

BMW Welt Building. Contents.



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1. The BMW Welt. A Place for Communication.



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 wide range of experiences and encounters and, having attracted more than a million visitors in its first six months, is already one of the three most popular sights in the State Capital of Bavaria.

“We see the BMW Welt as an outstanding achievement in presenting the world of BMW here in Munich to visitors and guests from all four corners of the globe. In the immediate vicinity of the first BMW Plant, the BMW Museum and our Group Headquarters we not only proudly present our passion for the automobile and its production, but also offer a deeper insight into the world of BMW, our philosophy, our past and future. With this unique delivery of cars to the customer, the unique portfolio of cars and motorcycles, with these exhibits all about technology and design, with the latest exhibitions on specific themes and highlights, as well as outstanding gourmet and catering services, and lots more, we are most happy to welcome visitors from all over the world to the BMW Welt”, stated Dr. Norbert Reithofer on the occasion of the Grand Opening of 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 surrounding world. This is indeed the only place able to offer an overall, all-round experience of the past, present and future of the Company, the brand, and the wide range of BMW products.

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.

The BMW Welt. The Art of Being BMW.

Through its progressive architecture, the BMW Welt is truly a new milestone in Munich. The absolute highlight, of course, is the individualised, highly personal delivery of cars to their new owners. Each year BMW hands over up to 45,000 new BMWs to owners from all over the world picking up their vehicles in Munich, and approximately 850,000 visitors are expected to view and enjoy BMW's facilities.

Apart from the exclusive presentation of the latest 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 – this is the 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 two restaurants, a bistro and a coffee bar at the BMW Welt, just as the range of shops meets 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.

The 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, which opened on 19 June 2008, offers five times the former exhibition area and focuses on the fascinating thrill of the BMW brand borne by dynamism, sportiness, and passion. At the Museum more than 120 original exhibits, a guided visitor path leading through 25 unique exhibition areas, as well as innovative presentation technologies provide a wonderful overview of more than 90 years of corporate history.

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

2. Car Delivery in the BMW Welt. A Very Special Experience.



The Car Delivery Centre forms the very heart of the BMW Welt. This is where the customer, presumably after spending some entertaining hours with BMW, receives the keys to his new car personally on the approximately 3,000 m² large Premiere Level five metres above the Plaza, then setting out for the first time in his new BMW.

Special Customer Managers in the BMW Welt tailor the car delivery and handover process to the individual customer with his or her personal wishes and interests and, of course, to the particular car involved. Up to 45,000 new cars are handed over to customers from all over the world each year at the BMW Welt.

Ordering. Together with the desired delivery date.

The first and most important step in the process of receiving his car at the BMW Welt is the visit the customer pays to his BMW Partner or BMW Retail Outlet. In theory, at least, he is able to specify the precise date and time right down to the very last minute for the delivery of his car, months prior to the actual date. Then, when receiving confirmation of his personal order, the customer is informed of the specific date of delivery and indeed the exact time for picking up his car. And should the customer not be quite sure at the beginning whether he would like to take receipt of his car at the BMW Welt, he can opt for this special experience also at a later point in time.

The cost of picking up the car at the BMW Welt in Germany amounts to a total of Euro 457.– (incl VAT, price applicable in March 2008) and the customer is naturally no longer charged for the usual cost of delivery by his BMW Partner or Retail Outlet.

To really whet the customer's appetite and put him in the right mood for the upcoming experience in Munich, customers from Germany receive the BMW Welt Pick-Up Package at the latest 21 days prior to delivery of their car. This Package contains all important information for his trip to Munich and his stay at the BMW Welt. A particularly practical feature is the special bag for transporting the customer's numberplates for the car.

Delivery and final check-up. Optimum timing right from the start.

One day prior to delivery the new cars arrive by truck in the shipping yard to the south of the BMW Welt, coming in every half-hour in batches of up to eight cars per truck from 6:00 am to 10:00 pm. Following the first inspection,

each car goes through the 40-metre car wash using special textiles to wash the car with particular care and diligence. Then the cars receive their ultimate gloss in the finish area after the car wash, with the final check-up of the car's surface taking place in the so-called Bright Light Tunnel, specialists making sure that all cars leaving the BMW Welt come in premium quality.

Once all inspections have been completed, the car is "woken up from its transport sleep" on its way to the BMW Welt. Now it is ready in technical and optical terms for delivery and is kept for the next few hours in the so-called Daytime Waiting Area until the customer finally arrives at the BMW Welt.

The Daytime Waiting Area. Ultra-modern technology in the basement of the BMW Welt.

The Daytime Waiting Area offers space for 284 cars on four levels. A special management system within the BMW Welt provides precise instructions on the minute, specifying which car is required for delivery at which point in time and giving the specialists enough lead time to make their final preparations on the car before it meets its new owner. One of these final steps is the process of fitting on the numberplate.

