

BMW Welt



ROLLS-ROYCE
MOTOR CARS LTD

BMW WELT INFORMATION

UPDATE 2025

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01.

BRIEF INTRODUCTION.

A MUNICH LANDMARK.

After more than three years under construction, BMW Welt opened its doors in **October 2007** adjacent to Munich's Olympiapark. It has since represented the global benchmark for experience-oriented brand centres. The **futuristic architecture** is the work of **Vienna-born Wolf D. Prix**, one of the founders and owners of the **COOP HIMMELB(L)AU** studio, and has received multiple awards. BMW Welt offers visitors **free admission** and a constantly evolving experience world exploring every aspect of the BMW Group's brands as well as innovation and future-focused themes.

Alongside the brand spaces featuring models from **BMW, BMW M, MINI, Rolls-Royce Motor Cars and BMW Motorrad** respectively, BMW Welt offers visitors **four restaurants, guided tours, a campus** for children and young people, and the spectacular **Premiere**, where new cars are presented to their customers.



FACTS.

- AT 269 METRES IN LENGTH, THE BRIDGE CONNECTING BMW WELT AND THE BMW MUSEUM IS BAVARIA'S LONGEST CANTILEVER BRIDGE .
- WITH A SURFACE AREA OF OVER 14,000 SQUARE METRES, THE ROOF OF BMW WELT COULD SPAN ST. MARK'S SQUARE IN VENICE.
- OVER 1,000 TONNES OF STEEL WERE USED IN THE CONSTRUCTION OF THE DOUBLE CONE AND MORE THAN 900 DIFFERENT GLASS ELEMENTS, EACH OF WHICH IS UNIQUE.
- OVER 250,000 VEHICLES HAVE BEEN HANDED OVER TO THEIR OWNERS AT BMW WELT TO DATE.
- UP TO 400 EVENTS TAKE PLACE AT BMW WELT EVERY YEAR .

02.

BRAND EXPERIENCE & SHOP.

EXPERIENCE AREAS – GET UP CLOSE WITH BMW.

BMW Welt is home to the BMW Group, with its **BMW** brand and its sub-brand **BMW M** as well as **MINI**, **Rolls-Royce Motor Cars** and **BMW Motorrad**. Each brand welcomes visitors to its own experience area. In 2025, the **Neue Klasse** will use its experience space to point the way towards the future of mobility at BMW.

With regularly changing exhibitions in the experience areas, BMW Welt creates a constant stream of fresh inspiration for its visitors from around the world.

Added to which, BMW Welt is the ideal place to make automotive dreams come true – thanks to **BMW Genius** and **MINI Genius**. Customers can put together their perfect car and have a digital visualisation of it made as part of a personal consultation. As well as guiding the vehicle configuration, the Geniuses demonstrate technical highlights and functions as well. Both Genius services are also available in digital form.

Another magnet for BMW fans at BMW Welt is the **BMW and MINI Lifestyle & Accessory flagship store**. Here, visitors will find a large selection of high-quality products from the various brands, as well as BMW Welt merchandise.



03.

VEHICLE COLLECTION.

OVERVIEW.

The **Premiere** is one of the central areas within the BMW Welt. This dedicated vehicle handover space on the first floor makes collecting a new BMW a special experience for customers who want to pick up their car directly from its manufacturer. The overall architecture of the building is focused on making the customer's first meeting with their new BMW an unforgettable experience.

BMW Welt offers **vehicle collection** as part of the **PREMIUM** and **EXCLUSIVE** experience packages. As well as the vehicle handover in the Premiere space, the PREMIUM package also includes light snacks and refreshments in the Premium Lounge, a vehicle introduction in the Product Info Center, and a guided tour through Plant Munich or BMW Group Classic or a visit to the BMW Museum. The EXCLUSIVE package offers all the features of the PREMIUM package plus a chauffeur service, vehicle handover in the Exclusive Privacy room and a four-course menu in the Bavarie by Käfer restaurant.



A MATCH MADE IN MUNICH.

