



**DISCOVER JOY:
BMW WELT, MUSEUM,
AND PLANT.**

**SEE JOY FOR YOURSELF.
BMW WELT. BMW MUSEUM.
BMW PLANT.**

BMW moves us. BMW inspires, impresses and astounds us.
The world of BMW is full of tales that are waiting to be told.
Discover what we mean when we say 'BMW fascinates'.

BMW WELT

BMW WERK

BMW MUSEUM

BMW MUSEUM

BMW PLANT

The unique architecture at BMW Welt provides space for a variety of themes related to mobility, technology and innovation; and it is the place BMW can be experienced with all the senses.

The entire history of BMW is on show here, including 120 original exhibits from over nine decades of automobile manufacture, documenting the amazing development of BMW cars – their beginnings, technical milestones, innovative inventions and visionary creations.

Tours of the factory offer great insights into the workings of humans and machines at BMW during the production process.

‘UNFORTUNATELY, I’M AFRAID OF HEIGHTS.’

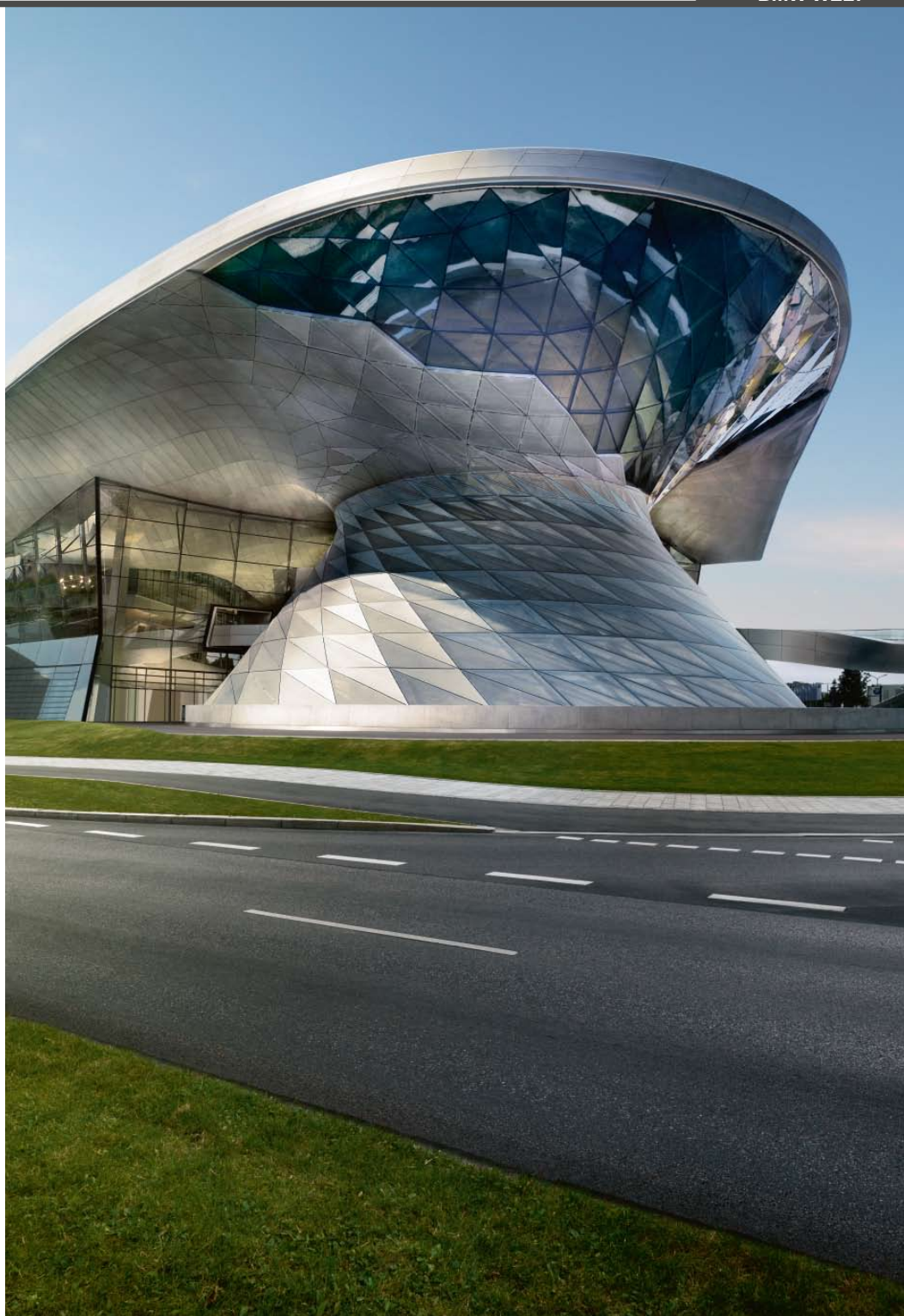
‘Nine hundred custom-built glass elements, some hanging over sheer drops; that’s 900 elements that require regular cleaning. Climbing specialists have been hired especially to clamber over the facades. I’ll never complain about my large kitchen windows again. While I sing and wipe my windows down, I think about the real heroes – the cleaning team working on the facades at BMW Welt.’

