

Media Information
12 September 2013

BMW Group Classic in celebratory mood at the Goodwood Revival 2013.

BMW Group Classic spotlights two landmark occasions at the legendary classic car and motorcycle event in England: “90 years of BMW Motorrad” and “50 years of the Mini Cooper S”.

Munich. In September each year, the Earl of March opens the gates to his estate outside Chichester in West Sussex, southern England for the Goodwood Revival Meeting, bringing back to life an era when motor sport was still an adventure. Since 1998 racing fans have flooded to the event to pay homage to racing cars and motorcycles from the 1940s to 1960s. Drivers, riders, team members and visitors don the attire of the times, helping to create a quite unique atmosphere. Today the Goodwood Revival is among the best-known classic motor sport events around the world and one of the highlights of the BMW Group Classic calendar.

The BMW Group Classic line-up.

BMW Group Classic is once again presenting models from the BMW, MINI, Rolls-Royce and BMW Motorrad brands in the March Motor Works area. The Bauhaus-style garages provide an attractive showcase for the exhibits in their historical context. Backdrops such as a reconstructed paddock for three BMW 1800TI/SA touring cars and a scene from “The Yellow Rolls-Royce” – a British movie from 1964 in which Ingrid Bergman and Jeanne Moreau share top billing with the title car – transport visitors back into the automotive past. MINI fans can admire advertising and promotional films from the brand’s history while Jock West’s Motorrad Shop, complete with workshop scene, provides an authentic setting for BMW Motorrad’s display of historic motorcycles.

Historic BMW highlights on two wheels.

The celebrations for BMW Motorrad’s 90th birthday make 2013 a very special year. And so it is quite appropriate that a selection of extraordinary BMW motorcycles should join the field for the Barry Sheene Memorial Trophy – two Kaczor BMWs, a BMW RS 54 and a BMW RS 500 factory racing machine. In the 1960s, racer and later BMW engineer Ferdinand Kaczor built a 500cc racing boxer machine, whose 50 hp made it roughly twice as powerful as its standard production sibling. And thanks to a self-constructed and extremely lightweight double-cradle frame, it weighed under 150 kilograms. Kaczor rode the bike to a new lap record of the Nürburgring-Nordschleife circuit in 1969.

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The two Kaczor BMWs are piloted by Mike Farrell and Sebastian Gutsch and the winners of last year's FIM Superstock 1000 title Sylvain Barrier and Lothar Singer.

In 1954 the BMW RS 54, manned by Wolfgang Meier and Claus Clausen, was the first racing machine for solo and sidecar competition to go on general sale. Its legendary flat-twin boxer engine with vertical shaft drive powered BMW machines to 19 riders' and 20 manufacturers' titles in the sidecar world championship in the years up to 1974. The BMW RS 500 of 1956, meanwhile, was a factory version of the RS 54, which Walter Zeller rode to second place in the solo world championship the same year. This machine offered the public an early demonstration of the groundbreaking torque support on the rear wheel which preceded BMW's Paralever construction, and is piloted at Goodwood by the all-female pairing of Maria Costello and Fabienne Hoffmann.

St. Mary's Trophy stars Stephane Peterhansel and Johnny Cecotto.

BMW Group Classic lines up with two cars in the St. Mary's Trophy, one of the headline races on the Goodwood Revival programme. The Austin Mini-Cooper S Competition, driven by multiple Dakar Rally winner Stephane Peterhansel and Max Partl, celebrates the 50th birthday of the MINI Cooper S. The racing version of the car was built from 1964 and in that year John Fitzpatrick drove it to multiple 1300cc class victories and second place in the British Saloon Car Championship. The car was completely rebuilt with races such as the St. Mary's Trophy in mind.

The Austin Mini-Cooper S Competition is joined by the BMW 1800 TI/SA racing touring car, steered by former motorcycle world champion and multiple touring car champion Johnny Cecotto, together with Jörg Weidinger. BMW built the 1800 TI/SA from 1965. With its pair of twin carburettors, 130 hp output, five-speed gearbox, wooden steering wheel and adjustable bucket seats, it was a serious contender in touring car racing and notched up an impressive list of victories in international competition. Only 200 units of the BMW TI/SA were built, making it a genuine rarity.

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BMW Group Classic

BMW Group Classic is responsible for all activities within the BMW Group associated with the history of the company and its three brands BMW, MINI and Rolls-Royce. This ranges from the Group Archives, which are available to anyone as a centre of expertise for all the facts and figures surrounding the history of the company, the brands and the products, through the BMW Museum, which receives more than 400,000 visitors each year, to the BMW Classic Centre where all the facilities are provided that drivers require to satisfy their passion for classic BMW vehicles from spare parts to full restoration. Another aspect is planning and implementation of participation in all the classic events attended, and administration and expansion of the vehicle collection with more than 1,000 exhibits.

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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