

BMW Welt Overall Experience. Contents.



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1. The BMW Welt.

1.1 The BMW Welt Overall Experience.



Opening the BMW Welt on 17 October 2007, BMW has established a new milestone in Munich, at the same time creating a venue for dialogue and unforgettable moments.

A truly multi-functional building, the BMW Welt offers a comprehensive experience and place of encounter for all visitors and attracting more than one million guests in the first six months alone, the BMW Welt is already one of the three most popular sights in the Bavarian State Capital of Munich. BMW has been based in the north of Munich with its production facilities since 1917 and now guests from all over the world are able to enjoy an even more intense experience of the world of BMW, ranging from the latest trends and exhibitions through technical highlights and design features all the way to the emotions of the lucky customers able to take receipt of their new car in the BMW Welt.

As a building and an institution, the BMW Welt is a significant interface between the Company, the brand, the products, and the visitor. This is indeed the only place able to offer an overall, all-round experience of the past, present and future.

Together with the BMW Plant and the BMW Museum, the BMW Welt forms one logic whole, the overall experience of BMW. Particularly the vicinity linking this unique building pointing into the future in its architecture with all important areas and facilities of BMW's location in Munich, as well as the option to visit the BMW Museum and enjoy a guided tour of the Plant on the occasion, create this all-round experience.

Precisely this comprehensive perspective clearly bears out the spirit of authenticity and continuity in Munich, the history of the Company, and the most advanced production facilities and technologies used by BMW. The BMW Welt, therefore, brings together the social commitment, the sense of responsibility, and the clear pledge of the BMW Group to the world we live in.

BMW Welt. The Art of Being BMW.

Through its progressive architecture, the BMW Welt is not just a highlight of tourism in Munich, but also an outstanding venue for individualised, highly personal delivery of cars to their new owners. Each year BMW hands over up to 45,000 new cars to owners from all over the world picking up their vehicles in Munich, and a minimum of 850,000 visitors is expected each

year – a figure already exceeded by far in the short period since the BMW Welt was opened.

Apart from the exclusive presentation of current car lines and motorcycles, interactive exhibits offer a clear insight into BMW research, development, design, and production, providing the opportunity to experience the BMW brand and the Company from virtually every perspective.

A further point is that the BMW Welt features its own Event Forum equipped with the most advanced technology for events of all kinds the ideal venue for concerts, exhibitions, conferences and live transmissions, as well as receptions and seminars.

The range of catering and dining services is highly versatile, with the BMW Welt offering two restaurants, one bistro and one coffee shop, just as the various shops meet all kinds of requirements.

The Junior Campus, a special, independent encounter area based on the latest scientific findings in child and youth studies, caters ideally for children between 7 and 13 as well as school-children from grades 2–7. Indeed, this is where children and young people are able to discover “mobility with all their senses” in a truly playful manner.

BMW Museum. A Direct Experience of History.

The BMW Museum attracting an average of 200,000 visitors a year was built next door to the BMW Building in 1973.

The concept of the new BMW Museum opening on 19 June 2008 and offering five times the former exhibition area focuses on the fascinating thrill of the BMW brand borne out by dynamism, sportiness, and passion. More than 120 original exhibits, a special guided path for visitors taking them through 25 unique exhibition areas, as well as new presentation technologies cover 90 years of corporate history.

The central path through the Museum guides visitors through time and space, presenting a wide range of overriding issues and individual highlights to 400,000 visitors a year. And last but not least, a multitude of different perspectives, surprising insights and outlooks, as well as the all-round focus of the exhibitions presented strengthens the dramatic qualities of the Museum.

The BMW Munich Plant. Passion and Technology.

The BMW Munich Plant is the home plant of the BMW Group, combining the highest level of engineering and human innovation with genuine passion for the brand. The BMW Munich Plant builds more than 900 BMW 3 Series (Touring and Saloon models) as well as more than 1,400 engines (straight-six, eight-cylinder gasoline and diesel engines, high-performance M-engines for the M3, M5, and M6, as well as twelve-cylinders) a day.

The BMW Munich Plant employs approximately 9,000 associates from more than 50 countries the world over, among them more than 700 apprentices. The plant incorporates all technologies in automobile production: press shop, body shop, paintshop, engine production and assembly, as well as a toolmaking shop, the production of interior and seats, and a laboratory.

The BMW Munich Plant is part of the BMW Group's worldwide production network with no less than 23 plants in 12 countries and therefore serves as a "showcase of BMW production" in the context of the BMW Welt. Individualised guided tours offer a unique and authentic insight into automobile production.

