only the leading innovator in efficient and dynamic drivetrains with BMW EfficientDynamics, but also sets new standards for intelligent networking between driver, vehicle and the environment with BMW ConnectedDrive.

The concept behind the BMW brand exhibition at the BMW Welt is built around its renowned “sheer driving pleasure”. State-of-the-art presentation techniques are used to showcase vehicle design and technology. Exhibits allow visitors to discover driving pleasure in three different ways: they can “see” driving pleasure in design exhibits, “experience” it through interactive exhibits and “understand” it through technology exhibits.

The BMW brand occupies the whole of the axis from the south entrance to the north entrance, together with the two sub-brands, BMW M and BMW i. Clear lines, high-class materials and light colours dominate the modern BMW brand area. The vehicles themselves – representing the current BMW product line-up – are presented to the visitors dynamically, facing forwards, as they would on the road in

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their natural environment. Additional technical information on the vehicles is found on the displays next to them. Engine expertise and technical issues, such as BMW EfficientDynamics and BMW ConnectedDrive, also have a place in the BMW brand presentation and await discovery by the visitor.

1.1.3 BMW i brand experience – “Born electric”

The BMW i sub-brand embodies a new understanding of premium mobility with a strict focus on sustainability – in short, “next premium”. At the BMW Welt, BMW i demonstrates precisely what that means in concrete terms. On two levels, visitors can experience how electrifying future driving pleasure will be and why BMW i is already a pioneer in sustainable and innovative mobility today – with viable mobility concepts and services for the future, visionary design, and consistent sustainability throughout the entire product life cycle.

The BMW i presentation invites visitors to think about electromobility and related issues, such as battery charging at home and on the go, energy generation and usage, in some detail. At the same time, it aims to introduce visitors to new forms of individual mobility in urban settings and show how intelligent networking can make a positive contribution to individual mobility. Above all, the BMW Welt visitor gains an understanding of sustainability throughout the entire product life cycle. They learn how BMW i consistently implements the concept of sustainability: from the choice of suitable materials, such as CFRP, and renewable raw materials during development, to energy-efficient production methods throughout the vehicle life cycle, through to vehicle recycling and beyond.

The connection with the parent brand is clearly recognisable in the design of the brand area. Shapes and colours are oriented towards BMW, but interpreted in their own way – as they are in the actual vehicles. BMW i’s hallmark electric blue brand colour is a consistent element throughout the area and can be found in the rotating vehicles exhibits, such as the BMW i3 Concept, BMW i8 Concept and BMW i8 Concept Spyder. The bright blue also represents BMW i’s electrifying character throughout the architecture. Various social media interfaces throughout the BMW i brand area also connect with the visitor’s digital world.

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1.1.4 BMW M brand experience – “The world’s most powerful letter”

Visitors to the BMW M brand area of the BMW Welt immediately recognise that the “M” in BMW M stands for motor sport. This is the place to experience driving dynamics, performance and love of cars in its purest form. The whole BMW M area exudes racing atmosphere: weathered blacktop, start signals, piles of tyres and typical racetrack markings along the walls and the floor all transport the visitor to a world with a fascination for power.

The BMW M cars are positioned in the centre for the starting line-up of a race. An exclusive spot is reserved for special models from the world of motor sport.

Rotating exhibits bring visitors as close to real motor-sport action as possible.

Additional exhibits surrounding the vehicles highlight BMW M's engine expertise and the importance of aerodynamics for fast lap times, as well as showcasing BMW M's successful racing history. The Forza Motorsport 4/BMW M5 Forza Cup game console even allows visitors to try their hand as a racing driver in a BMW M car.

1.1.5 BMW Individual brand experience – “The most exclusive way to drive BMW”

The BMW Individual offering is geared towards customers looking for tailored solutions, who demand the highest standards from their personalised BMW. BMW Individual is synonymous with ambitious technology and a desire for automotive perfection. This is where the flexible working practices of a small factory meet the resources of a global company. With unique products and one-of-a-kind cars, BMW Individual interprets the language of colours and materials used in its different model series in a fascinating new way. The working methods and expert craftsmanship of BMW Individual are also evident in its BMW Welt display. Optically separate, but still clearly part of BMW M GmbH, here the visitor can experience the most exclusive colours and rarest materials that BMW Individual models have to offer. Open and airy, the BMW Individual area encourages visitors to linger and explore. The exclusive furnishings and high-quality materials of the BMW Individual Lounge are all around the central vehicle exhibit, which is displayed on a white

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circular platform surface. An interactive touch screen table provides more insight into the philosophy, creation and product line-up of BMW Individual – the most exclusive way to drive BMW.

1.1.6 MINI brand experience – “Be MINI”

In the late 1950s, pioneering designer Sir Alec Issigonis revolutionised automotive construction with the classic Mini. Using brilliant, innovative solutions, he reconciled the seemingly contradictory demands of building an economical car with the smallest possible exterior dimensions with a vehicle that assured impeccable handling and enough room for four people. The new MINI combines the classic values of its predecessor with the requirements of a modern automobile for the 21st century. The seven members of the MINI family (MINI, MINI Convertible, MINI Clubman, MINI Countryman, MINI Coupé, MINI Roadster and MINI Paceman) appeal to urban trendsetters and are always full of surprises. The latest highlight, the MINI Paceman, combines top design with signature MINI go-cart feeling. New technologies such as MINI Connected, the revolution in car infotainment, and the first zero-emissions MINI, the MINI E, demonstrate that MINI is not just a car – MINI is an attitude to life, an expression of the driver's personality.

The MINI presence at the BMW Welt is just as unusual as the brand itself.

Immediately upon entering the MINI area, the visitor becomes part of the brand and part of the MINI community. Surprising and unconventional ideas allow the visitor to experience all aspects of the MINI brand in a fun, interactive way. The whole area is in signature MINI black with colourful “frames” that add bright accents. Nine cars, with the MINI Paceman in the centre, are embedded in the powerful brand experience. A wide range of brand topics, such as The MINI International magazine, MINIMALISM (the principle of sustainable thinking and action at MINI), the brand's extensive customisation options and MINI Connected are also presented in an appealing and interactive manner. For example, an oversized iPhone running a simulation of the MINI Connected app demonstrates individual functions. Visitors are invited to make themselves at home in the MINI Lounge; afterwards, they can post a picture on the photo wall for posterity.

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The John Cooper Works sub-brand continues the MINI brand's successful motor sport tradition. In a garage setting, visitors learn more about the John Cooper Works sub-brand and its cars. The "MINI Thrill Bench" with a mind of its own has a surprise in store for anyone who takes a seat – with a characteristically MINI "twinkle in the eye".

1.1.7 Rolls-Royce brand experience – “Strive for perfection in everything you do”

For over 100 years, Rolls-Royce Ltd. has stood for sheer perfection and stylish luxury. The brand combines traditional engineering finesse with innovative technology to create fascinating motor cars of the highest quality and reliability. Phantom, Ghost – each of these models is an icon. To this day, Rolls-Royce is considered the height of luxury. True to the motto of company founder Henry S. Royce, “Strive for perfection in everything you do”, every Rolls-Royce is perfectly crafted down to the finest detail – the exquisite product of skilful workmanship. The Rolls-Royce brand is dedicated to continuing its more than one-hundred-year tradition of building the best motor cars in the world.

This aspiration is also apparent in the Rolls-Royce brand presence at the BMW Welt. The presentation is stylish and modern. The high-class, understated combination of finely polished sandstone, exquisite woods and black glass redefines the term “luxury” for the 21st century. Films and exhibits highlight the countless hours of meticulous handwork that go into every Rolls-Royce.

The Rolls-Royce brand area was deliberately set slightly apart, but opens onto the public area for visitors. Two vehicles – one of which is open to all visitors – offer a hands-on experience of the brand. Anyone who wishes to can sit inside a Rolls-Royce – touch it, see it, smell it, savour it. A second exhibit is located behind a glass partition. A host can open up the vehicle and demonstrate it to the visitor on request.

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1.1.8 BMW Motorrad brand experience – “Unstoppable”

BMW Motorrad has been building fascinating, dynamic motorcycles since 1923. From the very beginning, its models were characterised by their twin-cylinder boxer engine with shaft drive, as well as their attractive design. Over the years, the model line-up has been expanded to include sports and touring vehicles, as well as the GS series off-road models that dominated the Paris-Dakar Rally in the 1980s. Today, BMW Motorrad presents a wide range of models and engine versions for virtually every situation imaginable. The five BMW Motorrad categories – Enduro, Touring, Urban Mobility, Sport and Roadster – offer something for everyone: models for journeys to the ends of the earth or training on the racetrack, luxury tourers and agile urban bikes.

