

Press release
03 September 2015

Historic motor sport with a backdrop to match: BMW Group Classic at the Goodwood Revival 2015.

Car and motorcycle history comes to life in West Sussex, southern England – Classic models from the BMW, MINI, Rolls-Royce and BMW Motorrad brands reawaken memories of the 1950s and 1960s on the race circuit and in authentically reconstructed garages.

Munich. Historic motor sport fans gathering for the Goodwood Revival 2015 on 11 – 13 September 2015 will be swept up on a fascinating journey back to the 1950s and 60s courtesy of BMW Group Classic. The Earl of March's estate in the southern English county of West Sussex will host a celebration of the car and motorcycle races held at the Goodwood Motor Racing Circuit between 1948 and 1966. And the mood of that era is rekindled not only by the sporting contests involving historic cars and bikes, but also by the authentic ambience permeating the event. The 1960s-style March Motor Works garages, for example, provide the backdrop for classic models from the BMW, MINI, Rolls-Royce and BMW Motorrad brands, some of which will also be joining the action on the track.

The Goodwood Revival is one of the world's best-known racing events for historic cars and motorcycles. Every year since 1998 a selection of classic vehicles have locked horns on the historic circuit in an annual Goodwood showdown. Many are piloted by popular and successful drivers and riders, who come together with the assembled public to renew fond acquaintances with legendary grand prix racers, touring and sports cars, Formula Junior cars and racing machines from the 1950s and 60s. The authenticity of the starting fields, drivers and team members kitted out in attire to match, along with visitors sporting outfits likewise inspired by the style of the times, makes the Goodwood Revival a hugely evocative occasion for historic motor sport aficionados.

Memories of Bruce McLaren: Formula One driver, team founder and fan of the classic Mini.

One of the highlights of this year's event is the parade in memory of Formula One driver and team founder Bruce McLaren (1937 – 1970). The parade will bring together an array of historic vehicles which played a major role in McLaren's racing career. The New Zealander was recruited by the works team run by British designer and team boss John Cooper in 1958, having made a name for himself as a rising young talent. The following season, aged just 22, McLaren became the youngest driver so far to win a Formula One

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race. A year later he finished runner-up in the World Championship behind his team-mate Jack Brabham – and this successful duo also played their part in paving the way into motor sport for the classic Mini. McLaren and Brabham both drove a classic Mini away from the track, and, bowled over by its driving talents, they supported John Cooper in his endeavours to develop a more powerful version of the new small car. This included completing a number of test runs with relevant prototypes. The Mini Cooper duly came onto the market in 1961, followed two years later by the Mini Cooper S which, in 1964, recorded the first of its three overall victories in the Monte Carlo Rally.

Getting together on the track: Adrian van Hooydonk and Prince Leopold of Bavaria.

The historic Mini Cooper awaiting visitors to the Goodwood Revival 2015 recalls the talent that was already apparent at an early stage in the small British car's life. The experienced touring car driver and BMW Group Classic ambassador Prince Leopold of Bavaria will be at the wheel for the two St. Mary's Trophy races for close-to-series sports cars from the 1960s. Among his rivals on the track will be Adrian van Hooydonk, Senior Vice President BMW Group Design, driving his own BMW 1800 TI/SA. This was the model that spearheaded the assault of BMW's "New Class", unveiled in 1961, on touring car racing. A pair of twin-barrel carburettors and a compression ratio raised to 10.5:1 helped its four-cylinder engine develop output of 130 hp. Only 200 examples of this special edition of the successful mid-size car – purpose-built for racing – were produced.

Triumphant models on two wheels: the BMW R 50 Kaczor and BMW RS 54.

The Barry Sheen Memorial Trophy, meanwhile, brings together 500cc-class racing motorcycles from 1960 – 1966, including two BMW R 50 Kaczor and two BMW RS 54 models. One example of each is part of BMW Group Classic's collection, the two others are supplied by private owners. The designer and later BMW engineer Ferdinand Kaczor notched up some spectacular victories with his self-developed BMW R 50 variant on numerous circuits in the 1960s. And Australian rider Troy Corser will be keen to use its increased power and lower weight to good effect at the Goodwood Revival 2015. Corser won the Superbike World Championship twice and competed for the BMW

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Motorrad Motorsport team for three years until his retirement from World Championship action in 2011. Meanwhile, British motorcycle racer Maria Costello – a five-time veteran of the Tourist Trophy on the Isle of Man – will be lining up on the BMW RS 54 supplied by BMW Group Classic. The BMW RS 54 was launched in 1954 as the first post-war BMW bike designed for racing. Its powerful flat-twin boxer engine with vertical shaft drive underpinned a run of victories in sidecar racing that extended all the way until 1974.

Showrooms and garages, 1960s-style.

More classics on two and four wheels can be admired in the March Motor Works garages. Here, visitors are transported back to the mid-1960s and acquainted with a signature feature of the London cityscape. The façades of the buildings housing the faithfully recreated workshops and showrooms for BMW cars and motorcycles and classic Mini and Rolls-Royce models have adopted the style of a London mews (rows of houses grouped around a small square, originally built as royal stables but later also used by craftsmen and traders who set up their workshops behind the garage doors on the ground floor and added living quarters above them). In the 1960s, London mews gained additional popularity as studios for fashion designers and artists and have frequently been used for photo and film shoots.

The buildings set up for the Goodwood Revival 2015 reconstruct the scenario of a BMW dealership c. 1965, when BMW was busy introducing its Blue Ribbon Service in Great Britain. Carried out by specially trained mechanics, these certified service programmes helped to fuel confidence in the quality and reliability of BMW models. This forward-looking element of customer care will be demonstrated here using cars including a BMW 2000 CS and a BMW 1600 Convertible.

The presence of the MINI and Rolls-Royce brands in the March Motor Works garages represents a tribute to Harold Radford & Co. The London-based dealer and body manufacturer made its name by producing high-quality conversions for the classic Mini, as well as Rolls-Royce and Bentley models. For example, Radford endowed the Rolls-Royce Silver Cloud with a larger boot and came up with a full tailgate, special bumpers and an exquisite interior replete with wood and leather for the classic Mini.

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A fixture of BMW Group Classic's presence at the Goodwood Revival is its Oktoberfest-style catering for guests. And, true to form, a selection of Bavarian specialities will once again be served this year as a nod to the origins of the BMW brand.

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BMW Museum – Hands-on history

Visitors of all ages can explore the past, present and future of the BMW brand at BMW Welt, the BMW Museum and the BMW plant. The BMW Museum plays an important role in this. Since re-opening in 2008, it has been successfully presenting the history of BMW and offering a glimpse of the future. The museum also explores the theme of mobility for the benefit of younger visitors. The Junior Museum organizes a special program for children and young people, basing its educational concept on learning through play. The museum also has a history of its own: it is one of the oldest automobile museums in Germany, was built in 1973 and declared a historic monument in 1999.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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