1.2 The BMW Welt. Tradition and Future at BMW in Munich.

BMW's history in Munich is a story of continuity, flexibility, and innovation. In an ongoing process of evolution now going back more than 90 years, the Company has developed from the original Bayerische Flugzeugwerke GmbH through the production of upmarket motorcycles all the way to one of the most internationally renowned manufacturers of premium vehicles.

The founding stone for this story of success was laid in 1917 by the establishment of BMW GmbH in Munich. And to this day BMW has continued production in Munich, in the middle of the city, always remaining open to visitors, neighbours and customers.

Apart from the BMW Museum and tours of BMW's original plant in Munich, the BMW Welt opening on 17 October 2007 offers a comprehensive overview of the world of BMW. Joining forces in one common effort, these three highlights in the immediate vicinity of the Group Headquarters form the overall experience of BMW. Only here can one experience the Company, the brand and the product in such a concentrated and authentic form covering their past, present and future.

"In a day and age of growing competition among industrial locations, it is by no means obvious that such a large, dynamically growing and, in particular, globally active company should establish its roots to an increasing extent in a city. The BMW Welt is therefore not just an enrichment for Munich in terms of its looks and architecture, but is also a highly significant project through which BMW is once again making a clear pledge to its home city", states Christian Ude, the Lord Mayor of the State Capital of Munich, in commenting on the latest BMW building.

Building, Museum, Welt. A History of Munich Architecture.

The BMW Welt comes in the forefront of a number of buildings through which the Company has been setting the benchmark in architecture for more than 30 years. Apart from the BMW Museum with its striking "Dish", particularly the BMW Building constructed in the early 1970s at the same time as the Olympic Stadium with its fascinating tent roof and soon nicknamed the "Four-Cylinder", was acknowledged from the start as a symbol of dynamism, an expression of the future, and a clear sign of technical progress.

Both the BMW Building, today the Headquarters of the BMW Group, and the Museum were created and designed by architect Professor Karl Schwanzer and were jointly opened on 18 April 1973.

The Group Headquarters and the BMW Museum have been protected as national monuments since 1999 and have been acknowledged for a long time as outstanding landmarks of the City of Munich.

Creating the BMW Welt designed by the internationally renowned architect Professor Wolf D. Prix, the BMW Group has now established yet another highlight of urban architecture and cosmopolitan interest for all visitors to the State Capital of Bavaria interested in architecture, technology, design and innovation.

Opening the BMW Welt, BMW has set a clear sign for the future, with this futuristic, multi-functional building certainly set to thrill visitors from all over the world, particularly in combination with the presentation of cutting-edge technologies and the BMW brand. "The combination of experiences offered on a multi-functional platform for events of this kind makes the BMW Welt a great attraction. Not only aficionados of the brand, but also culture lovers find everything their heart desires in the BMW Welt in Munich", states Lord Mayor Ude.

2. The BMW Museum.

2.1 The BMW Museum Munich. An Innovative Experience in a New Dimension.



After thorough conversion, the BMW Museum re-opened its gates on 19 June 2008. The visitors will experience a new dimension in both space and the features presented.

With its innovative style of presentation, modern media design, and the exhibition area enlarged five times in size, the BMW Museum clearly underlines and highlights the competence of BMW in design and engine construction, in refinement and innovation. "Reconstructing and expanding the Museum, we are creating a museum of the future bound to thrill visitors from all over the world. Through the architecture of the building and the unique composition of exhibits and themes, the BMW Museum offers an intense and versatile insight into the history of BMW", states Museum Director Dr. Ralf Rodepeter.

In the Museum, various vehicles, topics, architecture, design and media concepts add up over an area of 5,000 sq m or almost 54,000 sq ft to provide an unmistakable experience of the brand and an unprecedented composition of the past, present and future.

The range of topics comprises the history of BMW as a company, the history of the brand and the product, and combines all these features with a broad range of developments in design, technology, and motorsport.

Flat building with a deep effect.

With the single-floor building next to the Museum dish being completely emptied, replacing the former conference rooms, catering service and underground garage, space is now available to provide numerous new perspectives on several levels deep down beneath the original building. Here, the combination of yesterday and tomorrow is reflected both in the exhibits and in the architectural combination of the Museum dish, on the one hand, and the flat building, on the other.

