

**BMW Museum Fact Sheet**

- Since its opening in 1973, the BMW Museum has successfully showcased historic automobiles, motorcycles, racing cars and aircraft engines and provided a glimpse of the technologies of the future.
- The BMW Museum is one of the oldest automobile museums in Germany. It features over 120 original exhibits from the brand's more than 90-year history, arranged into 25 focus topics in separate exhibition areas. Aircraft engines, motorcycles and automobiles illustrate the topics of design, technology and motor sport.
- The BMW Museum receives up to 500,000 visitors a year – making it one of the most popular museums in all of Munich.
- The BMW Museum was designated a national monument in 1999, together with the Group headquarters, which Munich residents refer to as the “Four-Cylinder” on account of its distinctive style. Both buildings were designed by the Viennese architect, professor Karl Schwanzer.
- When it reopened in 2008, the Museum was expanded to 5,000 square metres. The new concept also bears the architectural signature of ATELIER BRÜCKNER, based in Stuttgart. The media installations inside the building are the creation of ART+COM, Berlin.
- The BMW Museum is located in the circular building known in Munich as the “Bowl”, because of its unique circular design – home to the Museum’s temporary exhibitions – and in the adjacent “low building”, which houses the Museum’s permanent exhibition and tour through various BMW topics, such as design, engines, motor sport and aerodynamics.
- A total of 23,000 visitors took 2,630 guided tours through the Museum in 2011.
- The BMW Museum offers three attractive event settings: the “BMW Square”, the foyer and the upper platforms of the “Bowl”.
- The “low building” of the BMW Museum, in particular, offers ample space for open, transparent exhibition design, on account of its high ceilings.
- The BMW Museum is also an exciting place for young people to visit, thanks to specially designed programmes which allow them to discover mobility-related topics in many different ways.
- The BMW Museum offers programmes tailored to school classes and closely geared towards the Bavarian curriculum, which allow children and teenagers to discover the concept of mobility in its entirety.
- The BMW Museum invites visitors to sample culinary delights in its M1 Café.
- Visitors to the BMW Museum have the opportunity to buy rare items, such as vintage sales brochures and user manuals, as well as merchandise, postcards, books and models in the adjacent museum store.
- The BMW Museum is open to visitors from Tuesday to Sunday, and on public holidays, from 10.00 a.m. to 6.00 p.m. It is closed on Mondays, except for holidays. Admission to all exhibitions costs EUR 9.00 for adults; discounts are available through partner programmes. Single admission with a guided tour costs EUR 12.00; a family ticket costs EUR 24.00. For further information – on group tickets, for example – please refer to [www.bmw-museum.com](http://www.bmw-museum.com).

Further information is available online at [www.bmw-welt.com](http://www.bmw-welt.com).



## Media Information

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