



# BMW WELT INFORMATION

JULY 2020

**BMW  
GROUP**

THE NEXT  
100 YEARS 



Rolls-Royce  
Motor Cars Limited

# AGENDA



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Facts and figures



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Facts and figures



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**///// BMW WELT EVENTS AND  
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# / BMW WELT

BMW Welt together with the BMW Museum and BMW Group Classic forms an ensemble that is unique throughout the world. It combines the past, present and future of the BMW Group at its Munich headquarters. More than three million people explore the BMW Welt each year, making it one of the most visited attractions in Bavaria. Ever since it was opened in October 2007 it has been the global benchmark for experience-oriented brand worlds. Its architecture is the work of the Viennese architect Wolf D. Prix, one of the founders and owners of the COOP HIMMELB(L)AU studio, and has received many awards.

## // BRAND EXPERIENCE

BMW Welt accommodates all the BMW Group brands under one roof– BMW and its sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad. Each brand receives visitors in its own experience area where the brand is brought to life.

For children, teenagers and families there is the Junior Campus where they can explore cityscapes and mobility of the future independently or in exciting workshops.

In addition, BMW Welt offers visitors an extensive range of guided tours focusing on different aspects.

## /// VISITOR EXPERIENCE

BMW Welt also features the flagship BMW and MINI Lifestyle & Accessory Shop. The range includes a large selection of high-quality products from the two brands. The shop also sells BMW Welt merchandising.

BMW Welt has teamed up with Feinkost Käfer, a traditional Munich purveyor of fine foods. Visitors can enjoy their wide-ranging menus in any of four restaurants. The EssZimmer restaurant, the domain of top chef Bobby Bräuer, has been awarded two Michelin stars and is one of Munich's most fashionable gourmet addresses.

## //// VEHICLE COLLECTION

A special experience for BMW customers is to pick up their new car at BMW Welt. Customers are offered various experience packages relating to the brand as well as a detailed explanation of all the features of the new vehicle.

The "Premiere" is the central exhibition area where customers are presented with their vehicle. It is the heart of BMW Welt. The entire architecture was designed to make the initial contact with the vehicle an unforgettable experience in a special atmosphere. Every day, between 80 and 120 handovers take place here, and sometimes as many as 160.

## ///// BMW WELT EVENTS AND BMW GROUP EVENT FORUM

BMW Welt is an exceptional and exclusive event location and provides a unique setting for more than 400 events annually. There is a basic distinction between BMW Welt events – self-initiated events on innovative platforms from the worlds of culture, art and entertainment – and the BMW Group Event Forum.

The BMW Group Event Forum brings together BMW Welt, the BMW Museum and the BMW Group Classic in a single event location. Customers not only benefit from flexible space concepts, but also receive comprehensive and individual support tailored to their needs.

### Opening hours:

Weekdays 7.30 am to midnight,

Sundays 9 am to midnight

Visitor service: Monday to Sunday 9 am to 6 pm

Entry is free.

# / FACTS AND FIGURES

## JULY 16, 2004

/ The **foundation stone** and a film about its laying can be seen behind plate glass **to the left of the northern entrance**.

## > 3,000,000

/ More than **three million visitors** come through the doors of BMW Welt each year, making it **one of the most visited attractions in Bavaria**.

## > 4,000 T

/ **4,000 tonnes of steel** were installed at BMW Welt throughout the entire construction period.



BMW Welt, exterior view



BMW Welt foundation stone

## > 14,000 M<sup>2</sup>

/ With an area of more than **14,000 square meters** the **roof** of BMW Welt could completely cover **St. Mark's Square in Venice**.



BMW Welt from air

## 269 M

/ The **bridge** in BMW Welt and on the way to the BMW Museum is the **longest self-supporting bridge in Bavaria**.

## SUSTAINABLE

/ The steel facade of BMW Welt also serves as part of the **air conditioning system**. **Solar energy** is used to **heat the building**. The large wall surfaces help ventilate the building.



Double Cone

## > 900

/ The Double Cone comprises more than **1,000 tonnes of steel** and over **900 different glass elements**, each of which is **unique**.



BMW Welt bridge

# // BRAND EXPERIENCE



# // BMW WELT AS A BRAND EXPERIENCE SPACE

BMW Welt the home of the BMW Group and its brands – BMW and its sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad. Each brand welcomes visitors in its own special space.

