



Media Information
BMW M Motorsport
27th April 2018

BMW M Motorsport Car Launch: Action-packed presentation of drivers and cars at Munich's BMW Welt.

- **BMW M Motorsport gives fans a close look at its race programme for 2018 in the Premiere area at BMW Welt.**
- **All BMW M4 DTM race cars presented in the new BMW M Motorsport livery.**
- **BMW M8 GTE, BMW M6 GT3, BMW M4 GT4, BMW M4 GTS DTM Safety Car and vintage BMW M1 Procar also in action.**

Munich. Friday's BMW M Motorsport Car Launch brought that 'motor racing feeling' to life for fans at BMW Welt in Munich (GER). At an action-packed opening event, BMW M Motorsport heralded the new season and presented its cars and drivers to the public. The event also opened the BMW M Motorsport Days, which are set to thrill visitors to BMW Welt from Friday to Sunday.

Guests and spectators at BMW Welt were treated to an appearance from all six BMW M4 DTMs in the new BMW M Motorsport livery, as well as the new BMW M8 GTE, the BMW M6 GT3, the new BMW M4 GT4, the BMW M4 GTS DTM Safety Car and the vintage BMW M1 Procar. BMW Motorsport Director Jens Marquardt attended the event, along with BMW works drivers Philipp Eng (AUT), Joel Eriksson (SWE), Augusto Farfus (BRA), Timo Glock (GER), Alexander Sims (GBR), Bruno Spengler (CAN), Martin Tomczyk (GER) and Marco Wittmann (GER), as well as BMW Motorsport Juniors Beitske Visser (NED) and Nico Menzel (GER).

"It is always a great experience for us to see in the new season with the presentation of our drivers and cars right at the beating heart of BMW M Motorsport – here in Munich," said Marquardt. "This year, we were able to put on a very special show for our fans at BMW Welt. Never before have we presented such a wide and spectacular range of race cars. On the first weekend in May, we will kick off our campaigns in this season's FIA WEC with the BMW M8 GTE and the 2018 DTM with the BMW M4 DTM. Just one week later, we line up at the iconic Nürburgring 24 Hours with the BMW M6 GT3, the BMW M4 GT4 and the BMW M235i Racing. We are heading into the 2018 motor racing year at full M Power. The BMW M Motorsport Car Launch and the subsequent BMW M Motorsport Days are the perfect way to start."

For the drivers, the day began with media conferences and sponsor appointments, as well as



a visit to the BMW Group plant in Munich, where they were given an exclusive glimpse behind the scenes and the opportunity to chat to the plant's employees. Then, early in the afternoon, came the highlight of the BMW M Motorsport Car Launch – the presentation of the cars and drivers. The six BMW M4 DTMs for the new season were unveiled in front of the many fans who had made the trip to BMW Welt. Glock thrilled visitors by entering the stage in the DEUTSCHE POST BMW M4 DTM race taxi, while the BMW M6 GT3, BMW M4 GT4 and the BMW M1 Procar also delighted fans with their spectacular appearance. After the presentation, fans had the opportunity to get up close and personal with the drivers during an autograph session.

The launch is followed immediately this weekend by the BMW M Motorsport Days, which feature a wide range of motorsport-based events and activities at BMW Welt. The BMW and MINI Driving Experience offers driver experiences in BMW and BMW M cars on Saturday and Sunday. Furthermore, visitors can try their hand in the BMW M4 DTM Simulator, at the BMW Bank VR Experience, and on the BMW RC course. On Sunday, BMW DTM drivers Eng, Glock, Spengler and Wittmann will offer taxi rides from 13:30, before meeting their fans at another autograph session at 15:00.

Vehicle delivery at BMW Welt.

Vehicle delivery is one of the central functions of BMW Welt. Its entire architecture was designed to make the first encounter with the car an unforgettable experience. The highlight of the collection is the exit, straight out into the Munich traffic. The customised programme with personal support and the perfectly staged handing over of the new car regularly attract customers from all over the world, whose personal dreams are realised here in Munich. Up to 160 collections take place every day in the Premiere area, above the exhibition area. Since BMW Welt was opened in 2007, more than 150,000 new cars have been picked up from the Premiere.

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