Since the new BMWs delivered to customers already have some fuel in the tank, the air in the fully-automated Daytime Waiting Area has a reduced level of oxygen for reasons of fire prevention, which restricts access to this area by human beings. The oxygen content in this case is just 14.5 per cent versus the usual 21.8 per cent in the air we breathe, eliminating every risk of fire in the area.

Two electronically controlled handling vehicles operating independently of one another move the cars stored here automatically, and participants in the BMW Welt Tour are able to see into the Daytime Waiting Area through a large glass window.

The car remains in the Daytime Waiting Area until the customer has checked in in the Premium Lounge. When he hands over the numberplates, the final process of actually delivering the car to the customer starts once and for all: About one hour before the delivery time agreed, the car transporter takes the customer's BMW out of the Daytime Waiting Area, with only the glass elevators remaining between the customer and the car he or she will be seeing for the first time in a few minutes.

Arriving at the BMW Welt. Check-in and anticipation.

The customer picking up his car at the BMW Welt should arrive there at least 1½ hours before the actual delivery time. How he organises his trip to Munich is of course the customer's own decision, depending on the distance and his personal preferences.

As soon as the customer enters the BMW Welt and registers at the check-in counter, BMW will help him or her plan the rest of the day and prepare everything for the special moment of handing over the car. Individual customer care and diligent planning of the customer's programme are naturally given utmost significance in order to meet all of the customer's wishes. He is therefore able to tour the BMW Welt, to join in a guided tour of BMW Munich Plant (or on weekends a tour of the BMW Welt), to go to the BMW Museum, or simply take a break at one of the restaurants in the BMW Welt.

Children and young people, on the other hand, have the opportunity to visit the Junior Campus.

All of the customer's data for this great day – for example guided tours, etc. is stored on a ticket showing the customer the route he will be taking and his programme for the day.

The Premium Lounge on Level 3 is the starting point for all activities, offering an exclusive view of the Premiere Level right from the beginning and open only to customers and their accompanying persons, with overall capacity for 120 guests. Apart from refreshments and snacks, the customers also have access to the internet and will find magazines and newspapers in the Premium Lounge.

The customer deciding on the spur of the moment to take a little trip or go to an event in Munich or the surrounding area also has the opportunity in the BMW Welt to make bookings at the Travel Counter in the check-in area, where he will receive assistance in putting together individual routes, for example to the Alps or one of the neighbouring countries, in booking hotels or buying tickets.

The Product Info Centre. Multi-media car briefing with genuine substance.

The Car Briefing Session where the customer receives individualised details and information on his car is a firm highlight of the delivery process. The 290 m² Product Info Centre on the ground floor of the BMW Welt,

where this briefing takes place, is unique the world over and was developed in order to give the customer peace and quiet in learning about the product features and receiving background information on his new BMW also in a virtual process.

Multi-media theme stations in this area demonstrate the functions of the vehicle and offer the customer the unique opportunity to check out the innovative technologies his car has to offer without the slightest distraction. The Customer Relations Manager naturally refers specifically to the individual customer's requirements as well as the features of the model ordered, covering a wide range of topics from design through safety all the way to control comfort and the car's convenience options.

The first stop in the Product Info Centre is the Info Table where the customer is welcomed by name next to his new BMW presented by 3D online renderings on touchscreens. The specific points already presented by the Customer Relations Manager such as the car's design and performance are also shown on the model presented, personalising the information provided to the customer.

Then the customer receives further instructions in the Info Module inviting him to take part in an active dialogue and presenting features such as simulated driving dynamic functions and a short introduction to the car's ease of control. Using a steering wheel, two paddles and the iDrive Controller, the customer gets to know his car with all its features during this multi-media "test drive".

To give the customer a truly sensory – if not to say, sensual – experience of the car, the Product Info Centre offers yet another exhibit with various leather specimens presenting the surface touch within the interior and sound generators simulating the sound of a BMW car door being closed.

The overall briefing offered in this area takes an average of 40 minutes.

The Premiere. The great moment of receiving your new car.

Following this detailed briefing the customer goes back to the Premium Lounge for a few minutes until the Customer Relations Manager receives a signal that the customer's new BMW is waiting on the Premiere Level. Walking down the lavish gallery staircase, the customer now approaches his new car for the first time, with a maximum of 30 cars on the Premiere Level spread out on 20 turntables and 10 panorama platforms.

While the customer is still walking down the staircase, the Customer Relations Manager will start the actual presentation process: Should the customer's new BMW be parked on one of the turntables, for example, it will turn around completely one more time enabling the customer to watch and enjoy his new car from all sides. This special moment is accompanied by special illumination of the car, and a photographer is also present on the occasion to take a memory photo if the customer wishes.