“Progressive luxury meets creative excellence” – the brand experience area for the BMW luxury models shows what luxury means today. The exhibition space reflects the uniqueness of these models through the use of state-of-the-art materials and technologies.

BMW M Town is not a place you can find on a map. It embodies the passion for high-performance cars that lives in the hearts of car enthusiasts, no matter where they live.

At BMW Welt, M Town presents exclusive BMW M models.

BMW i is the electric pioneer among premium brands and stands for premium mobility combined with a consistent focus on sustainability. Visitors to BMW Welt will experience how electrifying driving will be in the future and what makes BMW a front-runner in sustainable and innovative mobility today.

More information is available [here](#).

The MINI brand also has its own area at BMW Welt. In the MINI Classic area visitors can not only view the current MINI models and the first fully electric MINI, they can also learn about the history of the iconic brand and the MINI motorsports heritage of the John Cooper Works sub-brand.

For more than 100 years Rolls-Royce has stood for perfection, style and luxury. This is reflected in the elegant and modern staging of the brand at BMW Welt. Two vehicles from this exclusive marque are on show here.

BMW Motorrad has been developing fascinating and dynamic motorcycles since 1923. The exhibition is all about the brand experience.

The whole world of BMW Motorrad is opened up to fans and newcomers alike.

The FUTURE FORUM by BMW Welt is a new platform and a special highlight which focuses on various aspects of the future. Experts and visionaries from different industries and disciplines use innovative formats to take visitors on a journey to the future. Explore the future. Get inspired. Join the conversation.



FUTURE FORUM by BMW Welt

# // JUNIOR CAMPUS AT BMW WELT AND GUIDED TOURS

## Junior Campus at BMW Welt

At the Junior Campus, youngsters between the ages of 5 and 18 can explore the city of the future and its mobility options. Topics include “Electromobility”, “Smart City” and “Autonomous Driving”. Innovative projection technology, a variety of interactive elements and modern multimedia content offer young visitors a multi-sensory experience.

The Future Lab on the ground floor of the Junior Campus is packed with exciting hands-on activities. The area is open almost all day, closing only twice each day for the “Creative Workshop”. This looks in greater depth at the topics presented in the Future Lab. Bookings are taken for several different versions. The programming workshops and a “Future Challenge” for adults are also offered. The Junior Campus offers the right program for every occasion, whether for school or group outings, during the holidays or for a child's birthday.

More information is available [here](#).

## BMW Welt guided tours

Various tours for individuals and groups provide exciting behind-the-scenes insights. The BMW Welt Tour provides information about the unique building, its special architecture, its history and the complex logistics behind the vehicle collection service.

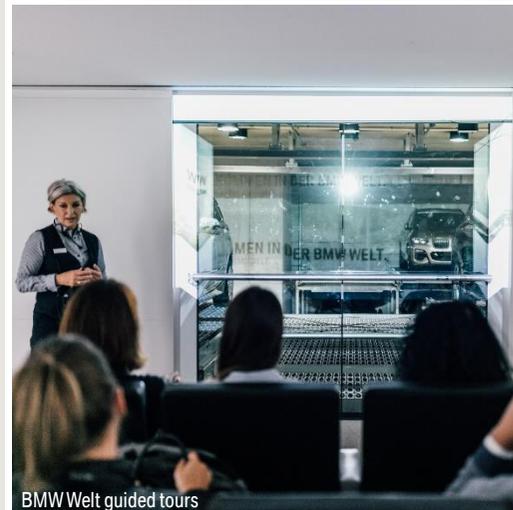
The BMW Special Tour is based on the BMW Welt Tour but is individually tailored to the wishes of the participants and is therefore particularly suitable for private groups.

The BMW Innovative Tour is dedicated to mobility challenges of the future and the BMW Group's answers to those challenges.

More information is available [here](#).



Junior Campus at BMW Welt



BMW Welt guided tours



BMW Welt guided tours

# // FACTS AND FIGURES

## 322 M<sup>2</sup>

// **322 square meters** of Italian terrazzo covers the experience space for BMW's luxury models.



