

## Press kit BMW Welt

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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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## **2. 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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## **2.1 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.

## **2.2 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.

### **2.3 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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## **2.4 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.

## **2.5 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.

## **2.6 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".

## **2.7 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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## **2.8 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 converters 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.

## **2.9 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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### **3. 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.

#### **3.1 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.

### **3.2 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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## **4. 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 m<sup>2</sup>. 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.

### **4.1 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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## **4.2 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.

## **4.3 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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## **5. 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.

### **5.1 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 m<sup>2</sup> 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 m<sup>2</sup> foyer with ample room for stylish receptions or catering, as well as exhibitions.

**Business Club:** An exclusive atmosphere awaits guests in the 100 m<sup>2</sup> 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 m<sup>2</sup> 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.

**5.2 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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## **6. 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 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 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 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



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farther afield. Here, once again, the menu is dominated by a blend of regional and international influences. The Gourmet Restaurant will open in February 2013.

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## **7. 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 m<sup>2</sup> 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 m<sup>2</sup>, 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 m<sup>2</sup> 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 m<sup>2</sup> 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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