Since BMW Welt first opened its doors, more than 250,000 customers have taken up the offer to pick up their new car from the building. Awaiting these customers is a programme of highlights to accompany the handover and personal service before and during the handover. They can choose from a range of attractive options such as a **BMW Group plant tour**, a visit to the **BMW Museum** or an in-depth **tour of discovery** through the BMW Welt building and the brand spaces.

Since July 2024, customers have also been able to select the **Exclusive Privacy** option for a particularly private experience. This impressive package includes a special private room for the vehicle handover, which guarantees an unforgettable audio-visual experience and a perfect start to the intimate relationship between customer and vehicle. The Exclusive Privacy upgrade is available as an additional offer (in addition to and only in conjunction with the Exclusive package) and can be booked for 90 minutes at a time.



You can find more information on vehicle collection at BMW Welt [here](#).



04.

RESTAURANTS.

OVERVIEW.

It's not only event guests who will get the chance to enjoy the culinary delights of Feinkost Käfer. The gastronomic offering at BMW Welt, spread across **four restaurants** in total, greets all visitors with a rich variety of styles and exquisite food & drink.

Bavarie by Käfer and the new fine-dining restaurant **THE CLOUD by Käfer** (opening in summer 2025) treat visitors to wonderfully sophisticated cuisine. **Cooper's Garden** creates the ideal ambience for rapid refreshments and speedy breaks. And the **Biker's Lodge** takes visitors on a road trip through the Italian food landscape.



A CULINARY JOURNEY – THE CLOUD by Käfer.



The fine-dining restaurant THE CLOUD by Käfer will open at BMW Welt in summer 2025. Here, guests can expect a whole new food and taste experience. In the space where visitors would previously have found the EssZimmer restaurant, BMW Welt and Käfer are celebrating a new gastronomic direction: **culinary nomadism**. In the restaurant's first year, head chef Jens Madsen and his team will thrill and excite guests with the aromas and textures of southern and eastern Africa.

Born in Tanzania, Jens Madsen moved to Chiemgau in Bavaria at the age of eight. His passion for excellent food influenced by cuisine from around the world has led him to some of the world's finest restaurants. The former sous-chef at EssZimmer has gradually built up his knowledge of traditional cooking techniques and regional specialities over the years, and this expertise will now find its way onto the menu at THE CLOUD by Käfer – along with high-quality, regional products – from summer this year.

05.

THE CAMPUS.

LEARN AND EXPERIENCE TOGETHER.

At The Campus in BMW Welt, visitors aged between 5 and 18 can dive into exciting topics such as **electric mobility, robotics and sustainability** and let their imagination run free in **creative workshops**. This gives the children and young people the chance to engage interactively with the mobility of the future.

The Campus also offers a wide range of team workshops for adults, plus numerous events for **school and group trips** during the **school holidays** and for **children's birthday parties**.



You can find more information on the workshops at BMW Welt [here](#).

The new **RE:BMW Circular Lab** workshop takes an active look at the topic of circular economy.

On the ground floor of the Future Lab are interactive stations that are open to visitors from Tuesday to Friday, 12.00 to 5.00 p.m. and on weekends from 10.00 a.m. to 5.00 p.m.