MINI brand experience area



BMW Motorrad brand experience area

## SELFIE POINT

// **"I finally found M Town at BMW Welt"** – visitors can record their visit to M Town at the **Selfie Point**.



Brand experience area for BMW luxury models

## 2019

// Discover the first **fully electric MINI** – the **3-door MINI Cooper SE**.

## INTERACTIVE

// The **BMW Innovative Tour** includes exciting **interactive exhibits** such as a fully autonomous BMW i3.



BMW i brand experience area

## OLED

// The **FUTURE FORUM** features the latest technologies such as a **state-of-the-art sound system with sound shower and OLED display**.



Rolls-Royce brand experience area

## INDIVIDUAL

// In the Rolls-Royce Bespoke Lounge the **vehicle can be individually tailored** with a configurator and an extensive collection of color, leather and wood patterns.

## > 220,000

// Around **220,000** children and teenagers have participated in the BMW Welt Junior Program since its inception or have celebrated one of more than **4,000 children's birthday parties** at the BMW Group Junior Campus.

# /// VISITOR EXPERIENCE



# /// VISITOR EXPERIENCE

## BMW Welt Lifestyle & Accessory Shop

BMW Welt is home to the world's only flagship BMW and MINI Lifestyle & Accessory Shop. The store offers a wide range of high-quality products from the two brands alongside BMW Welt merchandise. The lifestyle section features stylish luggage, casual clothing and exclusive leather goods, while accessories include BMW Golf and BMW Motorsport articles. And of course there are original BMW accessories to give your vehicle its own unique style.

## Opening hours:

Monday to Saturday: 9 am to 6 pm

Sundays and public holidays: 10 am to 6 pm

## Catering

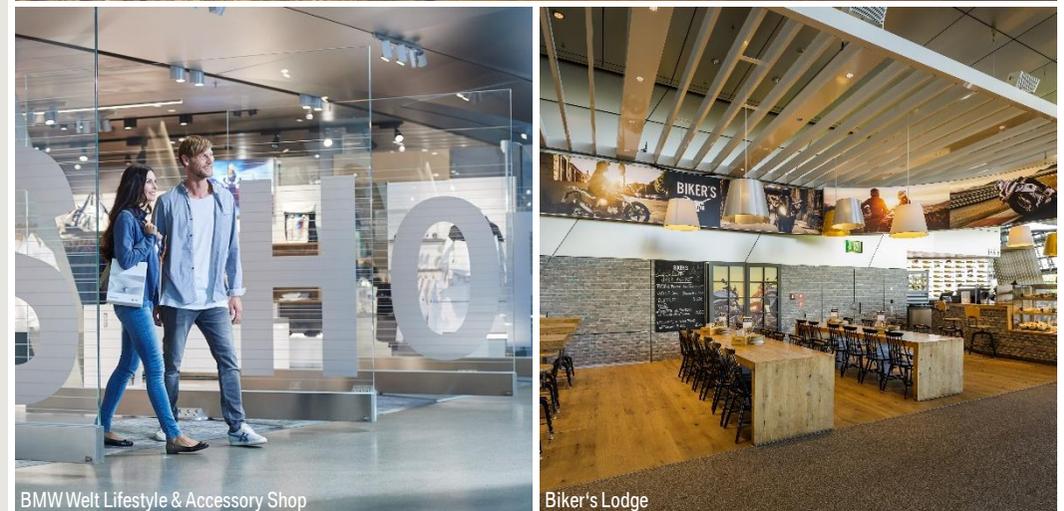
BMW Welt has teamed up with Feinkost Käfer, a traditional Munich purveyor of fine foods. With two Michelin stars and 18 points in the Gault&Millau Restaurant Guide, the EssZimmer gourmet restaurant is the domain of top chef Bobby Bräuer. The BAVARIE restaurant combines a typical French brasserie with the finest regional Bavarian specialties and is also highly rated with 15 Gault&Millau points.

In addition to the two restaurants, Feinkost Käfer also operates CooperS on the ground floor and the Biker's Lodge on the middle floor. It also caters for the numerous events held at BMW Welt.

More information is available [here](#).



EssZimmer



BMW Welt Lifestyle & Accessory Shop



Biker's Lodge

# /// FACTS AND FIGURES

## 2 STARS

/// The **EssZimmer** restaurant, the domain of top chef **Bobby Bräuer**, has been awarded **two Michelin stars** and **18 Gault&Millau points**.