Christian – electrician.

An architectural cloud. The Double Cone.

The architect Prof. Wolf D. Prix and his agency, COOP HIMMELB(L)AU, were able to visualise the expectations of BMW in the shape of gigantic cloud developed from a twisted Double Cone of steel and glass, and made accessible to visitors. The roof seems to hover high up since it was constructed to span a space of up to 80 metres in width. It is a giant, whose only visible support is provided by eleven elegant concrete pillars. The gigantic vault-like ceiling provides shelter for the BMW Welt facility while incorporating its 6,300-square-metre surface area into the photovoltaic system.

The architecture of the Double Cone adeptly expresses the strength and complexity of this absolutely unrivalled design. No single pane of glass in the facade is identical to another. Every steel frame in the construction is a unique work of art. This challenging vision has been realised with its own unique grandeur.



'THERE'S NO SAFER WAY TO TRAVEL.'

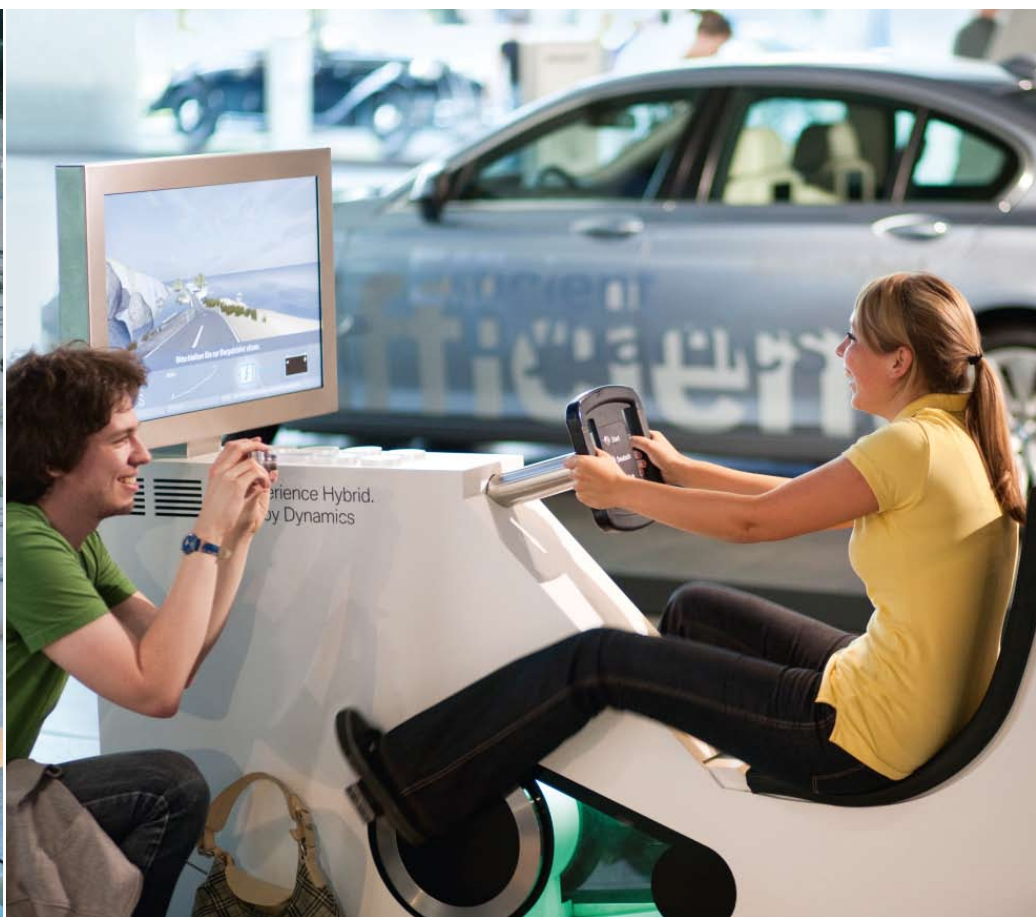
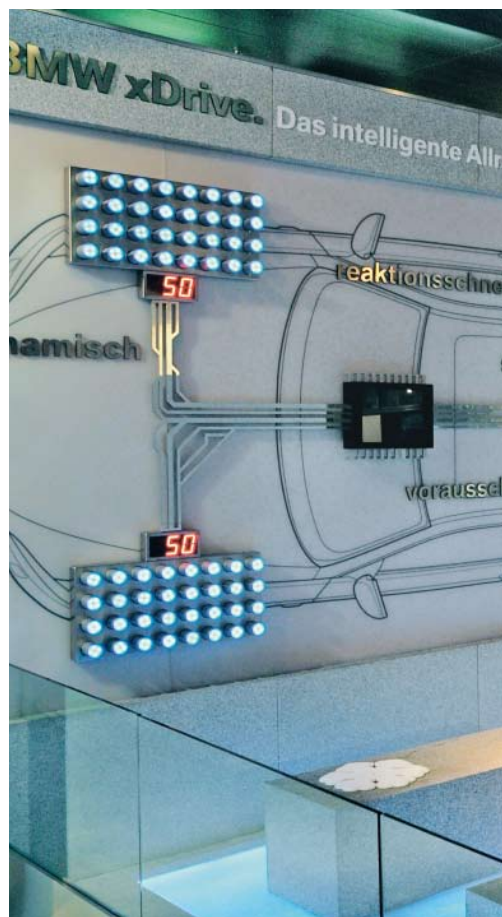
'For me, intelligence is all about having knowledge and control over a situation; the ability to master every situation to the best of one's ability and to be prepared – whatever the conditions. BMW xDrive corresponds exactly with this principle. Intelligence is not something that is given – rather something we do. The BMW Welt xDrive simulator was the product of inspiration.'