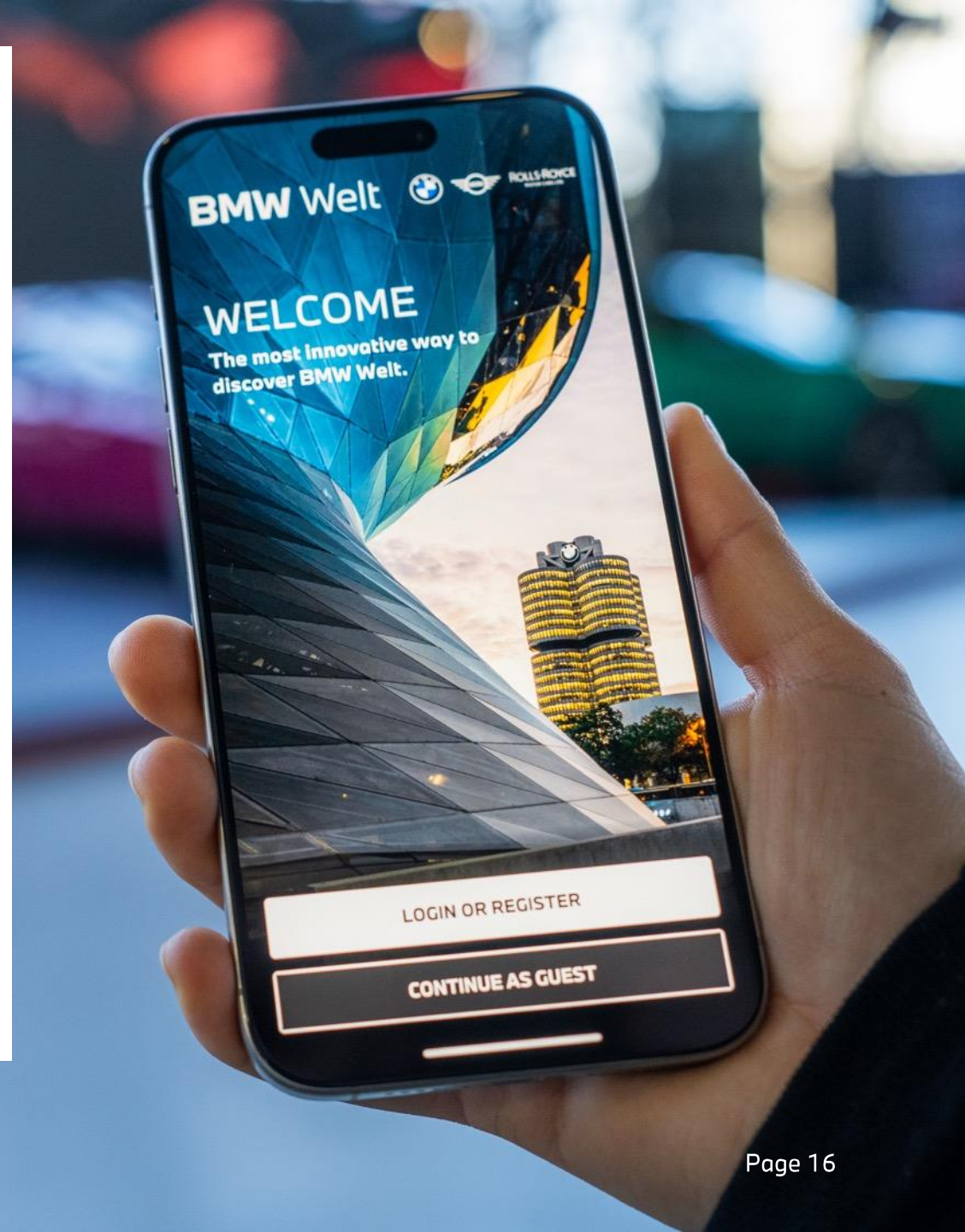


BEHIND THE SCENES.

Visitors can also sign up for **BMW Welt guided tours**. These tours provide a look behind the scenes and give visitors the chance to find out more about the complex **logistics of vehicle handovers** and the building's unique **architecture** and **history**.

Exclusive guided tours can be adapted to the guests' particular interests – whether that's the area of sustainability, one of the company's sub-brands or the building's architecture.

The **BMW Welt App** turns a tour of BMW Welt into an interactive and informative adventure. Visitors can enjoy a virtual tour (available in two languages) with 16 stations and AI avatar Lara as a tour guide. The tour can be started at any time by pressing a button, which means that visitors can choose exactly when they want to begin the tour and how fast they want to go. The app also allows users to access 360° models and data sheets for the exhibits at the touch of a button.



06.

LOCATION & EVENTS.

INNOVATIVE EVENT LOCATION.

