

Press release  
July 23, 2020

## **Everything at a glance: the latest BMW Welt Information.**

**BMW Welt Information provides an insight into the four largest areas of the building. Packed with exciting facts and figures on Munich's most popular attraction as well as up-to-date pictures, it covers everything from brand and visitor experiences to vehicle collection and the BMW Group Event Forum.**

**Munich.** More than three million people come through the doors of BMW Welt every year, making it one of the most visited attractions in Bavaria. Together with the BMW Museum and BMW Group Classic, it combines the past, present and future of the BMW Group.

At BMW Welt, each brand in the BMW Group receives visitors in its own experience area. Children, teenagers and families can also explore the city and the mobility of the future in the Junior Campus. A comprehensive range of guided tours rounds off the BMW Welt brand experience.

Visitors can discover the BMW and MINI Lifestyle & Accessory flagship store with its vast assortment of high-quality products from the two brands. The four restaurants, which are run in cooperation with a traditional Munich purveyor of fine foods, provide the culinary delights. The two-star EssZimmer restaurant, the domain of top chef Bobby Bräuer, is one of Munich's most fashionable gourmet addresses.

A special experience for BMW customers is to pick up their new car at BMW Welt. They first set their eyes on their new vehicle on the Premiere stage, making this initial contact an unforgettable experience.

BMW Welt is an exceptional and exclusive event location and provides a unique setting for more than 400 events annually. With its TV and streaming studios it also offers a fully featured digital event platform.

If you have any questions please contact:

**BMW Group**

Christophe Koenig  
Spokesperson for BMW Brand and Marketing,  
BMW Welt, eSports, Aftersales  
Phone: +49-89-382-56097  
E-Mail: [christophe.koenig@bmw.de](mailto:christophe.koenig@bmw.de)

Press release

Date Thursday, July 23, 2020

Subject Everything at a glance BMW Welt information.

Page 2

**LoeschHundLiepold Kommunikation GmbH**

On behalf of BMW Welt  
Marcel Bahrenburg  
Phone: +49-89-720187-291  
E-Mail: [bmw-welt@hlk.de](mailto:bmw-welt@hlk.de)

**BMW Welt. The heart of all the BMW Group brands.**

BMW World welcomes over 3 million visitors each year. With its iconic architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round program of varied events covering culture, art and entertainment as well as popular event locations for over 400 external events per year. The various restaurants at BMW Welt offer a variety of culinary delights right up to Michelin star cuisine. In the Junior Campus, children and even the whole family can explore the city of the future and mobility of the future either independently or in exciting workshops.

**The BMW Group**

The BMW Group with its BMW, MINI, Rolls-Royce and BMW Motorrad brands is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019 the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. Profit before tax in the 2019 financial year was €7.118 billion on revenue of €104.210 billion. As of Tuesday, December 31, 2019, the company employed 126,016 people worldwide.

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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup>