



Advertisement block "A Wonderful Experience ..."

Description: Advertising copy containing the phrase "Freude am Fahren" ("Sheer Driving Pleasure"). Same motif as 653/1, but with modified text.

Image Date: 04/1936 - 04/1936

Photographer: BMW AG

Copyright: BMW AG

Signature: BMW AF 653-2

Freude am Wagen – Freude am Fahren



Advertisement block "Freude am Wagen - Freude am Fahren. BMW 1500"

Image Date: 06/1964 - 06/1964

Photographer: BMW Anzeigenmarter

Copyright: BMW AG

Signature: BMW AF 8490-9



Dealer advertisement "BMW Freude am Fahren"

Image Date: 09/11/1965 - 09/11/1965

Photographer: BMW Werbeanzeige

Copyright: BMW AG

Signature: BMW AF 8494-1



Poster: "We didn't intend to..."

Description: "...construct an alternative to existing automobiles with the big BMW. We wanted to create an automobile for which existing ones would be alternatives.

Image Date: 1968 - 1968

Photographer: BMW Werbemotiv

Copyright: BMW AG

Signature: BMW AF 2843-1



Poster "1975: So fährt BMW Rennen in den USA"



Description: Sebring 23. März. Sieg für BMW.
1. Platz: B. Redman, A.Moffat, H.J.Stuck, S. Posey auf BMW 3.0 CSL.

Laguna Seca, 4. Mai: Sieg für BMW.
1. Platz H.J.Stuck auf BMW 3.0 CSL.

Riverside-CA, 10. Mai. Sieg für BMW.
1. Platz: H.J.Stuck/D. Quester auf BMW 3.0 CSL.
2. Platz: B. Redmann/S. Posey auf BMW 3.0 CSL.

Image Date: BMW Freude am Fahren
1975 - 1975

Photographer: unbekannt

Copyright: BMW AG - BMW Group Archiv

Signature: BMW RF 10090-1

Poster "Ein Jahr der Erfolge"



Description: BMW 1975 in den USA:
Ein Jahr der Erfolge.
Bei 13 Starts mit dem BMW 3.0 CSL errang BMW 5 Gesamtsiege, 6 zweite und 2 dritte Plätze.
Und fuhr 6 neue Rundenrekorder: Erfolgreichster Pilot: Hans-Joachim Stuck.

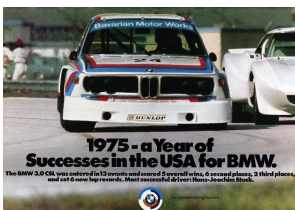
Image Date: BMW Freude am Fahren
1975 - 1975

Photographer: unbekannt

Copyright: BMW AG - BMW Group Archiv

Signature: BMW RF 10134-1

Poster "1975 - a Year of Successes in the USA for BMW"



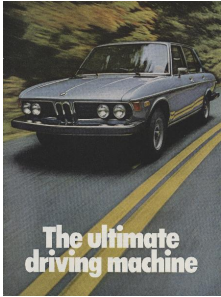
Description: 1975 - a Year of
Successes in the USA for BMW.
The BMW 3.0 CSL was entered in 13 events and scored 5 overall wins, 6 second places, 2 third places,
and set 6 new lap records. Most successful driver: Hans-Joachim Stuck.

Image Date: BMW the ultimate driving machine
1975 - 1975

Photographer: unbekannt

Copyright: BMW AG - BMW Group Archiv

Signature: BMW RF 10134-3



Advertisement "The ultimate driving machine"

Image Date: 1975 - 1975
Photographer: BMW Werbeanzeige
Copyright: BMW AG
Signature: BMW AF 33729-1



Advertising motif "Boy oh boy, that was great. Man, that's fantastic."

Description: The advertising motif is part of an advertising campaign that shows a flashback to the past. The big image shows the present depicting a BMW 7 Series (E38). A smaller photo shows a group of four boys who have come together to assemble a vehicle and are enjoying a fun ride. The boys of the time are presented as future drivers of the BMW 7 Series and hence suitably reflect the BMW motto of "Sheer Driving Pleasure". Although the boys mature to become men, the young person inside them still espouses "Sheer Driving Pleasure".

Image Date: 1995 - 1995
Photographer: BMW Werbeanzeige
Copyright: BMW AG
Signature: BMW AF 15547-3



Rolls-Royce
Motor Cars Limited

Poster "Auch ein Mercedes kann Fahrfreude bringen"



Description: "Der BMW 5er ist laut auto motor und sport Leserwahl das beste Auto des Jahres 2002 in der oberen Mittelklasse"

Image Date: 2002 - 2002

Photographer: BMW Werbeplakat

Copyright: BMW AG

Signature: BMW AF 7540-1



Poster "Freude am Wagen Freude am Fahren - BMW 1600"

Image Date: 1964 - 1966
Photographer: BMW Plakat
Copyright: BMW AG
Signature: BMW AF 19546-1



Dealer advertisement "BMW Freude am Fahren"

Image Date: 09/11/1965 - 09/11/1965
Photographer: BMW Werbeanzeige
Copyright: BMW AG
Signature: BMW AF 8494-1



Advertisement "Co-determination"

Description: The advertising copy explains the design principle on which cars in the New Class were built during the 1960s: "agile, compact, vital and functional". The big cars, the BMW 2500 and 2800, were also constructed on the basis of this principle - "for even more driving pleasure". (The motif is also used with the same image and copy in portrait format.)
Image Date: 02/1970 - 02/1970
Photographer: unbekannt
Copyright: BMW AG
Signature: BMW AF 7917-1



Advertisement "Co-determination" coloured

Description: The advertising copy explains the design principle on which cars in the New Class were built during the 1960s: "agile, compact, vital and functional". The big cars, the BMW 2500 and 2800 were also constructed on the basis of this principle - "for even more driving pleasure". (The motif is also used with the same image and copy in portrait format.)
Image Date: 03/1970 - 04/1970
Photographer: unbekannt
Copyright: BMW AG
Signature: BMW AF 7917-2



BMW Logo with slogan "... aus Freude am Fahren ..."

Image Date: 1980 - 1990
Photographer: BMW AG
Copyright: BMW AG
Signature: BMW UF 4472-1



Rolls-Royce
Motor Cars Limited

Advertisement picture "Freude am Fahren"



Image Date: 2001 - 2001
Photographer: unbekannt
Copyright: BMW AG
Signature: BMW AF 7047-1



Stylised propeller as BMW trademark

Description: Title page of the magazine "BMW Aero Engine News" (Vol. 1, Issue 2, Nov./Dec. 1929) showing two aircraft with stylised propellers in a manner similar to the BMW trade mark.

Image Date: Retouching of UF 64/1
1929 - 1929

Copyright: BMW AG

Signature: BMW UF 64-2



The automobile market in Germany 1967 - Psychological market model

Description: In the year 1967, a market-psychology study carried out by BMW and Bernt Spiegel confirmed that there was a niche in the German automobile market in the segment "very sporty automobiles within the price segment DM 8,000 to DM 12,000". The company drew up a psychological market model in order to demonstrate this and allow the market niche to be visualised by means of a diagram.

Two key criteria were used to present the psychological market model:

- the most important attribute for all automobile sales: the price.
- an attribute specific to BMW: sportiness.

The left-hand, bottom corner of the diagram highlights the market niche. The corner shows a submarket for which there was some demand or even very large demand from the perspective of the year 1967. However, when the psychological study was carried out, there was still no product being marketed by other manufacturers in contrast to BMW.

Image Date: 1967 - 1967

Photographer: BMW AG

Copyright: BMW AG

Signature: BMW UF 5775-1