With its award-winning architecture, BMW Welt also provides an exclusive event location that breaks the usual mould. Offering exceptional infrastructure and professional event service, BMW Welt hosts more than **400 premium events** per year. Examples have included the presentation ceremony for the "Blauer Panther – TV & Streaming Award" and for the Bavarian Sports Award.

BMW Welt also hosts and organises a varied programme of its own events each year. Among these are innovative and digital event platforms as well as BMW Group occasions like the company's annual conferences and gatherings for the worlds of culture, art and entertainment.



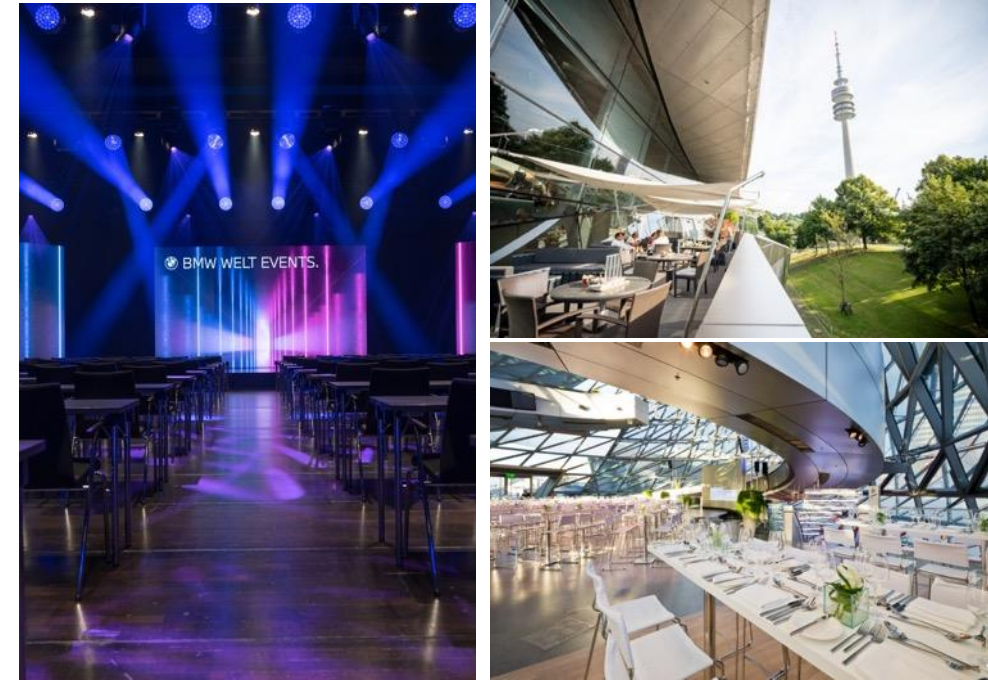
AN ADAPTABLE ICON.

BMW Welt offers a spectacular ambience and variable **event spaces** for every need.

For example, the **gallery** and **rooftop terrace** at BMW Welt are ideal for networking events – and add further allure with fantastic views over the motorcycle gallery and Premiere inside the building or the Olympiapark outside. The unique form and architecture of the **Double Cone** – an iconic, emblematic feature of BMW Welt – makes it a versatile and flexible event location offering an inimitable ambience.

Individualisation also takes centre stage in the **Auditorium**, thanks to its versatile topography and full soundproofing. This means that events ranging from banquets and conferences to film showings can be held here. The **lobby** of the Auditorium is also available for catering and cocktail receptions. The redesigned **Business Center**, the **Business Club** and **The Campus** provide ideal locations for focused and creative working with their state-of-the-art technology.

Whether **world premieres** in hybrid format, full-digital **product launches**, or **productions in TV quality**, all event spaces can be quickly transformed into a fully equipped **streaming studio**.



You can find more information on the event spaces at BMW Welt [here](#).

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BMW Welt also offers special tours for media representatives who are keen to find out more. We look forward to hearing from you.

bmw-welt.com



EVERYTHING AT A GLANCE.

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