Innovative vehicle engineering, outstanding design and reliable technology ensure that BMW bikes are pioneers in the world of motorcycling. With digital engine electronics, controlled catalytic convertors and ABS for every model, BMW motorcycles are also leaders in environmental protection and safety. The company's development team constantly seeks to raise the bar with unique, innovative products. As a result, every BMW Motorrad owner is guaranteed sheer riding pleasure. Visitors to the BMW Welt can experience the variety of models and their qualities up close in the BMW Motorrad brand area.

Divided into the BMW Motorrad riding experience worlds of Sport, Touring, Roadster, Enduro and Urban Mobility, the motorcycles are displayed leaning into a bend to recreate their natural environment – and, at the same time, to inspire visitors to dream of their next bike tour. Exhibits alongside the actual motorcycles showcase the tremendous innovative power of BMW Motorrad, which makes riding a motorcycle not only safer, but also more enjoyable. As an integral part of the BMW Group, BMW Motorrad is also concerned with the issues of individual one-track mobility and future customer demands. It has added the aspect of Urban Mobility to its product portfolio for this reason. Its two premium vehicles in the maxi-scooter segment, the BMW C 600 Sport and the BMW C 650 GT, combine the exceptional handling of a motorcycle with the unique agility and convenience of a scooter concept to create a new kind of dynamic riding experience.

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The exhibition focuses on the BMW Motorrad brand experience, opening up the world of BMW Motorrad to fans and newcomers alike. Visitors can find comprehensive information on the current product range, various motorcycle events such as the BMW Motorrad Days, and on the BMW Motorrad community in the entrance area. A display of bikes, product videos and a highlight area for special themes complete the experience. The wheelie exhibit even gives visitors an idea of what a “wheelie” on an S 1000RR feels like.

Anyone who has ridden a motorcycle knows the tremendous feeling of belonging to such a huge family of like-minded people who all share the same passion for bikes. BMW Motorrad’s Biker’s Lodge is a meeting place within the BMW Welt for this unique community – catering not only to enduro riders and motor sport fans, but also to beginners. The Biker’s Lodge provides a casual atmosphere for sharing stories about travels, routes and tours and generally savouring the riding experience. The Biker’s Lodge café and bar also serves a selection of welcome refreshments.

1.1.9 Husqvarna Motorcycles brand experience – “Cross the limit!”

Husqvarna Motorcycles launched its first motorcycle on the market back in 1903 and is therefore, like BMW Motorrad, one of the world’s longest-standing motorcycle companies. The company, which originated in Sweden, became part of the BMW Group in October 2007. It brings light and sporty off-road bikes to the motorcycle line-up. Husqvarna developed its first uncompromising off-road motorcycles back in the 1960s. These bikes, with their own unique fascination, went on to revolutionise motocross in the US. Today, Husqvarna Motorcycles is one of the leading suppliers of sporty off-road motorcycles. The company can look back on an illustrious motorsports tradition with more than 80 international off-road racing wins since the 1960s, including European and world championship titles. All Husqvarna models – whether enduro, motocross, supermoto, street or dual-purpose bikes – are the product of decades of racing experience and countless miles of challenging test courses.

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Husqvarna Motorcycles is the newest brand in the BMW Group. It seeks to cross limits, always on the lookout for new thrills. That is precisely what the presentation of the Husqvarna Motorcycles brand aims for at the BMW Welt. The “Cross the limit!” slogan is written on the wall like graffiti and the brand is staged in a way that appears to defy the laws of gravity: a motorbike is suspended in the air above the visitors’ heads – even the red Husqvarna container positioned above the whole brand area in the upper level of the BMW Welt appears to be free of gravity.

Husqvarna Motorcycles has been the leading player in many off-road motor sport disciplines for decades: its motorcycles are considered the benchmark in the off-road scene. In recent years, Husqvarna Motorcycles has expanded its product line-up more towards street bikes, and for that reason, the Husqvarna brand presentation pays tribute to both aspects. Visitors can tell right away which part of the product range they are in from the floor: off-road bikes are displayed on gravel; street bikes alongside, but on asphalt.

The brand has plenty of stories to tell at the BMW Welt: visitors can learn more about its successful tradition from the Heritage Wall; “Race Rebels Territory” shows how today’s fearless young riders are continuing that tradition in motor sport. The original Dakar bike from 2012 and Juha Salminen’s world-championship-winning motorcycle are also on display. The brand has always been loved by true champions with a passion. The exhibition features Steve McQueen on the cover of a Sports Illustrated magazine from 1971 riding a Husqvarna 400. The vehicles displayed provide a glimpse of the brand’s present, while an oversized red toolbox, with drawers like those found in a large workshop, invites visitors to take a journey through the brand’s eventful history to understand how Husqvarna Motorcycles has always pushed and crossed the limit.

The exhibition was one of the winners of the Automotive Brand Contest 2012.

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1.2 Vehicle delivery at the BMW Welt

A special highlight for many BMW customers and fans – many of whom have travelled from farther afield – is taking delivery of their new car at the BMW Welt. The Car Delivery Centre forms the very heart of the BMW Welt. The entire architecture was designed and built to make the first encounter with the vehicle an unforgettable experience in a very special atmosphere. Between 80 and 120 vehicle deliveries take place every day, with up to 160 deliveries at peak times.

1.2.1 Vehicle delivery step by step

More than 76,000 vehicles have so far been presented to their new owners at the BMW Welt. Ten per cent of those collecting their vehicles have already done so before. The BMW Welt reported an increase in the number of vehicle deliveries once again in 2011. More than 18,000 customers took delivery of their new car at the BMW Welt last year – 18 per cent more than in 2010. Almost 2,000 customers made the trip from the United States for the experience. However, most – roughly 80 per cent – come from Germany. The customer's day at the BMW Welt should be an unforgettable experience. Booking and planning the vehicle handover is therefore closely coordinated with the BMW dealership responsible. Regardless of when and where a BMW is purchased, an exact date for collection in Munich can be agreed at the time of the order.

Upon arrival at the BMW Welt, customers take a special elevator up to the Premium Lounge for check-in, where their personal customer relations manager puts together an individual schedule for their day at the BMW Welt. This area is reserved for customers collecting their vehicle. Here, they have the opportunity to freshen up and enjoy refreshments or a light meal in a peaceful and relaxing atmosphere. If they wish, customers can also book a tour of the plant or a visit to the BMW Museum to learn more about the history of the brand and the making of their new BMW.

Before the actual vehicle presentation starts, customers proceed to the Product Info Centre for a detailed briefing about the BMW brand and the building of their car and an explanation of its technical features. The customer relations manager

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customises this vehicle-specific briefing according to the customer's knowledge and previous experience. A large number of simulations allow the customer to test-drive special technical equipment in a relaxed atmosphere.

A high point of the vehicle handover process is when the customer is led down a generous gallery staircase to the so-called "premiere" in the BMW Welt's central showcase area for presentation of vehicles for collection. Twenty rotating vehicle platforms allow the cars to be admired from all angles. This is the first time the customer sees his or her new car up close. The customer relationship manager explains the car's features directly in and alongside the vehicle. A photographer is on hand to take a souvenir photo, if desired. The absolute highlight of the day is, of course, the car's maiden drive down the "premiere road", which leads directly onto the streets of Munich. As the customer drives away, there is one last breath-taking view of the BMW Welt.

1.2.2 Behind the scenes of vehicle delivery

Before the customer can take delivery of his or her new car, however, the vehicle goes through a meticulously choreographed process that begins with the car's arrival at the BMW Welt the day before delivery. Every half-hour, from morning on, vehicle transporters from the different plants and distribution centres arrive at the "shipping yard" in the basement of the BMW Welt, carrying batches of eight cars. A central dispatcher uses a webcam to monitor arrivals precisely so that the trucks can pull in on schedule.

Once the vehicles have been unloaded and the transport protection removed, the cars are prepared for handover. The vehicle first proceeds through the car wash for gentle cleaning. Then it is carefully dried on one of six finishing spots on the other side of the car wash. Staff clean the windows, the interior and the wheels, and polish the car to a high sheen. Inspectors conduct a final visual check to ensure that not a single detail is missed.