To make sure that the customer is now able to drive away in his new car with a really good feeling, individual information and explanations are offered once again, based on the points already presented at the Product Info Centre. Should the customer have any luggage to take along, the luggage service will bring it to the car upon the actual handover process.

On average, this process of handing over a new car on the Premiere Level takes 40 minutes.

Before the customer leaves the building down the ramp from the Premiere Level, he receives a key tag with a personal engraving, the photo taken before, and of course all the keys to the car.

The last car delivery slot is at about 17:30, giving the customer adequate time to drive home or to another destination.

3. The BMW Welt – a Direct Experience. And a Close Encounter with the Brand.



Visiting the BMW Welt and expecting nothing but a presentation of cars, you will be really surprised. For the BMW Welt offers far more.

Apart from the exclusive presentation of all current car and motorcycle series, films and interactive exhibits offer an impressive insight into research, development, design, and production, giving the visitor an overall experience of the BMW brand.

The Double Cone performs a central function in presenting the latest brand themes on two levels in a truly comprehensive multi-media show. The Technology and Design Studios opposite the car presentation in the BMW Welt offer the visitor a highly interesting impression of modern car production, the latest technologies, as well as BMW's design philosophy.

The Double Cone. Latest highlights and exhibitions, cultural events.

The Double Cone is a striking highlight not only in visual and architectural terms, but also as a platform serving for specific exhibitions and cultural events. Indeed, it is fair to say that the Double Cone is the starting point behind the architecture of the building as well as the presentation of the BMW brand. The ideas and contents starting here spread out and leave their impact on the entire building.

The wide range of exhibitions comprising not only cars, but also numerous exhibits, sculptures, and films changes three to four times a year. The Opening Exhibition is dedicated to BMW EfficientDynamics, BMW cars, communication, light, sound and media contributions taking up this theme throughout the entire BMW Welt in presenting the brand.

The Double Cone also provides ample space for up to 300 guests in a wide range of events in art and culture, literature, innovations and technology, sports and music.

Car Presentation in the BMW Welt and BMW Motorrad.

Over a stretch of 180 metres (590 ft), visitors to the Car Presentation Area have the opportunity to admire selected models in all current model series from very close up. The exhibition stretches from south to north and,

respectively, north to south throughout the entire Plaza of the BMW Welt, all cars along BMW's Road of Mobility quite literally being lined up "in the first row".

The BMW Welt also offers a unique exhibition for the aficionado of motorcycles: The world of BMW Motorrad is presented on the Gallery at the northern end, offering a good insight into the current range of BMW motorcycles.

The Technology and Design Studio: knowledge all the way.

The 800 m² Technology and Design Studio with numerous theme-related exhibits forms the very heart of the BMW Welt just below the Premiere Level, offering the visitor BMW technology and design to feel, see, hear, and experience.

EfficientDynamics again comes right in the middle of the Technology Area, presenting the successful combination of driving pleasure and environmental awareness. Hence, some of the highlights to be seen here are the optimisation of the engine, Brake Energy Regeneration or the Auto Start Stop function. And as a truly exceptional example of sustained mobility free of emissions, Hydrogen 7, the world's first series-production hydrogen-drive car, stands out as a particular highlight of BMW CleanEnergy.

Apart from BMW's competence in engine technology, BMW xDrive, the latest driver assistance systems or BMW ConnectedDrive, visitors to the Technology and Design studio also experience the transfer of technology in areas such as lightweight engineering and yacht racing.

"Design is the art to arouse passion". With these words the design exhibits invite all visitors to make themselves acquainted with the BMW brand's design philosophy and come to terms with its particular language. As an example, a specially conceived Design Configurator gives visitors the opportunity to put together their BMW dream car according to their own wishes and preferences. Apart from all colours of paintwork and qualities of leather, the visitor is also able to discover selected compositions in design.

The BMW Individual Exclusive Area presents the special colours and rare materials featured by BMW Individual. And last but not least, an exclusive Advisory Lounge as well as a seven-metre-long materials sample wall round off the Design Studio.

BMW Lifestyle & Original BMW Accessories. The special shop for connoisseurs and avid shoppers.

Covering an area of approximately 640 m² or 2,100 ft², the BMW Lifestyle & Original BMW Accessories Shop is laid out on two floors: 400 m² are on the ground floor, 240 m² on the Gallery, with each level being dedicated to specific themes: BMW Lifestyle & Accessories is on the ground floor, while the Gallery is dedicated to BMW Formula 1. Indeed, a make-believe Formula 1 bend in the colours of the BMW Formula 1 Team – blue and red – guides the eye of the visitor all the way up the stairs.