Simone – IT technician.

Innovation without compromises. Technology and design studio.

The heart of the plaza features a showcase for design, technology and great achievements in every discipline. The key to the success of the facility lies in the uncompromising fusion of the two sections, spotlighting technical innovation in its most beautiful form.

The intelligent BMW xDrive four-wheel drive system, the ingenious driver-to-vehicle link-up facilitated by the BMW ConnectedDrive system and the perfect combination of efficiency and dynamism provided by BMW EfficientDynamics – these are all examples of how BMW regards and implements the concept of innovation.



'I WAS COMPLETELY ENGROSSED.'

'I was standing on the balcony and had a direct view of the proceedings. It was a fantastic event; absolutely unforgettable. Today, exclusively for you, BMW presents: 'Simply Happy'. In the main roles: the family and their new BMW – with a happy ending guaranteed.'

Lukas – travel agent.

The best thing is that you take the best with you. Automobile Delivery at BMW Welt.

The handover of a brand new BMW is a very special event. From the moment of arrival until it's time to head back home, BMW customers enjoy an unforgettable day, completely tailored to their wishes. Visitors to BMW Welt can be part of this experience. Share the joy of the moment – or even enjoy your own day?



'I WAS FASCINATED FROM THE FIRST TIME I LAID EYES ON IT.'

'I'd never have thought I could be so amazed by the mere sight of silver spheres. Some things just exude a magic that can't be explained. A total of 714 metal balls suspended like visions. The motion of ideas. Somehow I lost myself in the image – until someone pulled on my sleeve. Maybe I wasn't alone with my thoughts after all.'

Yves – industrial designer.

Top marks for artistic merit.

The Kinetic Sculpture.

No BMW simply drops out of the sky. A BMW automobile is the product of countless thoughts and ideas. The design house at the BMW Museum gives visitors a sense of just what has to be done before a car can be manufactured.

The Kinetic Sculpture reflects the interplay of various thoughts and is an inexhaustible source of new ideas. Be inspired!



'NOW I UNDERSTAND WHY HE NEVER STOPPED TALKING ABOUT IT.'

'As soon as I set eyes on this little Isetta, I immediately thought of my grandfather. He used to have one back then and still enthuses about their inimitable charm to this day. When I see this cute car driving around to its heart's content, I can see what he means.'

Jana – student.

Here and only here.

BMW Highlights.

A day at BMW can rekindle the romance of youth. The Isetta, a cult 1950s motocoupé, is dressed for duty. The car was lovingly referred to as the 'smooching sphere' and is a real crowd-puller at the BMW Museum and BMW Welt,

where it's on show for all admirers. When the sun comes out, the Isetta regularly appears as an ambassador for the history of BMW, coming out for a quick drive and putting smiles on the faces of visitors. Once a highlight, always a highlight.



'THESE ARE TRUE MASTERS AT WORK.'

'I'm constantly drawn by the attraction of melodies and forms of expression. More than the strength of each individual performance, it is the complete package that touches and moves me. Although it's basically a question of music, it's the music that brings everything else into view; the sensation of magnitude – an incomparable world of sound.'

Lisa – educationalist.

There is so much that impresses and moves us. BMW Events.

The world of BMW has so much to offer and we are delighted to be able to invite all comers. Invitations are taken up by highly renowned artists, experts and immensely talented, creative individuals. BMW Welt and the BMW Museum provide stages for a multitude of creative expression and events, be it a poetry slam, classical music, a youth orchestra or a fashion show. Places filled with events – and with impressions.