The process continues on one of seven lifting platforms, where a mechanic conducts a technical inspection of the vehicle. Up until now, the car has been kept

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in a so-called “transport sleep”: the only part activated at this point is the engine. Now, a staff member uses a computer tester to “awaken” the car and performs a final technical check to verify that all control units are functioning properly. All vehicle settings are switched to zero before the suspension strut locking mechanism is released.

With only a few more hours to go until the actual handover to the customer, the vehicle spends the remaining time in the storage area. The storage area is an almost 100-metre-long fully automated high-bay warehouse with four levels and space for 284 cars. Two storage and retrieval vehicles use special pallets to place and retrieve the new cars independently. To minimise the risk of fire, the oxygen content of the air in the storage area is artificially lowered until it corresponds to the level at approx. 4,000 metres.

Before the vehicle is finally transported by glass elevator to its premiere the next day, staff mount the number plates, adjust individual settings and perform a final quality check. During the course of this process, the car passes through the careful hands of ten or so specially trained employees – who ensure that everything is perfect for the moment the car is presented to its new owner.

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1.3 Junior Campus – the joy of discovery

Children and young people play a key role in the future of society. For this reason, the BMW Group is committed to a large number of education initiatives and programmes at its locations. One of these is the Junior Campus at the BMW Welt, developed in conjunction with leading scientists and experts from a range of educational disciplines. Here, seven- to 13-year-olds can have fun discovering the world of mobility from a sustainability perspective in an area measuring 460 m². The Junior Campus appeals to the curiosity of its young visitors to interest them in technology and mobility. The educational concept behind the Junior Campus is based on three pillars: “discover”, “develop” and “build together”, and reflected in the three adventure areas: Campus Portal, Campus Laboratory and Campus Workshop. The content is adapted to suit the requirements and abilities of different age groups.

Adults are also allowed in the entrance area of the Junior Campus, but all other rooms are exclusively reserved for children. This is the setting for special workshop sessions lasting from 70 minutes to 3½ hours, with the Campus Laboratory on the ground floor open to all children during the lunch break. A so-called “Mobility Tour” once a day also takes children on a journey of discovery through the BMW Welt.

1.3.1 Junior Campus Portal: A fun place for discoverers

The Junior Campus Portal provides the BMW Welt’s younger visitors with an introduction to a fascinating universe where they can be anything from an engineer to a car designer. The main attraction of the Junior Campus Portal is a large glass marble run: the seven- to 13-year-olds skilfully guide a ball along winding paths, through bends, loops and straights, to the finish line. They can change its route at four points along the course.

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1.3.2 Junior Campus Laboratory: An experimental area for researchers

The Junior Campus Laboratory allows young visitors to immerse themselves in the topic of mobility through various focus themes, such as “drivetrain and safety”, with the guidance of specially trained instructors. This entails actual research. Ten exhibits demonstrate how to harness explosive force and convert it into motion, and present the types of energy that can be used to drive the vehicles of today and tomorrow. Short film sequences provide more information on the subject of mobility. At the end of the session, the participants have the chance to show off what they have learned about energy, the environment, drive power and safety in a fun team quiz.

1.3.3 Junior Campus Workshop: A free space for designers

Everybody has their own idea of the perfect car: spacious, sporty, agile – it might even be a convertible or an off-road vehicle. It is up to the designer to take these wishes and build them into the car. In the Campus Workshop, young engineers use their imagination to design their own car. The youngsters choose an engine, create the design of the car, develop the chassis and then, together with their team, build the car on the production line. The best, most attractive models are displayed on the conveyor belt that runs through the Junior Campus.

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1.4 The BMW Welt Event Forum

The BMW Welt hosts more than 50 different public events a year, focusing on different topics, depending on which brand they are associated with. The BMW Group, BMW, MINI and Rolls-Royce all host events at the BMW Welt: from poetry slams and readings by authors, to improvisational theatre, to Sunday matinees and the finale of the renowned BMW Welt Jazz Awards, to name just a few. As many as 3,500 enthusiastic guests attended the BMW Welt's New Year's Eve Gala "The Night of Colours", for example, and welcomed in 2012 with an exclusive dinner and musical entertainment continuing into the early hours of the morning at one of two party locations. Daily special events, such as a drive in a BMW Isetta or a stunt show on a Husqvarna motorbike, ensure that even a spontaneous visit to the BMW Welt turns into an unforgettable experience.

The BMW Welt also has its own Event Forum, equipped with state-of-the-art technology, for all kinds of company and other events. Concerts, film premieres, exhibitions, receptions, conferences and seminars are all held here, as well as the company's own events. The Forum also offers a comprehensive package of professional event and project management services. A complementary tour of the BMW Welt, the BMW Museum or the BMW Plant, for example, allows event guests to take an extensive look behind the scenes, while BMW Driving Experience programmes deliver signature "sheer driving pleasure". The popularity of the BMW Welt, with its excellent infrastructure, as a location for external events is confirmed by the approximately 350 guest events per year.

1.4.1 Event locations

The Event Forum offers exclusive spaces for business and cultural events. From product presentations to press conferences to round tables and seminars – the BMW Welt's wide array of different spaces create the perfect venue for any kind of event.

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Double Cone. With its stunning architecture and atmospheric lighting options, the Double Cone is an impressive option for special events with around 400 guests, such as a gala reception, official banquet or private art viewing.

Auditorium. The versatile Auditorium forms the heart of the BMW Welt Event Forum. With its flexible topography and state-of-the-art technology, the 945 m² Auditorium can accommodate many different types of events for up to 700 people. The floor is divided into segments which can be individually raised and lowered to change the structure of the room. Depending on how the floor segments are arranged, the space can be transformed into a level congress or banquet hall, a raised stage for live performances, an exhibition landscape or a cinema with tiered seating. The back wall of the Auditorium is formed by a retractable lift gate which separates it from an adjacent 450 m² foyer with ample room for stylish receptions or catering, as well as exhibitions.

Business Club: An exclusive atmosphere awaits guests in the 100 m² Business Club. From high-level round table meetings to intimate fireside chats, product presentations to press conferences for a select handful of journalists – this is a comfortable space where guests can concentrate on work. Two fully glazed side walls provide open views of the BMW Welt Plaza and Olympic Park North.

Business Centre. With its two conference rooms, the Business Centre is ideally suited for conferences with a larger number of participants and seminars for more intimate groups. The flexible and functional conference rooms can be divided into two smaller rooms as needed. The Business Centre Foyer is not only a central meeting point, but also a place to relax. Its comfortable lounge furnishings make it ideal for short breaks between seminars or a quick snack.

Indoor and outdoor terraces. The BMW Welt's Event Forum Terraces are the ideal venue for exquisite catering, as well as receptions, gala dinners, after-work events and casual get-togethers. The 200 and 300 m² terraces can accommodate

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a standing reception for up to 110 or 130 people respectively. With banquet seating, the indoor terrace can accommodate 90 people, while the outdoor terrace has space for up to 100 people when the weather is fine.

1.4.2 Event services

The BMW Welt not only provides the ideal event location, but also optional event services to ensure everything runs smoothly. Experienced project managers are available to assist with the planning of a BMW Welt event from the start, coordinating all the services needed to stage it. The full-service customer support naturally includes the corresponding staffing services, with hostess and cloakroom attendants, as well as expert service personnel to take care of guests' needs throughout the event. Skilled technicians customise the technical equipment for the event to meet requirements and ensure that everything goes according to plan. Medical staff are on hand to provide first aid in the event of an emergency, while trained security guards ensure the safety of the event facilities.

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1.5 Fine dining at the BMW Welt

A feast of culinary delights awaits food lovers at the BMW Welt. The BMW Welt hired Käfer Fine Foods as its new catering partner in October 2012. Käfer has developed a customised catering concept to serve the different visitor groups: customers collecting a new car, Munich families, visitors from around the world and even discerning gourmets will find something to suit their tastes among the many different options available in the different restaurants.

Anyone visiting the BMW Welt can grab a bite to eat at the CooperS, the ground-floor snack & drink location, close to the north entrance to the BMW Welt. Visitors and employees alike will find a wide range of different snacks at any time of day, also available “to go”. The menu features a wide selection of items, from beverages and breakfasts to fresh, seasonal lunch specials, as well as coffee and cake.

The Biker’s Lodge snackbar is a great place for a coffee. Käfer serves its famous fruit tarts and other cake specialities from its own confectionery at this cosy café. The selection of sweet treats is complemented by savoury “pit-stop” delicacies from Bavaria, Alsace and Tuscany.