The product range presented on the ground floor extends from classic BMW lifestyle products such as BMW shirts and jackets through sports products in sailing or golfing all the way to bikes and kids' mobility equipment, bicycles, baggage and luggage items running on small wheels, Original Accessories, bags and leather clothes – meaning that the entire world of BMW is to be admired in this generous area. And should a product by chance not be available, it can be delivered to the customer within 24 hours. A further important point is that the customer picking up his car has the opportunity here at short notice to buy equipment such as a roof rack then fitted on to his car right on the spot.

BMW Welt Shop. A unique world of its own.

The 60 m²/645 ft² of the BMW Welt Shop stretch out on the second floor, leading up to the Coffee Bar. Apart from a wide range of literature on BMW and the car industry, on architecture and design, national and international newspapers as well as leading lifestyle magazines round off the portfolio offered. And children will also find appropriate literature on the subject of mobility.

With the Coffee Bar right next door, guests have the opportunity here to relax and obtain interesting information.

The range of merchandising products in the BMW Welt Shop is quite unique the world over: Only in this shop, right in the middle of the BMW Welt, will visitors from all over the world find some 50 products on the building and the brand, such as the BMW Welt Book, postcards, calendars, notebooks, T-shirts or even a miniature model of the Building. So whether the guest is looking for a souvenir or a memoir of a great day, the range of items available will thrill everybody.

4. The BMW Welt. Trendsetting Architecture for Munich.



The striking Double Cone and the “Cloud Roof” hovering in space – these are the characteristic features of the BMW Welt.

This unique building is one of the first examples of a new generation of communication buildings for the 21st century, open architecture and the transparent, complex glass facade quite literally bathing the interior in bright light and opening up the building to its surroundings.

At the same time the BMW Welt merges smoothly and harmoniously into the overall architectural context of the Munich Olympic Park and the existing BMW buildings. “In the planning process we sought in particular to create a building structure with outstanding architecture, design and organisational layout, at the same time representing the unique world of BMW and offering a first-hand experience of this unparalleled environment. Together with the BMW Museum and our original plant in Munich, the BMW Welt rounds off the overall experience of BMW and invites neighbours, visitors and customers from all over the world to experience and quite literally feel the brand, the Company and our products”, states Dr. Herbert Grebenc, the man responsible for the construction of the BMW Welt in his position as BMW’s Director of Facility and Property Management.

The BMW Welt comes right in the foreground of a number of buildings through which the Company has been setting standards in architecture for more than 30 years. Apart from the BMW Museum, particularly the BMW Building constructed in 1972 at the same time as the Munich Olympic Stadium with its fascinating tent roof and soon referred to by the local population as the “Four-Cylinder Building”, was acknowledged from the very beginning as an outstanding symbol of dynamism, clear orientation to the future, and significant progress in technology.

The BMW Building has been protected as a national monument ever since 1999 and has been acknowledged for a long time as one of the landmarks of the City of Munich. And now, creating the BMW Welt, the BMW Group is establishing another highlight in urban architecture appealing particularly to all visitors to the State Capital of Bavaria with a strong penchant for architecture, technology, design, and innovation.

The architectural concept of the BMW Welt.

Through its truly outstanding architectural concept, the BMW Welt reflects both function and design in one. As an example, the “Cloud Roof” measuring 16,500 m² or 177,500 ft² rising out of the striking Double Cone and borne by only 11 pendulum pillars creates the impression as if it were literally hovering in space.

This particular look is ensured inter alia by the deliberate deformation of the lower roof bearing frame extending out of the Double Cone and thus forming one of the main supports for the roof.

In the words of Professor Wolf D. Prix, the architect responsible for the design and creation of the BMW Welt and a co-founder of the renowned architects' office COOP HIMMELB(L)AU, this particular concept was developed in an ongoing process of refinement:

“While the first drafts still incorporated a large number of pillars and supports, we reduced this number consistently in the course of time in order to come closer to the philosophy of a cloud hovering in space. As it is now, the particular shape and design of the roof emphasises and accentuates the freehovering, flying character of the building. In this process the roof does not distinguish, let alone dominate, the space occupied by the building, but rather sets it apart from everything else. And although it would naturally be difficult to build architecture as a cloud, the sheer diversity of functions reflected in and through the diversity of forms comes very close to the concept of a cloud in the sky.”

This is borne out, for example, by the filigree steel facade also serving to ensure efficient climate control within the BMW Welt. “The harmonious combination of architecture, the most modern technology and optimum use of resources was a fundamental consideration in the planning process. Precisely this is why we use natural resources consistently – either directly or indirectly – in operating the BMW Welt”, states Dr. Herbert Grebenc.