Top chef Bobby Bräuer

## BMW ISETTA

/// Visitors can drive through BMW Welt as a passenger in a **BMW Isetta** or a **BMW i3**.



Biker's Lodge



Event catering

## 4

/// BMW Welt has **four places to eat**, catering for a wide range of appetites.



BMW Isetta

## DREAM CAR

/// **BMW On Demand** at BMW Welt enables visitors to test drive their ideal BMW for anything from one hour to several days.

## UNIQUE

/// BMW Welt is home to the world's only flagship BMW and MINI Lifestyle & Accessory Shop.



BMW Welt Lifestyle & Accessory Shop

## > 400

/// More than **400 people** are employed at BMW Welt to provide guests with unique experiences.



Event catering

# //// VEHICLE COLLECTION



# //// VEHICLE COLLECTION AT BMW WELT

Vehicle collection is one of the central functions of BMW Welt. The entire architecture of the building was designed to turn the initial contact with the new vehicle into an unforgettable experience.

The individually tailored schedule, including the personal attention of a member of staff, the perfectly staged handover of the new vehicle and additional experiences such as guided tours of the factory, museum or BMW Welt, regularly attract customers from all over the world. Handovers are booked and planned in close collaboration with BMW dealers.

On arrival at BMW Welt, customers take a dedicated elevator to the Premium Lounge for check-in. This area is reserved exclusively for customers coming to collect their car. Before the actual handover, customers learn all about their new vehicle in the Product Info Center.

More information is available [here](#).

The climax is when the customer's personal adviser leads the way to the Premiere, the central exhibition space at BMW Welt where the cars to be collected are on show. This is when customers come into contact for the first time with their new car as the adviser explains all the functions and controls and answers any questions.

The culmination of the handover process is when the customer drives the new car off the Premiere ramp out of BMW Welt, across the forecourt and onto the streets of Munich.



Product Info Center



Premium Lounge



Premiere ramp

# //// FACTS AND FIGURES

> 18,000

//// More than **18,000 vehicles** are handed over at BMW Welt each year.

> 220,000

//// Over **220,000 vehicles** have been delivered so far.



High-bay warehouse

## EXCLUSIVE

//// For an impressive handover experience BMW Welt has a special room set aside for customers coming to collect their cars.



Vehicle preparation/car wash

2

//// Cars are given their final polish in one of **two car washes with biologically wastewater reprocessing systems.**

90 %

//// **90%** of customers come from Germany, and **10%** from abroad.

~ 100 M / 284

//// Vehicles spend the time prior to handover in a day facility. This facility is a fully automated high-bay warehouse almost **100 meters** long with four levels and **284 storing positions.**

~ 4,000 M

//// To keep the fire hazard as low as possible, the **oxygen level of the air** in the high-bay warehouse is artificially lowered and corresponds to the level in the air about **4,000 meters** above sea level.



Premiere highlight area

20

//// The Premiere has **20 rotating presentation platforms.**

10,000,000

//// The **ten millionth BMW 3 Series sedan** was handed over to its owner at BMW Welt.

# ////// BMW WELT EVENTS AND BMW GROUP EVENT FORUM



# ///// EVENTS AT BMW WELT

BMW Welt with its modern industrial architecture is an exceptional and exclusive event location. Thanks to its excellent infrastructure, flexible space concept, high-quality state-of-the-art technical equipment, customized event services and Feinkost Käfer as the catering partner, BMW Welt provides a unique setting for more than 400 events annually.

## BMW Welt events

BMW Welt is the home and heart of the BMW Group brands and therefore plays an important role at the BMW Group's headquarters in Munich and beyond. Events are one of the core elements of BMW Welt alongside the brand experiences and vehicle collection service. For these events BMW Welt is both the organizer and the host. Each year there is a diverse program of events – everything from innovative event platforms such as #NextGen to BMW Group events such as the financial statement press conference and a series of shows from the worlds of culture, art and entertainment.

## BMW Group Event Forum

BMW Welt together with the BMW Museum and the BMW Group Classic forms the BMW Group Event Forum. BMW Welt is the largest of the three and an internationally popular event location.

Right from the start, event customers and organizers can rely on the advice and support of a dedicated and experienced project manager.

