

Media information

15 June 2023

The Le Mans Classic 2023. BMW Group Classic enters a BMW M1 Group 4 in legendary "Wirtshaus" livery.

Original driver line-up from 1981 are reunited at the wheel +++ Team begin their journey in the evocative surrounds of Munich's Spatenhaus an der Oper restaurant +++ 100 years of Le Mans +++ 50 years of BMW France +++ 80th birthday of HRH Prince Leopold of Bavaria

Munich/Le Mans. BMW Group Classic is returning to the Le Mans Classic for the first time since 2014 – and will line up at the Circuit de La Sarthe with the legendary BMW M1 Group 4 in "Münchener Wirtshaus" livery. Piloting the car will be the original driver trio from the 24 Hours of Le Mans in 1981: HRH Prince Leopold of Bavaria (DE), Christian Danner (DE) and Peter Oberndorfer (DE).

On 15 June 2023 the team met up at the Spatenhaus an der Oper restaurant in Munich to set the scene for the action to come. The drivers got together with fans and media representatives to recreate the pre-race public photo call from 1981. The event on 3 June that year was intended to shine the spotlight on the company's involvement in the upcoming 24-hour race. So history was repeating itself this year – with the same venue, the same car and the same drivers.

"I'm really looking forward to driving the BMW M1 Group 4 in "Münchener Wirtshaus" livery at Le Mans again after 42 years," said HRH Prince Leopold of Bavaria. "It makes me particularly proud that my friends Christian Danner and Peter Oberndorfer are here with me, so that we can take a trip back in time in a very special way."

2023 is a year of celebrations. BMW Group Classic decided to enter the Le Mans Classic, in co-operation with BMW Motorsport and BMW France, to mark the centenary of the legendary 24 Hours of Le Mans. Plus, the BMW sales company in France is celebrating its 50th anniversary this year. And on 21 June, His Royal Highness Prince Leopold of Bavaria will turn 80.

As well as entering the BMW M1 Group 4 in the Plateau 6 category, BMW Group Classic will be hosting an exhibition of Le Mans racing icons at the Musée des 24 Heures du Mans: The overall winner of the 24 Hours of Le Mans in 1999 – the BMW V12 LMR – will take its place alongside the first ever BMW Art Car, the BMW 3.0 CSL from 1975 created by Alexander Calder. Visitors will also be able to admire the BMW M3 GT2 Art Car from 2010 – the work of Jeff Koons.

Just under 20 privately entered historic BMW racers will also be taking part in the Le Mans Classic.

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The BMW Group

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In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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