Solar energy entering the building through the roof and facades, for example, is used specifically to provide the necessary warmth within the BMW Welt. Glass shell surfaces, in turn, ensure a comfortable surface temperature through their consistently low heat transition coefficients, while the floor and, to a certain extent, the roof structures enhance the ability of the building to retain appropriate temperatures at all times.

Ventilation of the building is also ensured by the large wall surfaces, the green areas at the outside, particularly around the natural vent units, serving to hold back dust and, in part, providing an appropriate cooling effect without any undue exchange of heat.

In its design, philosophy and location, the BMW Welt responds appropriately to its demanding urban environment. Standing out as a further major landmark within the overall context of the city between the Olympic Stadium, the BMW Museum and the BMW Building, the BMW Welt is a highlight of attraction defining urban spaces now made accessible to the public.

5. Discovery Tour in the BMW Welt Junior Campus.



Fantasy and curiosity set the foundation for discovering the world and understanding technology. The BMW Welt opened on 17 October 2007 offers the Junior Campus as a particularly important feature, a new form of extra-mural learning and encounters for 7- to 13-year olds as well as school grades 2–7.

In this unique encounter area, young visitors are able to discover the world of mobility with all their senses, children and youths learning through experience and active participation with lots of pleasure and fun in the Junior Campus, while their parents enjoy an equally entertaining experience of the world of BMW: at the BMW Welt itself, in the BMW Museum, and in the BMW Plant.

The Junior Campus is made up of three encounter areas based on one another: the Campus Portal is accessible to visitors of all age groups free of charge, enabling children and young people to discover themselves what the term “Mobility” means in our world. The Campus Laboratory and Campus Workshop, in turn, offer in-depth workshops for children and youths, enabling “young engineers” to conduct studies, tests and experiments with the help of numerous exhibits. In particular, the Campus Workshop promotes social competence and a genuine team spirit in the process of creating a new vehicle.

Both the contents of the various Junior Campus activities and the processes themselves are adapted to the age-related development of 7 to 9 and 10 to 13-year-olds, various focus topics such as “Driving Power and Safety” or “Future and Innovation” making the Junior Campus a genuine experience time and again.

Special staff trained in educational science accompany young visitors to the Junior Campus on their journey through the world of mobility. “The Junior Campus approaches children and young people on an equal, face-to-face level, motivating them directly and in a most straightforward style for active participation. Acquisition of knowledge in such an independent, personal manner serves to convey scientifically based learning content more easily and with a lasting effect”, states Fritz Böhle, Professor of Sociology at Augsburg University.

Apart from an unforgettable overall experience, children enjoying the Junior Campus are able to acquire knowledge all about the issue of mobility by conducting appropriate experiments in a highly interesting process of trial and error. So through the Junior Campus, the BMW Group is continuing its many years of involvement in educational matters.

Eight-year old Anton, who has already had the opportunity to try out the concept of the Junior Campus with his class from school, was thrilled from the start: "I built a car for the first time in my life – and it was great! At last I know how a car works. And what I liked most was that my friends and I were able to decide what the car should look like."

Campus Portal.

In the first area, the Campus Portal, children and young people are guided towards the subject of "mobility" through walls running in a "ball railway". This configuration enables the young visitors to carry out races by guiding a ball with lots of skills along hidden paths, through bends, loopings and straight sections to the finish line, sometimes proceeding fast at a dynamic pace, sometimes moving more slowly.

This section also offers the first answers to questions as to, say, what a sandy beach has to do with the windscreen of a car and whether there is a connection between the jungle and a car tyre?

The entire area is characterised in visual terms by a horizon strip running round the sides, featuring numerous small exhibits and detailed illustrations to reflect the world of mobility and inviting young visitors to join in.

Campus Laboratory.

Campus Laboratory is an experimental area for the dedicated researcher. Children and young people registering for a workshop in the Campus Laboratory first receive an "Engineers' Certificate", giving them the opportunity to try out various wheel suspension concepts and check the differences. They find out how to handle the forces involved, how to control and harness the power of the engine, and how to convert this power into motion.

The young visitors also learn what kinds of energy drive the car today and tomorrow, conducting various experiments to see for themselves how much energy lurks within the various materials and how that energy can be put to practical use.

Short film sequences subsequently round off the knowledge acquired by young visitors on the subject of mobility, and finally they are able to prove how much they have learnt on subjects such as energy, the environment, drive power and safety as well as transport in an exciting team quiz.

Finally, all participants who have successfully completed the workshop receive a diploma confirming the result of their work.

Campus Workshop.

In the Campus Workshop young visitors go even further, literally “building” their own cars: Each team receives a brief with an exact description of the vehicle to be built. The young “engineers” then choose an engine, determine the design of the car, develop the suspension and then, together with their team, build the car on the production line. In the process all participants join in the actual production job, contributing their personal creativity.