The Restaurant BAVARIE brasserie combines typical French brasserie style with the best of Bavarian regional specialities. Guests can sample popular internationally inspired dishes made from sustainably produced regional ingredients. The Bavarie concept focuses strongly on the theme of sustainability throughout all aspects of the restaurant.

The Gourmet Restaurant EssZimmer fine dining is the realm of master chef Bobby Bräuer. In a relaxed but luxurious atmosphere, Bräuer serves up his own unique interpretation of classic French cuisine for an exquisite flavour experience. Outstanding service, excellent wine recommendations and an elegantly refined atmosphere combine to make the Gourmet Restaurant a stylish destination for gourmets from Munich and farther afield. Here, once again, the menu is dominated



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by a blend of regional and international influences. The Gourmet Restaurant will open in February 2013.

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1.6 The architecture of the BMW Welt

Ever since it opened, the BMW Welt has been considered one of the first examples of a new generation of communications buildings for the 21st century: groundbreaking, characteristic and distinctive – the demands for the architecture of the BMW Welt were both complex and challenging. In 2001, 275 of the world's top architects participated in an international architectural competition to design the BMW Welt. The concept proposed by Viennese architect Wolf D. Prix, one of the founding members and owner of COOP HIMMELB(L)AU, was best able to fulfil the demands of the BMW Group. Prix was a former pupil of Karl Schwanzer, the architect who designed the "Four-Cylinder" and the BMW Museum complex. It is no coincidence that the builder-architect created a number of interesting views between the BMW Welt and the "Four-Cylinder".

Architecture of movement

Once the foundation stone was laid in July 2004, Prix's idea of a gigantic 25,000 m² walk-in cloud, developing from a twisted Double Cone of glass and steel, began to take shape. His design represents a dynamic snapshot of a movement frozen in time as it reaches its zenith – a whirlwind that signals from afar that its inner focus is on dynamics and mobility. The realisation of the BMW Welt's dramatic architecture was made possible by significant technological advances.

The Double Cone, also referred to as the "Whirlwind", is the architectural landmark and communicative highlight of the BMW Welt. With a diameter of 45 metres at the top and 35 metres at the base, it merges into the seemingly weightless floating roof and is one of its supports. Its form is essentially that of a symmetrical double cone. However, its intrinsic symmetry is suspended through a backward tilt of its central axis and an inner twist that creates the impression of a whirlwind. No two structural elements are identical. Each glass panel and each steel frame used in the construction of the facade is unique.

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Ultimate precision in every detail.

About a quarter of the 4,000 tonnes of steel used in construction of the BMW Welt are found in the Double Cone alone. Individual templates were used to produce each section, requiring a level of precision more usually seen in the development of a car prototype, rather than on a construction site: individual parts were not allowed to deviate from specifications by more than two millimetres.

The roof of the BMW Welt, rising out of the Double Cone, rests on just 11 visible, but unobtrusive, concrete supports – and therefore appears to the observer to be floating weightlessly. This unique roof construction comprises an upper and lower frame joined by diagonal rods to achieve a span of up to 80 metres. The roof is covered with over 5,000 perforated stainless steel panels. Due to its asymmetry, each panel had to be manufactured with its own unique form. The overarching roof structure, with a total area of 16,000 m², weighs only 3,000 tonnes and therefore appears light and delicate. The roof construction deliberately plays with volumes to create the impression of a cloud landscape. The room height varies between eight and 20 metres.

The outer “skin” of the BMW Welt consists of a 14,500 m² glass shell. Individual panels are up to 5 x 2 metres in size, almost 50 millimetres thick and weigh up to 800 kilogrammes. If internal and external surfaces are added together, the BMW Welt comprises almost 30,000 m² of glass. The steel used in the facade was finely crafted to meet the demands of a car body – some curve in on themselves two, or even three, times.

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2. The BMW Museum – history up close

The BMW Museum brings more than 90 years of fascination for cars, innovation, dynamic performance and sheer driving pleasure to life. The Museum's exhibitions answer questions about the history of the BMW company, its brands and products. It traces the BMW story from its early beginnings to the present and into the future, providing visitors with a comprehensive picture of the innovative strength of the BMW brand. This concept has been a huge success: the BMW Museum set a new visitor record in 2011, with more than 480,000 visitors – and has established itself as one of Munich's most popular museums.

The BMW Museum is one of Germany's oldest automobile museums. It was built right next door to the heart of the company, the BMW "Four-Cylinder" Building, in 1973. Since then, the company has grown steadily around the globe and continued to expand its brand and product line-up. The Museum was redesigned in response to this in 2008 and expanded in size. Today, it showcases important milestones from the company's more than 90-year history in over 5,000 m² of exhibition space. A wide range of exhibits, including valuable automobiles, motorcycles and engines, take visitors on a journey through the history of the BMW brand. The BMW Museum sees history not as a closed episode of the past, but as a dynamically developing line. It lays a solid foundation – and often shows the visionary direction – for much of what the BMW brand does today. Both the content and the architectural design of the BMW Museum are based on this principle.

2.1 Museum architecture

BMW presents its history in a building shaped by its dynamic, urban setting. The Museum is situated between the BMW "Four-Cylinder" Building, the BMW Welt and the BMW Plant, directly adjacent to the Olympic Park. This is a place where roads and paths converge, bridges

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cross tunnels, and squares and crossroads form a network for people on the move. The BMW Museum has made this urban scenario its theme: “streets and places in urban space”, was how BMW first presented the concept, developed by Viennese architect Karl Schwanzer, to the public in 1973. Since 2008, the architectural concept has been extended to include “bridges and houses” in an area which is now five times the size of the original Museum.

The Museum architecture creates a space for the BMW brand and at the same time gives it a physical presence. It provides a framework in which the themes of the exhibitions can be optimally developed. Modern exterior facades, unusual perspectives inside, asphalt floors and upward-spiralling paths through the exhibition areas create a lively, urban setting. The Museum’s architecture brings the topic of mobility inside and creates an authentic home for the BMW brand.

Inside the Museum, the exhibition concept is characterised by a system of ramps, which wind around the area almost weightlessly. The ramps connect the different levels and join the old and new parts of the Museum building. Following this route leads the visitor through various subject areas and to all exhibitions. The visitor can follow the route suggested by the ramp system or explore the individual exhibition areas independently.

2.2 Exhibition concept

Two separate exhibition areas await visitors to the BMW Museum: the newly added area in the “low building” is home to the Museum’s permanent exhibition, which includes 125 original exhibits from the past 90 years and illustrates the development of the brand and the company in an area measuring 4,000 m². Temporary exhibitions are housed in the 1,000 m² “Museum Bowl”, the original BMW Museum building. A tour through all 25 exhibition areas covers about a kilometre and takes roughly 1.5 to 2 hours to complete.

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2.2.1 Permanent exhibition

The permanent exhibition forms the core of the BMW Museum. On a tour of the permanent exhibition, the visitor discovers a wide range of exhibits displayed in a varied and modern way. Automobiles, motorcycles, racing cars and engines demonstrate the variety of products, continuity and innovative power of the brand. The interactive focus of the exhibition ensures that BMW enters into direct communication with visitors and encourages them to engage more deeply with the brand.

The BMW Museum's permanent exhibition is deliberately not in chronological order. Instead, topics are presented as development lines, which take the visitor from past to future in specific topics. There are seven of these so-called "exhibition houses" in total, spread across two or three levels. The rooms of each house focus on different aspects of a specific topic: "Design", "Technology", "Series", "Company History", "Motor Sport", "Motorcycle History" and "BMW brand". In this way, visitors learn about the brand and the company from a number of different perspectives. Each exhibition house has its own unique look, which highlights the different facets of the BMW brand.

House of Design

The official BMW Museum visitors' tour begins with a glimpse of the future in the Design exhibition house. The space entitled "Inspiration. Ideas in Flux" gives shape to the values of the BMW brand by capturing a few key statements in sculptural form. The heart of this area is the "kinetic sculpture", consisting of more than 700 hanging steel balls, which metaphorically translates the form-finding process into the room. The House of Design follows the entire design process, from initial inspiration to the "Studio. Design Dialogue" area, where the work of the designers begins, through to BMW design icons in the room "Treasure Trove. Heritage as Inspiration" – plunging the visitor deep into the world of BMW design.

