



Media Information

17 May 2010

The BMW Event Forum

Three locations from a single source

Munich. BMW offers distinctive settings and unique facilities for events of all kinds. Since BMW Welt, BMW Museum and BMW Classic joined together to form the BMW Event Forum in March 2010, coordinated event planning has been available for all three locations. Through this central channel for all event-related issues, BMW is able to assure a professional event service. It also means that an event's opening ceremony, main programme and finale can easily be hosted at the three different venues, for example.

BMW Welt – The dynamic glass and steel building with the “flying roof” designed by COOP HIMMELB(L)AU impresses with its versatility: Located directly adjacent to the Olympiapark, BMW Welt serves not only as a major attraction for some two million visitors a year, but also as an established venue for exceptional events, offering ideal conditions for unique gatherings. Numerous state-of-the-art rooms are available for events of all sizes and types, from a high-tech auditorium to a business centre to indoor and outdoor terraces.

BMW Museum – Inspired back in the Seventies by futuristic urbanity, the BMW Museum was modernised and expanded by ATELIER BRÜCKNER and ART+COM in a two-and-a-half-year remodelling phase, before reopening two years ago. The unusual spaces and projection surfaces it offers can be individually configured and used for presentations. The exhibits on display can also be successfully incorporated into events.

BMW Classic – This fascinating collection of vehicles not otherwise accessible to the public, provides the ideal setting for exclusive events. The BMW Group Classic facilities house treasures from 90 years of BMW history, from the earliest motorcycles to highlights of BMW automobile construction to racetrack legends.

The BMW Event Forum, managed by Sinja Kaiser, serves as the central contact

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 89 382 45500

Internet
www.bmwgroup.com



Media Information
Date 17 May 2010
Subject The BMW Event Forum
Page 2

for all three locations: BMW Welt, BMW Museum and BMW Classic. Scheduling, reservations and location check are all available from a single source.

The BMW Event Forum also launched a Preferred Partner Programme for event organisers in April 2010.

Come and visit us at the IMEX in Frankfurt, Stand G100, from 25-27 May 2010.

For more information on the BMW Event Forum and its Preferred Partner Programme, please contact:

Telephone: +49 (0)89-382-57262

Email: eventforum@bmw-welt.com

Internet: www.bmw-welt.com

For questions please contact:

Corporate Communications

Martina Daschinger, Spokesperson Marketing
Tel: +49 89 382 14908, Fax: +49 89 382 24418,

Helmut Pöschl, Spokesperson BMW Welt
Tel.: +49-89-382-45500, Fax: +49-89-382-45501

Media website: www.press.bmwgroup.com
Email: presse@bmw.de

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.



Media Information

Date 17 May 2010
Subject The BMW Event Forum
Page 2

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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.