Once, at the end of the exercise, all demands and requirements have been fulfilled and the car has passed the final examination in the Test Centre, each young “engineer” receives a diploma. Selected cars are even displayed on the transport line running through the Junior Campus.

For reservations and registrations for Campus Laboratory Workshops and for the Campus Workshop as such, as well as further information on the Junior Campus, just contact the Call Centre daily between 8:00 and 22:00 CET on 0180 2 11 88 22 (6 Eurocents/call from a land line of Deutsche Telekom, rates may differ with other providers). The BMW Welt Junior Campus is to be found in the internet on the BMW Welt homepage at www.bmw-welt.com

6. The BMW Welt Event Forum. A Place for Extraordinary Events.



The BMW Welt opened in the north of Munich in October 2007 is not just a new highlight for tourists and visitors from all over the world, but also a new address for truly exceptional, outstanding events. Directly adjacent to the Munich Olympic Park, with optimum transport connections and adequate parking facilities on the spot, the BMW Welt Event Forum offers ideal conditions for unique events of unique character. A further incentive is the vicinity to the new BMW Museum opened on 19 June 2008 and BMW Munich Plant.

The multifunctional auditorium of the BMW Welt, the variable Business Centre, the exclusive Business Club or the spacious terraces – here there is always the right setting for every occasion.

Thanks to the wide range of meeting places and facilities offered in the BMW Welt, the very attractive choice of catering options and the most advanced media and conference technology, the BMW Welt Event Forum is an exclusive location for events of all kinds, from the confidential fireplace talk all the way to major international congresses and exclusive evening events.

The Auditorium. Just right for every occasion.

The Auditorium is the heart of the BMW Welt when it comes to events, offering a total area of 945 m² or 3,100 ft² for up to 700 guests. Through its flexible topography, the Auditorium is ideal for congresses, banquets, meetings, product presentations, exhibitions, live shows, and lots more. And depending on the requirements of each event, the Auditorium appears in a new light every time, the most advanced technology highlighting the exclusive and individual character of this very special venue.

The Business Centre. Two rooms, many solutions.

The Business Centre offers variable solutions for business meetings, conferences and presentations. Two meeting rooms varying in size – with either 120 or 160 m²/1,290 or 1,720 ft² – are available for all kinds of purposes. Both rooms may furthermore be split up in the middle, adjusting flexibly to the organiser's requirements.

The generous lobby measuring 165 sq m or 1,775 sq ft in size, as well as the equally generous indoor and outdoor terraces at the Event Forum offering 200 and, respectively, 300 sq m/2,150 and 3,230 sq ft) of additional space, provide the final touch. And while the lobby with lounge chairs and a coffee

bar may be used both as a reception area and to pass the time away, the terraces are just perfect for stylish catering in an emotional ambience.

The Business Club. Impressive exclusivity.

From closed-shop meetings all the way to fireplace talks – the Business Club offers a stylish ambience with genuine exclusivity in an area of 100 sq m or 1,080 sq ft. A flexible conference table for up to 22 participants and a lounge corner with up to six seats integrated in the room create the ideal ambience for working in relaxed style. And last but not least, the outstanding Club Restaurant cuisine ensures culinary delights of the highest standard.

Event catering – exquisite pleasure for every taste.

The creed and philosophy of the BMW Welt Event Forum is to organise and hold professional events of all kinds and with all requirements – also in terms of culinary delights. So depending on the event and the particular taste of the participants, everything goes from a small snack through flying buffets all the way to an exquisite dinner. And the BMW Welt's exclusive partner DO & CO Restaurants & Catering AG from Vienna helps to make sure that all the guests wishes are fulfilled.

Organisation. All-round service available on request.

The BMW Welt Event Forum also offers a wide range of services all around the respective event. For further information, just contact the BMW Welt Event Service:

Tel.: +49-89-382-57262

E-mail: eventforum@bmw-welt.com

Website: www.bmw-welt.com

7. World-Class Catering. In the BMW Welt.



Experiencing the BMW Welt – the World of BMW – with all your senses is of course particularly important when it comes to wining and dining. Precisely this is why two restaurants, a bistro and a coffee bar offer culinary enjoyment and entertainment of the highest standard. Whether for customers picking up their car, visitors, neighbours, participants in an event or quite simply for the discerning gourmet, the range of culinary delights offered by the BMW Welt is versatile and, indeed, quite unique.

The exclusive partner of the BMW Welt in this area is the renowned catering specialist DO & CO from Vienna. Ensuring the highest level of quality in food, drinks and service, DO & CO has been cooperating successfully with BMW at international events since 1999. And now, offering a great choice of culinary delights in the BMW Welt, DO& CO and BMW are joining forces to establish yet another highlight for the gourmet in Munich, not only through their highly personalised and international cuisine, but also with all kinds of specialities for every taste.