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House of the Company

Next stop on the tour is the House of the Company. Exhibits in the room “First steps. How It all Began” highlight the company’s beginnings as a manufacturer of aircraft engines in 1917, the construction of the first motorcycle in 1923 and the purchase of the vehicle factory in Eisenach in 1928, which marked BMW’s entry into automotive construction. The most important stages of the early years are presented in an attractive manner. The room “Aspects. Thought and Action” provides the visitor with insights into the BMW corporate culture. The focus here is clearly on the people who have made the brand what it is today.

House of the Motorcycle

The House of the Motorcycle tells the story of BMW motorcycle construction – which began with production of engines for various manufacturers. BMW Motorrad brought a large number of innovations to product maturity, such as the first cylinder heads made of lightweight metal and the first hydraulically damped telescopic fork. The innovations related to the different exhibits are graphically highlighted so that the visitor immediately recognises the engineering expertise that shaped the history of BMW motorcycle construction.

House of Technology

The House of Technology includes the room “Lightweight Construction. Less is more”. The growing demands of automobile and motorcycle construction have caused vehicle weight to spiral dramatically in recent decades. This area shows how BMW has successfully countered this through lightweight construction, technology and materials. The second room in the House of Technology, “Engines. The Name: an Obligation”, is devoted to BMW’s core expertise of engine construction. The emphasis here is on the innovations and major achievements in development that have made BMW a global leader in this field – with a special focus on BMW’s signature straight-six engine. The room “Aerodynamics. Shaped by the Wind” is

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suggestive of a wind tunnel. It shows visitors how aerodynamics affects a vehicle's efficiency and how important it is for aerodynamics experts and designers to work closely together during vehicle development.

House of Motor Sport

This exhibition house provides a brief outline of BMW's motor-racing history. It showcases the whole range of technical possibilities – from the virtually unchanged series-produced car, to highly-specialised touring cars, to Formula One racing cars with the highest level of technical sophistication. The room "Champions. The Will to Win" tells the success story of the series-produced BMW 328 sports car. Adjacent to it, the "Motorcycle Racing. Success on Two Wheels and Three" area shows how BMW became the most successful sports brand in Europe by the late 1930s. The area "Touring Cars. In the Fast Lane" presents classic production-based touring cars that barely differ from the retail version. Racing car engines are also displayed next door in a gallery featuring aircraft engines and a boat engine.

House of the Series

This exhibition house follows the development of individual model series and currently traces the success story of the BMW 3 Series. As the brand's most widely produced car, the BMW 3 Series was given its own exhibition area in 2011. Seven carefully selected vehicles illustrate the series' attractiveness, dynamic performance and versatility. A level lower, the room with the name "BMW M Models. M: the World's Most Powerful Letter" uses BMW M icons, like the BMW M1, to bring the success story behind today's BMW M GmbH and its high-performance vehicles to life – from 1978 to the present day.

House of the Brand

The first room in the House of the Brand, "Advertising. Reflecting the Times", focuses on the history of BMW customer communications through posters, advertisements and promotional films presenting the evolution of the brand, its

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advertising graphics and its visual language. This exhibition shows how society and, with it, customer demands have changed over time and how the BMW brand has responded to this in its corporate design and messages. The room “Encounters. Adventures and Experiences” highlights customers’ personal experience with BMW cars. A wealth of private photo material documents the special relationship BMW drivers share with their cars. The exhibition “Visions. Ways in the Future” demonstrates BMW’s commitment in the field of sustainability. The room is primarily dedicated to the measures implemented as part of the BMW EfficientDynamics strategy.

2.2.2 Temporary exhibitions

The thematically independent temporary exhibitions staged in the “Museum Bowl” highlight special BMW topics. This is where, in 2011, the BMW Museum displayed the world’s largest collection of BMW Art Cars: 15 of the 17 cars, with artistic design from artists such as Alexander Calder, Roy Lichtenstein, Andy Warhol, David Hockney, Olafur Eliasson and Jeff Koons, were presented together for the first time in Munich.

The current temporary exhibition, entitled “The Line of Beauty” pays tribute to the development of the brand’s large coupés and convertibles. Fourteen exhibits and original drawings from 70 years of automobile design take visitors on a historical journey through the world of elegant sports cars. This exhibition will be on display in the “Museum Bowl” until February 2013. This will be followed, in March 2013, by an exhibition devoted exclusively to the Rolls-Royce brand and its Phantom models.

2.2.3 Special exhibitions

The BMW Museum has steadily expanded its involvement in the cultural field over the past years to provide support for the company’s more than 40-year international cultural commitment at home in Germany. Since reopening in 2008, the BMW Museum has hosted special exhibitions on different topics that, at first glance, appear to have nothing to do with the automotive industry

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– but which, upon closer inspection, fit well into the context of the BMW brand.

The BMW Museum also collaborates with colleges and universities to provide a forum for subjects such as art, fashion and architecture. In 2012, the Art Centre Basel's travelling exhibition, "Museums in the 21st century", was followed by "History up close", a display of cars built by the manufacturer Glas before its acquisition by BMW, and "The best classic motor sport cars" – an exhibition to mark the BMW brand's return to the DTM German Touring Car Masters.

2.2.4 Multimedia presentation at the BMW Museum

A tour of the BMW Museum also involves understanding the technological innovations that have made their way into the automobile industry. With its BMW ConnectedDrive, BMW was the first premium brand to develop technologies to make new media an integral part of the vehicle. The BMW Museum exhibition concept reflects this leadership in its multilayered media design. The new media are both a key element of the exhibition and an effective means of sharing knowledge.

The bright interior lighting in the permanent exhibition area spotlights BMW vehicles, while the light sources themselves are carefully concealed as part of the architecture. The use of the facades for media presentation definitely makes exhibitions more dynamic. The 700 m² facade of the exhibition houses around the central plaza, the heart of the Museum expansion, is illuminated by a staggering 1.765 million LEDs. These provide the main source of lighting for the Museum and ensure that exhibits are presented in the right light. The sections surrounding the Museum's central plaza, BMW Square, can be used for active media presentations.

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The top section of the “Museum Bowl” features an unusual panorama projection along the inside wall. With no supporting columns and a wall area 120 metres long and up to six metres high, high-performance beamers are used to project impressive 360-degree panoramic films around the room. The visual impact of the exhibition is further underscored by a special acoustic concept referred to as an “acousmonium”.

2.3 Events and functions

The BMW Museum has served as a unique location for exclusive events since its reopening in 2008. Surrounded by historical original exhibits and directly adjacent to the BMW Welt, the BMW Museum offers exceptional event venues and spaces. About 100 events are held here each year. The rooms can accommodate anything from small groups to up to 340 people. The exhibition can also be opened for a private tour as part of the event programme.

With an area of 652 m², the top two exhibition areas of the “Museum Bowl” can host events with up to 200 people. The adjacent BMW Square at the heart of the Museum, with its 12-metre-high ceilings, provides an exceptional venue for up to 500 people. The total area of the BMW Square measures 407 m². The interplay between media technology and architecture facilitates new forms of multimedia installations and event choreography.

The Museum Foyer, with a view of the Museum’s exciting interior design and the starting point for the Museum tour, is especially well-suited for receptions, get-togethers and lectures. The total area of 200 m² is designed to host 200 people. The BMW Museum’s M1 Café is also located in the foyer area. The M1 Terrace, with a direct view of the BMW Welt and the neighbouring Olympic Park, can also be booked for events.

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The BMW Museum also provides planning and support for event organisers, offering a wide range of services from catering to service personnel, security and media technicians. The event areas are available outside of regular opening times, from Tuesday to Sunday (and holidays) after 6 p.m. and on Mondays from 8 p.m.

2.4 Artistic and cultural cooperation

In order to offer wider-ranging events and exhibitions, the BMW Museum also hosts, and partners with, cultural events in Munich. As part of its focus on fashion, for instance, it has cooperated with the German Fashion and Design School in Munich since 2008 and last year also, for the first time, with the AMD Fashion and Design Academy. 2011 was the fourth year that the BMW Museum provided a platform for young designers to present selected fashion collections and enter into dialogue with the public. After the event, the BMW Museum also hosted an exhibition of 90 original drawings by renowned fashion illustrator René Gruau.

In 2012, the focus will be on “light”. The exhibitions “Lichtblicke 1” (works by Keith Sonnier) and “Lichtblicke 2” (OLEDs from the company Osram) will set the tone. Since 2008, the BMW Museum has presented cultural topics that go beyond the core BMW product substance, but still have an affinity to BMW through design, aesthetics, mobility, elegance, tradition and innovation.