Enjoying an exceptional overall impression of outstanding BMW aircraft engines, motorcycles and cars, the visitor receives a comprehensive insight into the diversity, continuity and innovative power of the brand.

So far some 200,000 visitors have been to the BMW Museum on average each year and now twice that many are expected after the Museum is re-opened on 19 June 2008.

Strolling past 25 highlights and specific themes, visitors from all over the world are able to walk along new “Museum roads”, switch over from long-term to temporary exhibitions, and gain an intense experience directly related to the brand.

The new concept of the Museum of the future.

The absolute highlight of the new Museum concept is of course the fascinating flair of the BMW brand. Indeed, the new Museum serves as an authentic image of the brand, making the visitor acquainted in various ways with BMW’s specific character of innovation, power and dynamism.

Particular attention has been given to new methods of presentation highlighting the more than 120 original exhibits and at the same time underlining the new architecture of the building.

A central “road” leading through the Museum provides an urban environment guiding the visitor through space and time and offering a broad range of exhibitions, theme-related presentations and individual aspects of the BMW brand.

The dynamic ramp system along the “road” with its seven glass exhibition “houses” structures the entire area and forms a central meeting place.

Numerous themes and highlights from the history of BMW and the versatility of the Company’s products in the past, present and future find adequate space in these buildings for a genuine, all-round experience.

Offering long-term and interchanging exhibitions, the BMW Museum offers visitors from all over the world not only adequate space to experience and understand the history of the brand, but also an appropriate overview of information on the successes, milestones and ongoing developments of BMW.

The single-storey building with its transparency and headroom of up to 13 m or 43 ft offers an ideal setting for all kinds of long-term exhibitions, helping to make the newly designed and re-furbished Museum dish the ideal new venue for all alternating exhibitions as well as numerous cultural events.

BMW Museum opening times.

The BMW Museum is opening on 19 June 2008.

Tuesday - Friday 09:00 – 18:00

Saturdays, Sundays, public holidays 10:00 – 20:00

Closed

24, 25, 26, 31 December 2008 and
1 January 2009

Admission:

| | |
|------------------------|---|
| Individual visitors | Euro 12.00 |
| Reduced admission | Euro 6.00 |
| Groups of five or more | Euro 9.00 per person |
| Family ticket | Euro 24.00 for up to five persons (family members and first-degree relatives) |

Guided tours:

Tours may be reserved by phone daily from 8:00 to 22:00 on 0180 2 118822 (Euro 0.06 per call from a landline phone in Germany, rates may differ with other providers/mobile phones) or by E-mail to the BMW Welt Info Service: infowelt@bmw-welt.com

Public tours:

Individual visitors and small groups may arrange collective tours with up to 15 participants per tour.

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|---------------------------------|--------------------------------|
| Guided tour individual | Euro 15.00 including admission |
| Guided tour individual, reduced | Euro 7.50 including admission |

2.2 The BMW Museum Munich. History, Continuity, Future.

Following an all-round process of refurbishment, re-design and expansion, the BMW Museum, which has been writing history for more than 30 years internationally and in the Munich museum scene, was re-opened on 19 June 2008.

This is not only one of the oldest car museums in Germany, but also an important part of BMW's history. Through the dynamic architecture of the so-called "Bowl" and the layout of the Museum acknowledged and lauded the world over, as well as its unique range of original exhibits all about the brand and its products, the BMW Museum thrills visitors from all over the world and is acknowledged today as one of the most popular sights and places to visit in Munich.

The success of the BMW Museum has been consistently enhanced ever since 1973 by the presentation of historical cars, motorcycles and aircraft engines, as well as an outlook into the technology and design of the future.

Based in Munich. The Home of the BMW Museum.

The history of BMW began in Munich back in the 1920s and continues to this day. The continuity of the Company at this specific location is expressed also by the Museum. Designed and created by the Viennese architect Professor Karl Schwanzer, the BMW Museum has been located right next to the BMW Building ever since 1973.

In terms of its looks and contents, the BMW Museum from the start provided a platform for visions, limits and opportunities for mobility in the world of tomorrow. The success of the Museum concept was based on the fact that the Museum focused not only on the history of BMW, but also and above all on other relevant issues and highlights.

Visitors to the Museum were therefore able to experience and learn the horizons of transport technology from the perspective of five generations ranging from the very beginning at the start of the last century all the way to the latest achievements of the new millennium. The BMW Museum thus bore out and presented the development of design, of work, society and the options provided for individual mobility by technology and technical achievements.

