

Press information  
May 11<sup>th</sup>, 2023

## **BMW Motorrad celebrates 100 years of success. Major anniversary exhibition at the BMW Museum.**

**Munich.** The major anniversary exhibition at the BMW Museum to mark 100 years of BMW Motorrad opens its doors on May 12<sup>th</sup> 2023. Visitors will then be able to embark on an intense, exciting journey through 100 years of BMW Motorrad history over the exhibition's approximately year-long run.

### **Over 55 original BMW motorcycles and themed displays with 15 unique stations.**

In honour of these motorised two-wheelers, which have always supported the sporty, dynamic image of Bayerische Motoren Werke and today contribute significantly to its economic success, the BMW Museum will be displaying more than 55 original motorcycles from 10 decades in its world-famous Museumsschüssel (Museum Bowl).

Built in 1973, this round building's architecture continues to fascinate visitors to this day and boasts themed displays comprising roughly 15 stations. Five larger exhibition levels are dedicated to the best-known BMW Motorrad designers, the various customer interests, the most captivating motorcycle combinations and remarkable models. In addition, unique treasures from the BMW Group Classic historic collection of vehicles will be displayed to the public for the first time on their own dedicated platform.

### **A thrilling journey through 100 years of BMW Motorrad history.**

At the centre of the exhibition are a number of original motorcycles spanning a period of 100 years, which present an appropriate depiction of the development of the BMW Motorrad brand over time. The exhibition also draws on tanks, benches, lights, rider's helmets, frames and smaller technical details to trace exciting lines of development from the past to the present. Space is also devoted to specific aspects such as motorsports, electromobility, research and development, and advertising, as well as the fascinating world experienced by two globetrotters on their BMW motorcycles. Exported to more than 110 countries to date, the company's vehicles for use by the authorities play a decisive role at international scale. The exhibition will also highlight the BMW Motorrad clubs organised around the globe.

### **Exciting motorcycle pairings from past and present. Racing drivers and developers from 100 years of BMW Motorrad.**

In the exhibition's wide-ranging content, the concept of the anniversary exhibition proceeds in principle from motorcycle pairings, with a historical

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vehicle in each case being placed beside a current one. This creates many interesting contrasts on the subjects of innovation, super-athletes, combinations, full cladding and urban mobility. Visitors will find the most valuable pieces in the exhibition on the way from platform 2 to Motorsport. Here, two machines are presented that are associated with victory in the legendary Tourist Trophy on the Isle of Man: in this road race, which is probably the most difficult in the world, Schorsch Meier was successful on his BMW R 255 Kompressor, and 75 years later Michael Dunlop placed first on a BMW S 1000 RR.

Here, the anniversary exhibition honours the drivers, designers and developers from 100 years of BMW Motorrad history and at the same time references fascinating production in the BMW Group plant in Berlin-Spandau.

One of many highlights in the exhibition is the parade of fascinating BMW R 18 models, which is presented in a range of model variants. These alone would be worth a separate exhibition in this format. This is also true for the fully clad powerhouse from the batch of a BMW K1 and BMW R 1250 RT. The final touch is added by the BMW Motorrad VISION NEXT 100 vision vehicle, which has been known since 2016, and gives an outlook into the future of the motorcycle.

Interactive stations encourage visitors to actively engage with the exhibition; for example, a special photo station on platform 2 creates unforgettable moments for visitors as they explore. Visitors will also be able to hop onto each of two original BMW motorcycles, a couple of which we also encounter here. They can take their place behind the handlebars of a BMW R 25 from the 1950s and a current BMW S 1000 RR.

There's even more BMW Motorrad to enjoy in the permanent exhibition. Here, since it re-opened in 2008, the BMW Museum has dedicated around ten rooms and stations to the history of BMW motorcycles. Various topics give greater insight here, whether it's the very first motorcycle, the BMW R 32; an overview all depicting around 25 milestones; or impressive examples from motorcycle racing.

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**Opening times for the BMW Museum:**

Tuesday to Sunday, 10 a.m. to 6 p.m. (last entry at 5:30 p.m.).

**Entry tickets for the permanent and temporary exhibitions:**

- Individual ticket: €10
- Discounted\*: €7
- Group (min. 5 people), per person: €9
- Family (max. 2 adults and 3 children under 18 years of age): €24

More information and ticket shop: <https://www.bmw-welt.com/de/index.html>

Press material on BMW motorcycles as well as the BMW Motorrad Driver's Exhibition is available in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

If you have any questions, please contact:

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**BMW Group**

BMW Group is the world's leading premium manufacturer of automobiles and motorcycles with its BMW, MINI, Rolls-Royce and BMW Motorrad brands, and a provider of premium financing and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network with representatives in over 140 countries.

BMW Group achieved global sales of almost 2.4 million automobiles and over 202,000 motorcycles in 2022. Earnings before tax in the 2022 financial year amounted to EUR 23.5 billion and turnover was EUR 142.6 billion. The company employed 149,475 people worldwide as at 31 December 2022.

Long-term thinking and responsible action have always been at the heart of the economic success of the BMW Group. The company set its course for the future very early on and consistently places sustainability and resource conservation at the centre of its approach – from the supply chain and production right up to the end of the use phase of all its products.

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With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, 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 at 31 December 2022, BMW Group had a workforce of 149,475 employees.

The success of 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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