The “Night of the White Gloves”, which will be held for the fifth time this year, has become a firm favourite with visitors. Guests don a pair of white gloves and are allowed to explore the exhibition and do what is normally forbidden – touch the cars. Last year, the white gloves were supplied by the company Röckl, whose products were also on display at the event. The BMW Museum is also a long-standing partner and participant in the “Long Night of Munich Museums” and organises a special programme for the evening.

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One of the event highlights of 2012 was the cooperation with the Munich group of the social network Xing, which hosted a “Light Night” in the “Museum Bowl” with artists and 600 guests. The BMW Museum also participated with its own events in the first “Munich Creative Business Week”, which included special BMW design tours, a “Design Night” with design icons, such as Konstantin Grcic and Richard Sapper, and the “iF Gold Award Exhibition 2011”.

Every year from spring to autumn, the BMW Museum offers its highly popular city tours in vintage BMW cars. Guests get to see Munich from inside a classic BMW. Many visitors travel from as far away as the United States for this experience.

2.5 The Junior Museum. Active learning in, and with, the BMW Museum

With its own special museum learning concept, the BMW Museum considers itself a place for off-campus learning and cross-disciplinary educational experiences. The main aim of the BMW Museum’s educational programme is direct interaction with the exhibits. A special museum learning concept was developed in conjunction with renowned education experts to achieve this, and interactive tours allow young visitors to explore the exhibits in depth. The Museum invites pupils and teachers alike to try out different approaches and strategies, to ask questions and understand concepts. The tours and subsequent workshops concentrate primarily on promoting visual perception, communications skills, creativity, lateral thinking, historical awareness and aesthetic development – of course, all in a way that is also fun.

From November 2013 on, the Museum will offer a new workshop entitled “Mission Mobility” for seven- to 13-year-olds. Children slip into the role of detective and head off through the Museum in search of clues. The goal is to develop the car of the future together.

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The BMW Museum also offers a two-part “Unusual Perspectives” workshop for school classes and youth groups aged 14 to 18. The young visitors start with a tour of selected museum exhibits, with an emphasis on technology, history and design, but also discussing science and technical issues. This is followed by a guided, creative part, which focuses on detail photography. Armed with a camera and a specific task, they explore the BMW Museum in small groups, looking for unusual perspectives. This develops an eye for unique technical features, architectural details, incidences of light and mirror effects, as well as an appreciation of the bird’s-eye or worm’s-eye view. The workshop also leaves plenty of scope for each person’s own creative ideas and views. After the photographic tour, the participants present their digital images to the group. The programme also promotes cooperation, visual perception, creativity, and communication and presentation skills.

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3. The BMW Plant. A passion for technology

The BMW Plant Munich is the third element in the complete BMW Welt experience. As the main BMW Group plant, the BMW Plant Munich combines the highest level of engineering expertise and innovation with its employees' passion for the brand and the company. Located in the north of Munich, directly next to the Group headquarters, the BMW Museum and the BMW Welt, it builds more than 900 BMW 3 Series models (Touring and Sedan) and engines per day – four and eight-cylinder petrol engines, six-cylinder diesel engines, high-performance engines for BMW M models, as well as 12-cylinder engines. Each of the six generations of the BMW 3 Series has been built at this location steeped in tradition.

The main plant within the city of Munich is the heart of the BMW Group. Vehicles and engines have been produced at this location since 1922. The BMW Plant Munich's multi-layered infrastructure, which has developed in parallel with the urban residential area that surrounds it, is reflected in its sophisticated plant facilities and innovative production processes. The smooth interaction between production, logistics, transport and administration in such a confined area is one of the most impressive achievements in modern automobile construction worldwide.

The BMW Plant Munich employs a workforce of around 9,000 people from more than 50 countries, including more than 700 apprentices. The BMW Plant Munich houses all automobile production technologies – press shop, body shop, paint shop, engine production and assembly, as well as a tool shop, production of equipment and seats, and a laboratory – in an area of 500,000 m². It belongs to the BMW Group's global production network of 29 sites in 14 countries, and, as part of the BMW Welt, also serves as a "window on the world of BMW production". Individual tours provide a unique and authentic insight into automobile production today.

The BMW Plant Munich is the "lead plant" for production of the current BMW 3 Series, and serves as an internal competence centre. Process and technology know-how, and the experience that comes from almost 90 years of automobile construction, are transferred from here to the BMW Group's other production locations.

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3.1 Premium production for premium products

The same standards of quality, safety and careful use of resources apply to all BMW plants within the BMW Group's international production network. Innovative production technologies and highly skilled employees at all locations produce premium cars "made by BMW", comprising more than 10,000 parts and components. The same principle applies at the BMW Plant Munich.

Flexible production is geared towards customer benefits: innovative production at the BMW Plant Munich allows individual customer specifications to be implemented quickly and flexibly, according to schedule. The processes this entails are extremely complex and require highly flexible structures – BMW is expert in both of these areas.

At the BMW Plant Munich, it is possible to follow the complete process from steel plate to finished vehicle. The plant houses all of the technologies for automobile production under one roof. A plant tour through the facilities, including press shop, body shop, paint shop, engine production, production of equipment and seats and assembly, is therefore quite an experience.

The press shop

The press shop produces more than 130,000 body parts a day out of approximately 600 tonnes of different kinds of steel plate. This is where employee experience meets state-of-the-art technology. Together with the body shop, the press shop implements groundbreaking design concepts, which lay the foundations for optimum driving and crash behaviour. Every BMW car body is made up of many hundreds of individual parts and components produced in the press shop from the most advanced new steel alloys and aluminium. Synthetic materials and carbon fibre may also be used, depending on the model.

Most body parts start out as so-called "coils" – rolls of high-quality, zinc-plated steel sheets or deep-drawing sheet metal. Approximately 20 different types of steel are used in sheet thicknesses varying from 0.7 to 2.2 millimetres. These coils comprise

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up to 3.5 kilometres of steel plate and weigh up to 30 tonnes. The steel sheets acquire their final form in several stages as they proceed along the press lines. The heart of the press shop is the new high-speed servo press with a total force of up to 9,000 tonnes. With a length of 85.9 metres, width of 22 metres, height of 11.5 metres and depth below ground of 5 metres, its dimensions are just as impressive as its strength. This pressing machine is one of the most advanced in the world. With a throughput of 600 tonnes of steel per day, the machine could produce enough steel to build the Eiffel Tower in Paris in just 12 days. The new production infrastructure also guarantees optimum material flows and usage of space.

The body shop

The parts and components made in the press shop are joined together in the body shop using optimised welding and riveting technologies. Robots in four halls perform highly complex production steps with utmost precision, applying the welding spots with supreme accuracy down to a tenth of a millimetre. Besides the various welding techniques, the body shop also uses other joining methods, such as glue. This seals the vehicle and provides superior body strength, optimising vehicle handling and absorbing maximum energy in the event of a collision.

All processes in the body shop are almost fully automated, with several advantages. Robots are able to perform welding operations at a constant speed with replicable results without fatigue. With up to 6,000 welding spots per vehicle, that is an important quality and safety factor. It also means that employees are now able to avoid the previously inevitable physical strain of handling equipment such as heavy welding gear. The high level of automation allows different body derivatives – such as variants of the 3 Series Sedan and 3 Series Touring (rear-wheel drive, four-wheel drive, hybrid, all with or without sunroof) – to be built on the same production line.

The paint shop

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Brilliant colours, reliable corrosion protection and a touch of class – the paint shop is where every model realises its full splendour. The focus throughout the entire painting process is on environmentally friendly methods, such as the use of water-based paint and cutting-edge methods of application.

After pretreatment, in which the car body is first thoroughly degreased and treated with an alkaline detergent in a dip bath, a layer of zinc phosphate is applied to the body in a further dip bath. This forms a consistent base coat for the subsequent four layers of paint and protects the body from corrosion beneath the paint. The first actual layer of paint is then applied in the subsequent cathodic dip bath. The car body is negatively charged (cathode) on copper tracks around the edge of the bath and then fully submerged in paint. The positively charged paint particles are attracted by the negatively charged body, causing the paint to adhere instantly to the body surface. An innovative rotational dip process ensures optimum paint distribution.

Filler is then applied: the filler protects the previously applied cathodic dip coating against light, levels out any unevenness to within thousandths of a millimetre, forms a good foundation for the top coat and provides additional sheen. What is more, it achieves all of this with a coating only 30 thousandths of a millimetre thick.