An outstanding example of this supreme level of presentation was the long-term “Horizons in Time” exhibition held from 1991–2004.

Re-opened in summer 2008, the BMW Museum continues the successful history of its own operations and of the Company. Based on an entirely new concept within entirely new dimensions and new space available, the Museum also offers experienced visitors from all over the world a unique insight into the history of the Company, the brand and the product. For further information online, see the www.bmw-museum.com website.

3. The BMW Plant.

3.1 BMW Munich Plant.

An Insight into Car Production of the Most Advanced Standard.



Within BMW's international production network the same standards apply to all BMW plants worldwide in terms of quality, safety and the careful use of resources. Innovative production technologies and a high standard of competence at all locations ensure the production of premium cars "Made by BMW" out of more than 20,000 individual parts and components. It is precisely here that the passion of man, with all his human skills, comes together with the precision of cutting-edge technology.

The BMW Munich Plant is the BMW Group's home plant. It is located in the north of Munich, directly next to the BMW Group Headquarters, the BMW Museum and the BMW Welt. The Plant employs approximately 9,000 associates from more than 50 countries the world over, among them more than 700 apprentices.

As a part of the BMW Group's worldwide production network, the BMW Munich Plant builds approximately 1,400 engines and more than 900 cars a day. Indeed, this is where all five generations of the 3 Series have been built over the years and decades.

Representing all of the BMW Group's international production facilities, the BMW Munich Plant, right next to the BMW Welt, offers guests a direct insight into the most advanced and up-to-date technologies in automobile production.

The new BMW Plant Tour on the Production Mile.

The tour through BMW's home plant in Munich offers an exciting insight into all areas of automobile production. The experts holding the tour naturally focus on the guests' specific requests and questions.

Since the opening of the BMW Welt, visitors - among them numerous customers picking up their cars - experience the plant on the new Production Mile leading them through a total of twelve production halls in all areas of production ranging from the press Shop all the way to assembly.

Highlights of the new BMW Production Mile.

In its concept and route, the BMW plant tour follows specific content-related criteria and highlights, making guests acquainted with all technologies in automobile production at the BMW Munich Plant, that is press shop, body

shop, paint shop, engine shop, the production of interior and seats, as well as assembly.

The Press Shop.

The Press Shop produces more than 130,000 body parts a day out of approximately 600 tonnes of steel delivered in all grades and standards. This is where skill and human flexibility come together with the most advanced technology.

The press shop implements the most modern and advanced design features and concepts, at the same time ensuring optimum driving and crash behaviour through the components built here. Every BMW car body is made up of hundreds of parts and components produced in the press shop out of the most advanced, new steel alloys and aluminium, with synthetic materials and carbon-fibre also being used from case to case, depending on the model.

The Body Shop.

The various parts and components are joined and put together in the body shop by means of the most appropriate technologies optimised for each specific application, such as spot-welding, protective gas or laser welding. Robots carry out the highly complex production process with utmost precision, applying the various welding spots with supreme accuracy down to the tenth of a millimetre.

Apart from various welding technologies, the body shop also uses other joining methods and processes such as bonding with the help of various types of glue. This serves to seal the vehicle and provide superior body, strength, optimising the car's driving behaviour and absorbing maximum energy in the event of a collision.

The Paint Shop.

Brilliant colours, reliable corrosion prevention, corrosion protection and an optimised look every model receives its final gloss and brilliance in the paint shop.

Before the paint can be applied the car body must be pre-treated in several steps and processes. A dip bath, for example, serves to apply a layer of zinc phosphate on the hot-galvanised body, forming a smooth and consistent base and protecting the body from corrosion creep.

The first actual layer of paint is then applied in the subsequent cathodic dip bath, with BMW attaching particular significance to the most advanced and environmentally friendly methods such as the use of water-based paint and cutting-edge methods of application. Spray robots ensure that the paint is spread out smoothly and consistently on all surfaces.

Engine Production.

BMW currently builds approximately 300,000 engines a year at the Munich Plant alone – and indeed, the optimum running smoothness and driving pleasure offered by the power unit in a BMW are the result of the most advanced and demanding production technologies.

All BMW engines feature parts and components from BMW's own foundry in Landshut, some 60 kilometres north-east of Munich, built and machined to a precision of down to a thousandth of a millimetre.

Before being fitted into the car, each engine goes through specific test and inspection cycles such as a cold test for 100 per cent verification of all functions within a very short time, without using any fuel in the process. Then the customer-specific engines, once completed, are delivered to the assembly line at the respective car plant in exactly the right order, according to current production requirements.