The Club Restaurant: dining on the highest level.

“Distinguished and hovering in space”, enjoying a wonderful view of the building’s architecture and the Double Cone, the Club Restaurant on the third floor is a truly unique experience. A lift takes guests straight up to the Restaurant, where they are welcomed in the entrance area at an inviting bar and lounge. From there they will be ushered by the service staff to one of the 50 seats spread out generously throughout the entire Restaurant.

The heart of the Club Restaurant is the Cooking Stage positioned right in the middle, where the kitchen quite literally becomes a genuine stage with the chef offering a direct insight into his art of cooking and the preparation of the most wonderful culinary delights.

The Club Restaurant offers the appropriate setting for the most exceptional events and meets the greatest demands. In an ultra-pleasant and exclusive ambience, the guest will enjoy a creative, experimental and demanding cuisine further enhanced by a generous choice of the best wines.

The International Restaurant: perfect for every taste.

“Best tastes of the world” – this is the unique offer made by the International Restaurant on the second floor of the BMW Welt. Ranging from international dishes all the way to regional specialities, the largest restaurant in the BMW

Welt leaves nothing to be desired. The generously arranged terrace offering an exhilarating view of the Munich Olympic Park accommodates up to 150 guests, the interior area boasts 170 seats.

The highlight of the restaurant is the Show Kitchen where the guests' meals are again prepared in full vision for a tempting experience even before they are served.

The International Restaurant is open daily from 11:00 am until midnight.

The Coffee Bar: coffee house culture modern-style.

Enjoying sweet specialities with a cup of coffee: welcome to the Coffee Bar in the BMW Welt, where a wide range of select coffee beans, plus cakes and biscuits prepared freshly every day, offers the guest every reason to linger.

Apart from its broad choice of coffee and tea, the Coffee Bar offers soft drinks, cakes and biscuits of the highest quality, such as the famous Viennese Sacher cake or petit fours.

These tempting delights are supplemented by the BMW Welt Shop just around the corner, offering a wide range of reading material.

With 25 seats inside, plus the option to enjoy a cup of coffee on the outdoor terrace, the Coffee Bar is bound to become a popular meeting place very soon.

The Bistro: fresh snacks and special types of bread every day.

As soon as the alluring smell of freshly baked bread wanders from the Northern Entrance through the BMW Welt, guests will realise that the baking oven in the Bistro is working at full swing. This in-house baking parlour bakes all types of bread, rolls and other bakery products offered in the BMW Welt, and again allows a tantalising view from outside through the glass window.

Fast service, quality and fresh products are just as significant in the Bistro as sandwiches, müsli, fresh juice, salads, genuine Munich weisswurst or pretzels.

Depending on the time of day, guests will find exactly the meal they are looking for here, either enjoying their meals in the Bistro or taking along whatever they choose.

The Bistro is open daily from 7:30–19:00 and accommodates approximately 80 guests at bistro tables or on chairs.

8. The BMW Welt. How to Get There, Contact & Opening Times.



Location and Address BMW Welt.

BMW Welt
Am Olympiapark 1
D-80809 München
Germany

Postal Address.

BMW AG
BMW Welt
D-80788 München
Germany

How to Get There.

From Munich Central Station (Hauptbahnhof):
Underground (U-Bahn) U4/5: Take the underground line to
Arabellapark/Neuperlach Süd, go to Odeonsplatz and change there to the U3
for Olympiazentrum (about 20 minutes ride).

Underground (U-Bahn) U2: Take the line to Feldmöching, go to Scheidplatz
and change there to the U3 for Olympiazentrum (about 20 minutes ride).

From Munich Airport:
Suburban train (S-Bahn) 1 or 8 to Marienplatz, change to the U3 for
Olympiazentrum (about 70 minutes ride).

From downtown Munich:
Underground (U-Bahn) U3 for Olympiazentrum (about 20 minutes ride).

Parking.

Cars and motorcycles:
Parking space (subject to parking rates) is available in the BMW Welt
underground garage, Lerchenauer Straße entrance. Further parking space
for motorcycles (free of charge) is available along the access ramp to the
underground garage.

Buses:
There is no parking space for buses in the underground garage. Buses may
however draw up in front of the BMW Welt for passengers to get on and off.

Bus parking is available, for example, in the semi-circular car park in the Olympic Grounds.

Bicycles:

Space for 40 bicycles is available to the north of the BMW Welt, opposite the Olympiazentrum U-Bahn Station.

Info Service.

Tel.: 0180 2 118 822

(6 Euro Cents/min from a Deutsche Telekom landline phone, other providers may charge different rates)

Internet: www.bmw-welt.com

Opening times BMW Welt.