The vehicle then acquires the customer's chosen colour as it passes along the top coat line. High-speed rotary drum atomisers – also called bells – apply the base coat in matte and metallic finishes. Air directs paint particles which do not stick to the car body downwards for collection in flowing water. These paint particles are washed out in the lower part of the paint shop and the water cycled back.

A final hard, durable coat of clear varnish is applied to give the car body protection and sheen, before it is stored in the fully automated high-bay warehouse, where it will stay until retrieved for assembly in the scheduled order.

Engine production

Engines have been an integral part of BMW and its core competence for decades. The engine is an important factor in BMW's legendary "sheer driving pleasure" and

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combines exceptional driving performance with low fuel consumption and CO₂ emissions.

Optimum running smoothness and driving pleasure are the result of the most demanding production technologies. More than 1,100 employees at the BMW Plant Munich build the full range of BMW Group engines – from the straight-four engine to high-performance power units for the current BMW M model range, to the V12 for Rolls-Royce and BMW vehicles.

All BMW engines incorporate parts and components crafted and machined to within a thousandth of a millimetre. Before being fitted into the vehicle, each engine goes through specific test cycles, such as a cold test, which allows 100 per cent verification of all functions within a very short time, without using any fuel. After this, the complete engines are delivered to the assembly line of the relevant assembly plant in exactly the right order.

Assembly

Every BMW is different, simply because customers have their own personal preferences. The customer ultimately decides what his or her dream car should look like. In the assembly process, BMW builds each customer's car according to their wishes at exactly the time specified. This allows the customer to change his or her order up to just six days prior to the start of assembly, when internal suppliers and external partners are notified which parts are needed for the vehicle.

Once the paint process is complete, the body proceeds to the high-bay warehouse for storage. The warehouse holds between 200 and 400 car bodies on average.

Four days before the start of assembly, the assembly facility receives the customer order and the sequence of assembly is fixed. The logistics system then automatically calls in the necessary materials from the suppliers. Assembly retrieves the finished body for the customer order from the high-bay warehouse and inscribes the chassis number, thereby assigning the vehicle to that customer. From now on it is his or her vehicle – and made-to-order production, with a wide range of different variants, can begin.

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The swivelling conveyor belt turns the body, allowing employees to work on the under-floor of the vehicle in an optimum position for perfect ergonomics. The fuel tank and fuel and brake lines are fitted in this process, for example. The next step is “interior construction” which fits the vehicle with carpet, roof lining, cockpit, control units, seats, doors and glass.

The “wedding” joins the power train to the car body – and marks the start of the last stage of production: final assembly. Wheel housings are fitted and wheels mounted; the car is filled with the necessary fluids and other items, and wheel alignment adjusted. This final assembly process ends on the dynamometer, where numerous systems are tested once again under regular driving conditions.

The entire assembly process is defined by an innovative production strategy: individual parts are fitted together in separate assembly areas to form a larger component (e.g. cockpit, front-end, doors, drive unit) and delivered to the main assembly line in the correct order (just-in-sequence). This ensures maximum flexibility for the main assembly line.

Employees as guarantee of success

The most important factor in the success of the BMW Plant Munich is its people. The dedication of its employees, their sense of responsibility, their identification with the company and, above all, their immense know-how, make a decisive contribution towards the success of the company. Each and every employee plays an important part in the complex production network and is ultimately responsible for the high level of product quality. A strong sense of responsibility, constant monitoring of personal work quality and willingness to train for new tasks shape the corporate culture practised by all the company’s employees.

Employees ensure the transfer of know-how between plants as part of an intelligent network. Their commitment is what enables a new plant or new model to ramp up on schedule with the usual high standard of quality from the very beginning.

More than 300 work-time models, consistent profit sharing, opportunities to work abroad, cooperation with colleges and universities, an extensive vocational and

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continuing education programme and the largest percentage of female employees in the automotive industry are just some of the elements that contribute to sustainable human resources. The BMW Group human resources policy also includes additional options such as flexitime, part-time employment, job-sharing, teleworking and sabbaticals.

3.2 History of the BMW Plant Munich

The origins of BMW production go all the way back to the year 1917. BMW's main plant has been based in Munich-Milbertshofen, in the north of the city, since 1922. Situated next to the Olympic Park and in the immediate vicinity of the Group headquarters, the BMW Plant Munich is located in the middle of the city. Originally, the plant built only aircraft engines and motorcycles: Its 100,000th motorcycle rolled off the production line here back in 1938.

Automobile production did not get underway in Munich until 1951 with the launch of the BMW 501. The first BMW Isetta was built just four years later, securing additional jobs at the site. The first model in BMW's new range, the BMW 1500, entered production in mid-1962. This sporty four-door mid-range sedan laid the foundation for BMW's success in the market. A number of production stages were transferred from Milbertshofen to the town of Dingolfing in the late 1960s, with motorcycle production moving to Berlin in 1969 to relieve the BMW Plant Munich. The BMW 3 Series, to this day the BMW brand's most successful model series, entered production at the Munich plant in 1975. Numerous innovations in control and production technology were introduced at the Milbertshofen plant for the first time – such as the world's first fully automated production of the underbody assembly in the body shop. The 1980s were characterised by on-going expansion and enlargement of BMW's production network, with new plants in Steyr, Regensburg and Wackersdorf all going on-stream. After the foundry was moved to Landshut and BMW's Research and Innovation Centre completed in the north of Munich, the main plant concentrated on the production of automobiles and engines from the mid-1980s on.

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One of the key decisions taken in the 1990s was to build all of the BMW Group's large, high-performance engines at BMW Plant Munich. BMW and its neighbours attach great significance to the environmental friendliness of its production in the heart of the city. In 1994, BMW established a neighbourhood forum, with the BMW Plant Munich even earning the City of Munich Environmental Award in 2003.

The new BMW plant tour

The tour through BMW's main plant offers an exciting insight into all areas of automobile production. The experts guiding the tour focus on the guests' specific information needs. Since the BMW Welt opened, visitors – including many customers collecting their cars – have been able to discover the plant along the new production mile, which leads through a total of 12 production halls and all areas of production, ranging from press shop to assembly. In this way, visitors can witness the manufacture of the current BMW 3 Series Sedan and the BMW 3 Series Touring at first hand.

Current production

The current BMW 3 Series Sedan has been in production at the BMW Plant Munich since autumn 2011 and the BMW 3 Series Touring since mid-2012. The latter is manufactured exclusively at the BMW Plant Munich for sales worldwide in a wide range of variants, such as right- and left-hand drive. The BMW Plant Munich functions as the lead plant for the ramp-up of the new BMW 3 Series. All regions worldwide are supplied directly from the main plant for a synchronised market launch. The BMW Plant Munich also defined the assembly sequence and process modules for production of the BMW 3 Series throughout the production network. The ramp-up of the sixth generation of the BMW 3 Series marks the beginning of a new era for the BMW Plant Munich. Investment has been channelled into areas such as innovative production systems and state-of-the-art manufacturing technologies as part of a long-term strategy to strengthen the competitiveness and future viability of the plant and secure some 9,000 jobs in the Bavarian capital. In

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this way, the BMW Group is fulfilling its special social commitment to its headquarters.

New manufacturing structures were created in all areas of production to ensure the highest possible level of precision and efficiency. For instance, a new large press is among the equipment used in production of the sixth-generation BMW 3 Series. With 17 strokes per minute, the system is one of the most advanced in the world. The new production infrastructure guarantees optimal material flows and economy of space. Standardised product and process modules also contribute to high productivity and versatility. Thanks to these innovative manufacturing processes and technologies, the BMW Plant Munich is setting cutting-edge standards for sustainable and environmentally compatible automobile production.

In the process of manufacturing the new BMW 3 Series, BMW has achieved virtually residual-waste-free production, reducing waste, wastewater and emissions almost to zero and noise and vibrations to a minimum. The BMW Plant Munich also attaches considerable importance to harmonious coexistence with the community. Protecting inhabitants from production-related noise by reducing noise emissions, the use of innovative silencers, fans and soundproofing and optimising transport logistics is a priority, for example. State-of-the-art filter systems and regenerative afterburning of exhaust air also prevent odour emissions from the paint shop.