Assembly.

Every BMW is different, simply because every customer has his own specific wishes and preferences – the customer says what his dream car should be like.

In the assembly process BMW builds each customer's car according to the customer's individual wishes and preferences at exactly the time specified, enabling the customer to change his personal order up to just six days prior to the start of assembly, when internal suppliers and external partners are informed which parts are required for the vehicle involved.

Once the assembly shop calls up a matching body from the central body rack and inscribes in the chassis number, the car is allocated to a certain customer. Then the swivelling conveyor belt moves and turns the body, enabling associates on the line to work on the underfloor of the car in an optimum position for perfect ergonomics. Inter alia, the fuel tank as well as the fuel and brake lines are fitted in this process.

The final assembly process starts at the "wedding" when the drive train is joined to the body. This ends on the dynamometer, when numerous systems and components in the car are tested once again under regular driving conditions.

Background information on BMW Plant Tours.

The BMW Munich Plant is open to all visitors. In groups of children, all members must be at least seven years old. Maximum group size is 30 visitors, choosing either an exclusive tour or an open, collective appointment.

Registration at the BMW Welt Info Service on 0180 2 11 88 22 is essential. Customers picking up their car at the BMW Welt can include a plant tour in their daily schedule.

Journalists wishing to join in a plant tour are requested to contact the Press Department at BMW Munich Plant: Tel. +49/89/382 25885

3.2 BMW Munich Plant. Authenticity and Technology at Their Best.

The origins of BMW production go back all the way to the year 1917 and since 1922 BMW's home plant has been in Munich-Milbertshofen in the north of the city.

Located next to today's Olympic Park and in the immediate vicinity of the Group Headquarters, BMW Munich Plant is now in the middle of town.

Originally the Munich Plant built aircraft engines and motorcycles, with BMW's 100,000th motorcycle coming off the production line here in 1938.

Car production in Munich did not start until 1951 with the launch of the BMW 501. The first BMW Isetta was then built just four years later, securing additional jobs in Munich. The first model in BMW's New Range, the BMW 1500, entered production in mid-1962, this extra-sporting four-door midrange saloon setting the foundation for BMW's success in the market.

Parts of production were moved from Munich-Milbertshofen to the town of Dingolfing some 110 kilometres north-east of Munich in the late '60s, with motorcycle production moving to Berlin in 1969 in order to take some of the burden off the Munich plant.

The BMW 3 Series, to this day the BMW brand's most successful model series, entered production in the Munich Plant in 1975, with numerous innovations in control and production technology being introduced at the Milbertshofen Plant for the first time – such as the world's first fully automated production of the underbody in the body shop.

The 1980s were characterised by ongoing expansion and enlargement of BMW's production network, with new plants in Steyr, Regensburg and Wackersdorf all going on stream. After the foundry was moved to Landshut and the completion of BMW's Research and Innovation Centre in the north of Munich, the Munich plant as of the mid-80s concentrated in full on the production of cars and engines.

One of the fundamental decisions taken in the '90s was to build all of the BMW Group's large and high-performance engines at the BMW Munich Plant as the competence centre for these technologies.

BMW and its neighbours attach great significance to environmentally friendly production right in the middle of town. BMW Munich Plant even received the City of Munich Environmental Award in the year 2003. In addition, the Plant was also acknowledged in 2001 and 2003 by J. D. Power as the "Best Car Production Plant in Europe", winning the Golden Plant Award.

The Munich Location. Innovative, Creative, Flexible.

All technologies in automobile production are accommodated at the Munich plant in an area of 400,000 m² or 99 acres: press shop, body shop, paint shop and assembly, as well as engine production and the production of Interior and seats. The investment for production of current and future models in the BMW 3 Series as well as future engine generations are almost equal to the investment required in a brand-new production plant. All of the now five generations of the BMW 3 Series were built at this BMW Plant so rich in tradition, which currently employs a workforce of approximately 9,000 associates.

Quality Assurance Worldwide.

The BMW Group's production network includes six production plants for BMW cars and motorcycles and encompasses a total of 23 production facilities on four continents. Engine plants supply various engines to the car production plants, with the production network being supplemented by component plants.

To avoid high customs barriers in various markets with a significant growth potential, BMW also has Completely Knocked Down (CKD) assembly plants building cars in local markets. The task of these plants is to assemble imported parts kits together with components supplied by local industry in the interest of maximum efficiency.

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