



Media Information
12th June 2012

30 years of the second-generation BMW 3 Series. BMW 3 Series Club to visit BMW Group on 16 June 2012 with more than 50 cars.

Munich. To mark the 30th anniversary of the second generation of the BMW 3 Series, the BMW 3 Series Club (E21/E30) e.V. is organising a special gathering from 14 to 19 June 2012. The highlight of the event will be a visit to the BMW Group on Saturday, 16 June 2012.

Wide-ranging programme for visitors and participants.

On that day the public are invited to view the gathered ranks of the participants' 50-plus vehicles, which will be parked outside the BMW Museum on Petuelring between 13 and 17 hrs. During this time Club members will be on hand to talk to visitors and answer any questions. In addition to a tour of the BMW Museum, the 100 or so participants will also be able to visit the vehicle collection at BMW Group Classic (normally closed to the public), where the 3 Series models will be parked during the morning.

BMW 3 Series, second generation: a model family arrives on the scene.

1982 marked its inception: seven years after the successful market launch of the first-generation 3 Series and with sales having exceeded a million, the second generation of the BMW 3 Series was poised in the starting blocks. Unlike its predecessor, the new range lined up with an unprecedented array of model variants: the showrooms offered two-door and four-door models, full convertible and touring variants, as well as all-wheel-drive versions. Such a diverse portfolio back in the 1980s put BMW far ahead of its time. And success wasn't long in coming: by 1983 – the first full production year – BMW had ramped up output by 50 per cent. Instead of turning out 800 BMW 3 Series models a day, the largely automated production process was dispatching 1,200 units from the assembly lines. BMW also had a brace of surprises lined up in the shape of a frugal BMW 3 Series diesel model and the BMW M3 sports variant. The “pinnacle of the 3 Series range” developed for the DTM by BMW Motorsport GmbH still ranks today as the world's most successful touring car and the epitome of the ultimate sports sedan.

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BMW Museum – Hands-on history

Visitors of all ages can explore the past, present and future of the BMW brand at BMW Welt, the BMW Museum and the BMW plant. The BMW Museum plays an important role in this. Since re-opening in 2008, it has been successfully presenting the history of BMW and offering a glimpse of the future. The museum also explores the theme of mobility for the benefit of younger visitors. The Junior Museum organizes a special program for children and young people, basing its educational concept on learning through play. The museum also has a history of its own: it is one of the oldest automobile museums in Germany, was built in 1973 and declared a historic monument in 1999

The BMW Group.

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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