BMW Welt Building: 9:00 – 20:00, daily

BMW Welt tours: 9:00–16:00, Monday to Friday
10:00–16:00, Saturday/Sunday
(beginning at full hours, longer tour hours for customers picking up cars)

Car deliveries: 7:30–17:30, Monday to Saturday
Closed on Sunday

Junior Campus: 9:00–19:00, Monday to Friday
10:00–19:00, Saturday Sunday

Bistro: 7:30–19:00, Monday to Saturday
9:00–19:00, Sunday

Coffee Bar: 10:00–19:00, daily

Restaurant

International: 11:00–24:00, daily

Club Restaurant: 12:00–15:00 and 18:00–24:00, Tuesday to Saturday
Closed on Sundays and Mondays

BMW Lifestyle

& Original Accessories Shop: 9:00–19:00, daily

BMW Welt Shop: 9:00–19:00, daily

Car park: 7:00–24:00, Monday to Saturday
8.00–24:00, Sundays

Parking rates: Euro 1.50 per hour, max. Euro 10.– per day

9. The BMW Welt. Facts & Figures.



Basic data BMW Welt Building.

Start of construction:	1 August 2003
Start of building construction:	June 2004
Completion of building shell:	1 July 2005
Grand Opening:	17 October 2007
Contractors:	100
Max length of building:	approx. 180 m (590 ft)
Max width of building:	approx. 130 m (426 ft)
Min width of building	approx. 50 m (164 ft)
Max height of building:	approx. 28 m (92 ft)
Size of land:	approx. 25,000 m ² (269,000 ft ²)
Floor space, gross:	75,000 m ² (807,000 ft ²)
Building capacity, gross:	531,500 m ³
Roof area:	approx. 16,500 m ² (177,500 ft ²)
Glass facade:	15,000 m ² (161,500 ft ²)
Stainless-steel facade:	10,000 m ² (108,000 ft ²)
Size of Double Cone:	approx. 600 m ² (6,500 ft ²)
Capacity of Daytime Storage:	25,000 m ³ for 284 vehicles
Warehouse area:	1,400 m ² (15,000 ft ²) (underground)
Loading yard area:	approx. 1,700 m ² (18,300 ft ²)

The BMW Welt in Figures.

No of floors:	7 (U1–E4)
No of rooms:	1,154
Operating hours:	approx. 4,000 pa
Concrete used:	55,000 m ³
Reinforced steel used:	9,000 tonnes
Stainless-steel elements:	approx. 80,000 (total number of all elements)
Technical systems area:	approx. 7,900 m ² (85,000 ft ²)
Weight of roof:	3,000 tonnes
Elevators:	18 with 93 stops (11 passenger elevators, two vehicle elevators, one numberplate elevator, one baggage elevator, three cargo elevators, three elevator platforms)

Photo-voltaic modules:	3,660
Annual energy yield	
photo-voltaic system:	650 MWh pa
Car washes:	2, with biological conditioning of water Heating:
	3.8 MW
Cooling:	2.7 MW
Ventilation:	400,000 m ³ /hr
No of sprinklers:	approx. 10,000
Smoke detectors:	1,750 (individual detectors)
Cables:	150 km (93 miles)
Lights:	15,000
Underground garage:	580 parking spaces on two levels

The BMW Experience.

No of visitors expected:	approx. 850,000 pa
No of visitors in the first 100 days:	500,000
No of visitors in the first six months:	1,000,000
Employees:	approx. 400
Car deliveries:	45,000 pa/approx. 170 per day
Shops:	2 (BMW Lifestyle & Accessories with 650 m ² on two floors and the BMW Welt Shop with 60 m ²)
Catering:	Two restaurants (Restaurant International, Club Restaurant), one bistro and one coffee bar with a total of 440 seats
Forum:	Space for approx. 700 people

BMW Welt Tours

Monday to Friday:	9:00–16:00
Saturday, Sunday and Public Holidays:	10:00–16:00
Start:	every hour, last daily tour starts at 16:00

BMW Welt Compact Tour – 80 minutes

BMW Welt Architecture Tour – 80 minutes (once a day)

Max number of participants: 20

Reservation through the BMW Welt Info Service

Tel.: 0180 2 11 88 22* (*6 ct per call from a domestic German landline, rates
charged by other providers may vary)

E-mail: infowelt@bmw-welt.com

For questions, please contact:

Corporate and Governmental Affairs

BMW Group
Helmut Poeschl
Spokesman BMW Welt
Phone.: +49-89-382-45500
Fax: +49-89-382-45501
E-Mail: Helmut.Poeschl@bmw.de

BMW Group
Andreas Sauer
Corporate and Governmental Affairs
International Press and PR Events
Phone.: +49-89-382-35350
Fax: +49-89-382-44142
E-Mail: Andreas.Sauer@bmw.de