



Media Information  
05 July 2012

## **New record: Ten million visitors for BMW Welt** **Bavaria's top tourist attraction welcomes its ten-millionth guest**

**Munich.** After last year's record number of 2.3 million visitors from around the world, the BMW Welt welcomed its ten-millionth guest since opening on 20 October 2007 on 4 July 2012. The visitor in question, Patrick Zanker, received a personal welcome from Thomas Muderlak, head of the BMW Welt and BMW brand ambassador, His Royal Highness the Prince of Bavaria, and was presented with a special gift: Patrick Zanker will be able to enjoy BMW's characteristic "sheer driving pleasure" for ten weeks in a BMW Z4.

"Ten million enthusiastic BMW fans in just under five years certainly confirms that our varied programme and our building's fascinating architecture make the BMW Welt a place for extraordinary experiences. Over the coming years, we will continue to do everything in our power to offer a one-of-a-kind brand experience for young and old alike," sums up Thomas Muderlak.

### **Ten million visitors from around the globe**

The visitors of BMW Welt come from all continents. The largest number of international guests, 13 per cent in total, comes from the U.S.; followed by the U.K., with eight per cent.

The majority of visitors, 59 per cent, come from Germany, with 37 per cent from Bavaria. Almost four million people have visited the BMW Welt more than once.

### **From car delivery to marriage proposals to Junior Campus**

The wide range of topics the BMW Welt offers its guests is as diverse as its visitor profile. A particular highlight for many BMW fans from farther afield is taking delivery of their new car. A total of more than 76,000 vehicles have so far been presented to their new owners. Ten per cent of those collecting their vehicles have already done so before. Some people take their love of the BMW brand even further: They take advantage of the BMW Welt occasion to ask their partner to marry them.

Adults and children alike can experience the heart of the BMW brand on a tour of Bavaria's top tourist attraction. More than 165,000 individual visitors have already taken more than 21,000 tours of the BMW Welt. But the BMW Welt does not just cater for adult car fans: Over the past few years, more than 85,000 children and young people have participated in BMW Junior programmes or attended one of the 1,250 birthday parties held at the Junior Campus.

Further information on the BMW Welt can be found at: [www.bmw-welt.com](http://www.bmw-welt.com)

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# BMW Welt

## Corporate Communications

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### BMW Welt – at the heart of the brand, on the pulse of the city

With its attractive programme of events and cutting-edge architecture, BMW Welt is a Munich venue that promises a host of diverse experiences. Since its inauguration in 2007, BMW Welt has become a major attraction that boasts around two million visitors a year, putting it in the number one spot in Bavaria. Visitors can look forward to a highly varied programme of events covering culture, art and entertainment, along with culinary treats served up in several restaurants. Whether it's a jazz concert, a poetry slam, clubbing, improv theatre, family Sundays, a film premiere, gala event or panel discussion – BMW Welt is the perfect platform for innovative events with capacity for up to 2,500 guests.

### 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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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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