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BMW Welt Fact Sheet

- The complete BMW Welt experience of the BMW Plant, the BMW Museum and the BMW Welt creates a unique place of encounter for customers and visitors from all over the world. The BMW Welt is the only place where visitors can experience the past, present and future of the company, its brands and products in such a concentrated form. The BMW Welt represents the social commitment, the sense of responsibility and the clear commitment of the BMW Group to its Munich location.
- The BMW Welt is more than just a delivery centre. Here, the BMW Group comes to life. The BMW Welt brings together all the BMW Group brands under one roof and allows visitors and customers to experience the BMW, MINI, Rolls-Royce, BMW Motorrad, Husqvarna brands and the BMW M and BMW i sub-brands in an interactive manner.
- With more than two million visitors a year, the BMW Welt is Bavaria's top attraction. In 2012, it welcomed its ten-millionth visitor. Guests come from all over the world. The largest number of international visitors, 13 per cent in total, comes from the US; followed by the UK with eight per cent. The majority of visitors (59 per cent) come from Germany, with 37 per cent of those from Bavaria. Almost four million people have visited the BMW Welt more than once.
- Up to 160 vehicles per day are handed over to customers from around the world at the BMW Welt. The transparent design of the delivery area also allows other visitors to watch. A total of 18,000 cars were presented to their new owners in 2011, including 2,000 customers from the US.
- The BMW Welt offers guided tours with different focal points, such as architecture and design. More than 165,000 individuals have participated in more than 21,000 tours in recent years.
- The BMW Welt organises and hosts more than 50 different events a year and is also a popular venue for up to 300 external events a year, such as congresses, conferences and award ceremonies.
- The Junior Campus is the BMW Welt's specially designed programme for children aged seven to 13. Here, they can learn all about topics related to cars, mobility and sustainability in a fun and creative way in a variety of workshops. Over the past few years, more than 85,000 children and young people have participated in BMW Junior programmes or attended one of the 1,250 birthday parties held at the Junior Campus.
- The BMW Welt is partnering with distinguished Munich caterer Käfer Fine Foods to run the exclusive Gourmet Restaurant with top chef Bobby Breuer; the Bistro on the ground floor of the building; the Bavarie Restaurant and the Biker's Lodge on the middle floor; and provide catering for the large number of events held at the BMW Welt facilities.
- The BMW Welt is open daily from 9.00 a.m. to 6.00 p.m. There is no charge for admission.
- The hybrid building, which opened on 17 October 2007, was designed by the internationally renowned architects, COOP HIMMELB(L)AU, under the direction of Wolf D. Prix. The studio is associated with the deconstructivist movement. Other well-known proponents of this style include famous architect Zaha Hadid, who designed the main building for the BMW plant in Leipzig, as well as Rem Koolhaas and Daniel Libeskind.
- 4,000 tonnes of steel were used in the construction of the BMW Welt building – around a quarter in the Double Cone alone.



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- The roof of the BMW Welt rests on just 11 supports, which creates the impression of it floating in space. The roof is fitted with 3,600 solar cells, covering a total area of 6,300 square metres. The roof is so large that it could easily cover Saint Mark's Square in Venice.

Further information is available online at www.bmw-welt.com.

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BMW Museum Fact Sheet

- Since its opening in 1973, the BMW Museum has successfully showcased historic automobiles, motorcycles, racing cars and aircraft engines and provided a glimpse of the technologies of the future.
- The BMW Museum is one of the oldest automobile museums in Germany. It features over 120 original exhibits from the brand's more than 90-year history, arranged into 25 focus topics in separate exhibition areas. Aircraft engines, motorcycles and automobiles illustrate the topics of design, technology and motor sport.
- The BMW Museum receives up to 500,000 visitors a year – making it one of the most popular museums in all of Munich.
- The BMW Museum was designated a national monument in 1999, together with the Group headquarters, which Munich residents refer to as the “Four-Cylinder” on account of its distinctive style. Both buildings were designed by the Viennese architect, professor Karl Schwanzer.
- When it reopened in 2008, the Museum was expanded to 5,000 square metres. The new concept also bears the architectural signature of ATELIER BRÜCKNER, based in Stuttgart. The media installations inside the building are the creation of ART+COM, Berlin.
- The BMW Museum is located in the circular building known in Munich as the “Bowl”, because of its unique circular design – home to the Museum's temporary exhibitions – and in the adjacent “low building”, which houses the Museum's permanent exhibition and tour through various BMW topics, such as design, engines, motor sport and aerodynamics.
- A total of 23,000 visitors took 2,630 guided tours through the Museum in 2011.
- The BMW Museum offers three attractive event settings: the “BMW Square”, the foyer and the upper platforms of the “Bowl”.
- The “low building” of the BMW Museum, in particular, offers ample space for open, transparent exhibition design, on account of its high ceilings.
- The BMW Museum is also an exciting place for young people to visit, thanks to specially designed programmes which allow them to discover mobility-related topics in many different ways.
- The BMW Museum offers programmes tailored to school classes and closely geared towards the Bavarian curriculum, which allow children and teenagers to discover the concept of mobility in its entirety.
- The BMW Museum invites visitors to sample culinary delights in its M1 Café.
- Visitors to the BMW Museum have the opportunity to buy rare items, such as vintage sales brochures and user manuals, as well as merchandise, postcards, books and models in the adjacent museum store.
- The BMW Museum is open to visitors from Tuesday to Sunday, and on public holidays, from 10.00 a.m. to 6.00 p.m. It is closed on Mondays, except for holidays. Admission to all exhibitions costs EUR 9.00 for adults; discounts are available through partner programmes. Single admission with a guided tour costs EUR 12.00; a family ticket costs EUR 24.00. For further information – on group tickets, for example – please refer to www.bmw-museum.com.



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Further information is available online at www.bmw-welt.com.

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BMW Plant Munich Fact Sheet

- The BMW Plant Munich builds premium BMW brand vehicles comprising more than 10,000 individual parts and components.
- The BMW Plant Munich employs a workforce of roughly 9,000 people, including around 700 apprentices, from more than 50 countries around the world.
- More than 1,000 engines and up to 1,000 vehicles are built here per day in cooperation with the rest of the company's global production network.
- The BMW Plant Munich covers an area of 500,000 square metres, which houses all automotive production technologies.
- The BMW Plant Munich offers guided tours between 8.30 a.m. and 6.30 p.m., Monday to Friday, for visitors over the age of seven. Guests can opt to take a private tour or join a group tour. Maximum group size is 30 people. Tours should be booked in advance by calling the BMW Welt Info Service on +49 (0)180 2118 822.
- Journalists wishing to join a plant tour are requested to contact the Press Department at BMW Plant Munich: +49 (0)89 3822 5885.
- The tour through the BMW plant offers exciting, up-close insights into each individual stage of automobile production that a BMW passes through on its way to completion.
- The press shop produces around 130,000 car body parts a day from approximately 600 tonnes of different types of steel. Every BMW car body is made up of hundreds of parts and components produced in the press shop from the most advanced new steel alloys and aluminium. This is also where the design vision behind every BMW is implemented and the foundation for optimum safety performance is laid.
- The body shop is where robots put individual parts and components together, using various optimised welding techniques to achieve an accuracy of one-tenth of a millimetre.
- In the paint shop, corrosion protection, paint and the final sheen are applied to all vehicles. The emphasis is on optimum resource conservation and environmental friendliness: for instance, by using water-based paint and cutting-edge methods of application.
- Assembly is where individual customer specifications are realised: customers may configure their brand-new BMW according to their own preferences, or change options up until six days prior to the start of assembly. Once assembly calls up the appropriate body from the central body rack and inscribes it with the chassis number, the vehicle is allocated to that specific customer. The final step in production starts with the "wedding", where the power train is joined to the body. Prior to delivery, every vehicle is placed on the dynamometer to test numerous systems under regular driving conditions.
- Engine production at the BMW Group's main plant in Munich works with parts and components from the company's own foundry in Landshut, built and machined with an accuracy of a thousandth of a millimetre. Before being shipped to locations throughout the global production network, every engine built in Munich goes through comprehensive functional testing.
- The BMW Plant Munich has been located in Munich's Milbertshofen district since 1922. It originally manufactured only aircraft engines and motorcycles; BMW's 100,000th motorcycle rolled off the production line here back in 1938.

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- Automobile production did not begin at the Munich Plant until 1951. The legendary BMW Isetta was manufactured here four years later, followed by the four-door mid-range sedan, the BMW 1500, in 1962. The BMW 3 Series, to this day the brand's most successful model, entered production here in 1975.
- Each of the six generations of the BMW 3 Series has been built at the BMW Plant Munich.

Further information is available online at www.bmw-welt.com.

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