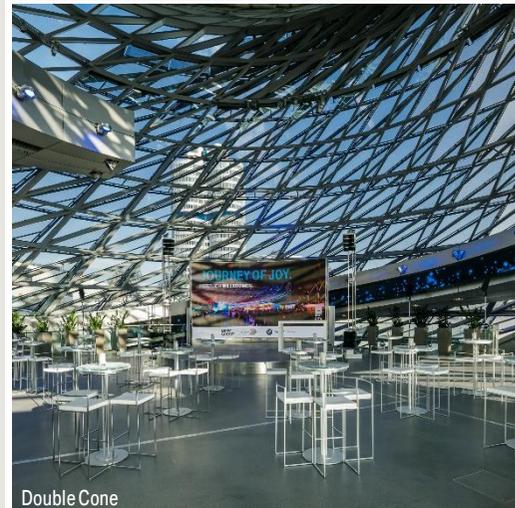
With its TV and streaming studios, BMW Welt has created a new and innovative offering in the form of a complete digital event platform. Experienced experts are on hand to help customers with everything from planning and implementation to final transmission and distribution. Specialists in video, sound, lighting, direction and streaming are also available to guarantee smooth operation and the right emotional content.

Customized experiences round off the events with something special and unique. The BMW Brand Experience allows event organizers to choose any of four different packages which reflect the diversity of the BMW Group brands. Programs for up to 20 people can be compiled from a selection of fascinating guided tours of the current exhibitions at the BMW Museum, creative car design workshops at BMW Welt and exciting driver training.

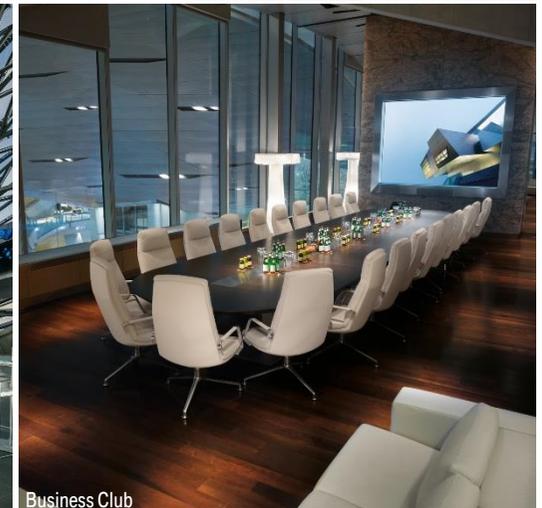
More information is available [here](#).



Auditorium



Double Cone



Business Club

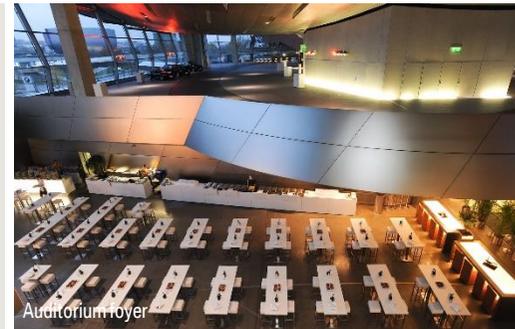
# ///// FACTS AND FIGURES

8

///// **Eight different event spaces** can be booked at BMW Welt. Brand and experience areas are also available as event locations.

> 400

///// Up to **400 events** take place every year at BMW Welt.



Auditorium foyer

~ 1,600

///// The auditorium can accommodate up to **1,600 people** when extended to include the foyer.



Double Cone

3

///// BMW Welt has three fully equipped streaming and TV studios and offers optimum infrastructure including an all-round care-free service for digital event formats.

~ 50,000

///// BMW Welt welcomes around **50,000 guests** every year at congresses, seminars, film premieres and award ceremonies.



Business Center meeting room

## TERRACE

///// The **covered outdoor terrace** at BMW Welt is ideal for **outdoor events**.



Streaming and TV studio for digital events

## TECHNOLOGY

///// The auditorium is equipped with the **world's largest and most advanced audiophile loudspeaker system**. There is a modern **3D light tracking system** and **4K projections** are possible.

~ 16 T

///// The chain system in the auditorium can carry up to **16 tonnes**, enabling vehicles to be suspended in the air.



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