Come in and see for yourself.



'I WAS ABLE TO TRY OUT A LOT OF THINGS FOR MYSELF.'

'The best thing was when we got to build our own cars. I'm afraid mine kept falling over, so I just added some stabiliser wheels. Next time I won't be using wood though; after all – BMW doesn't either.'

Marie – age 8. Class 2b.

The technicians of tomorrow. The BMW Junior Programme.

There is great curiosity, willingness to learn and to understand the unknown. The BMW Junior Programme offers younger visitors in particular an understanding of the worlds of technology and

mobility in a playful and uncomplicated manner. Whether attending the Junior Campus at BMW Welt or visiting the Junior Museum, these young, creative spirits and youthful fans of technology come here to quench their thirst for knowledge and explore the world of the automobile.



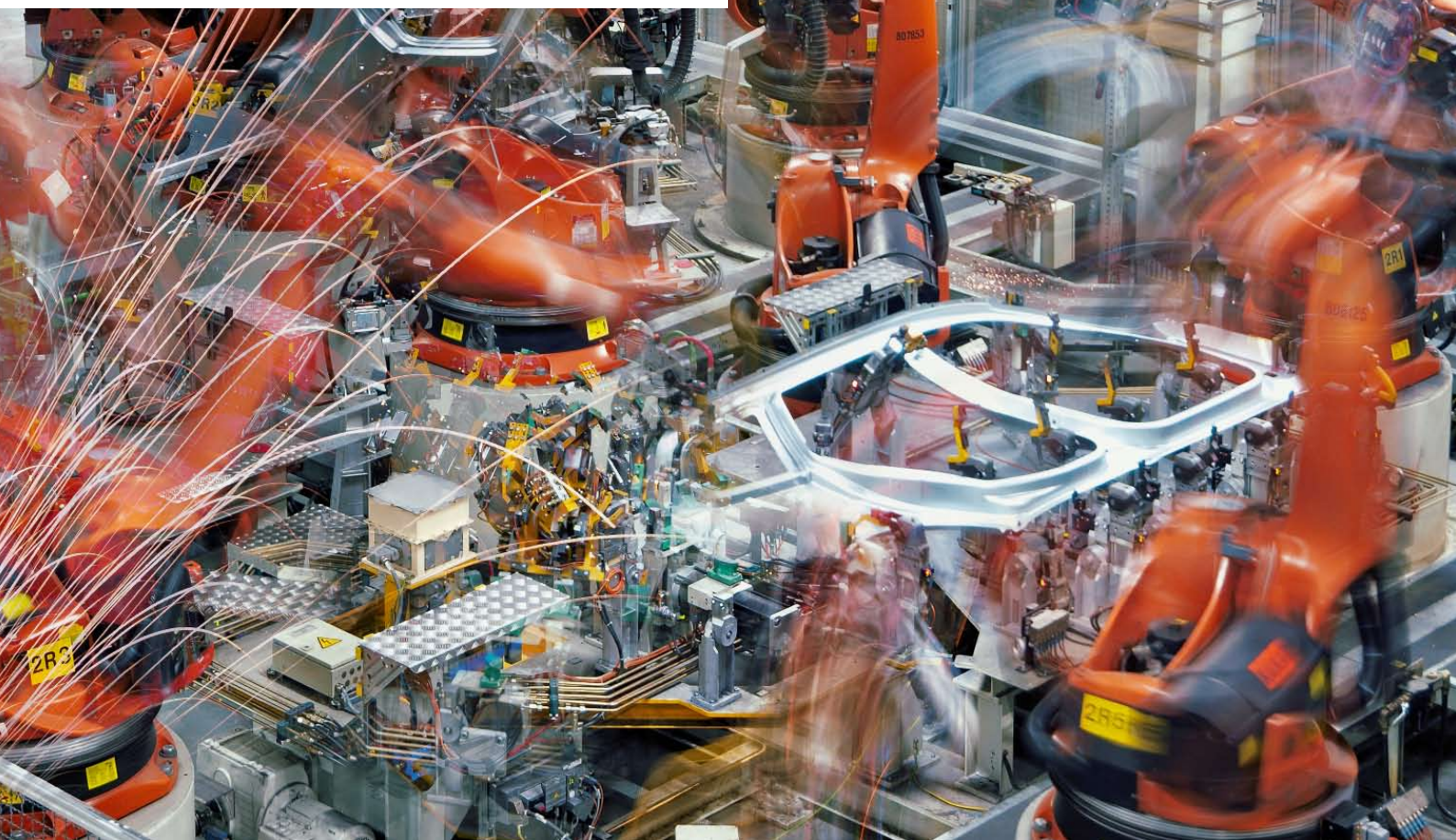
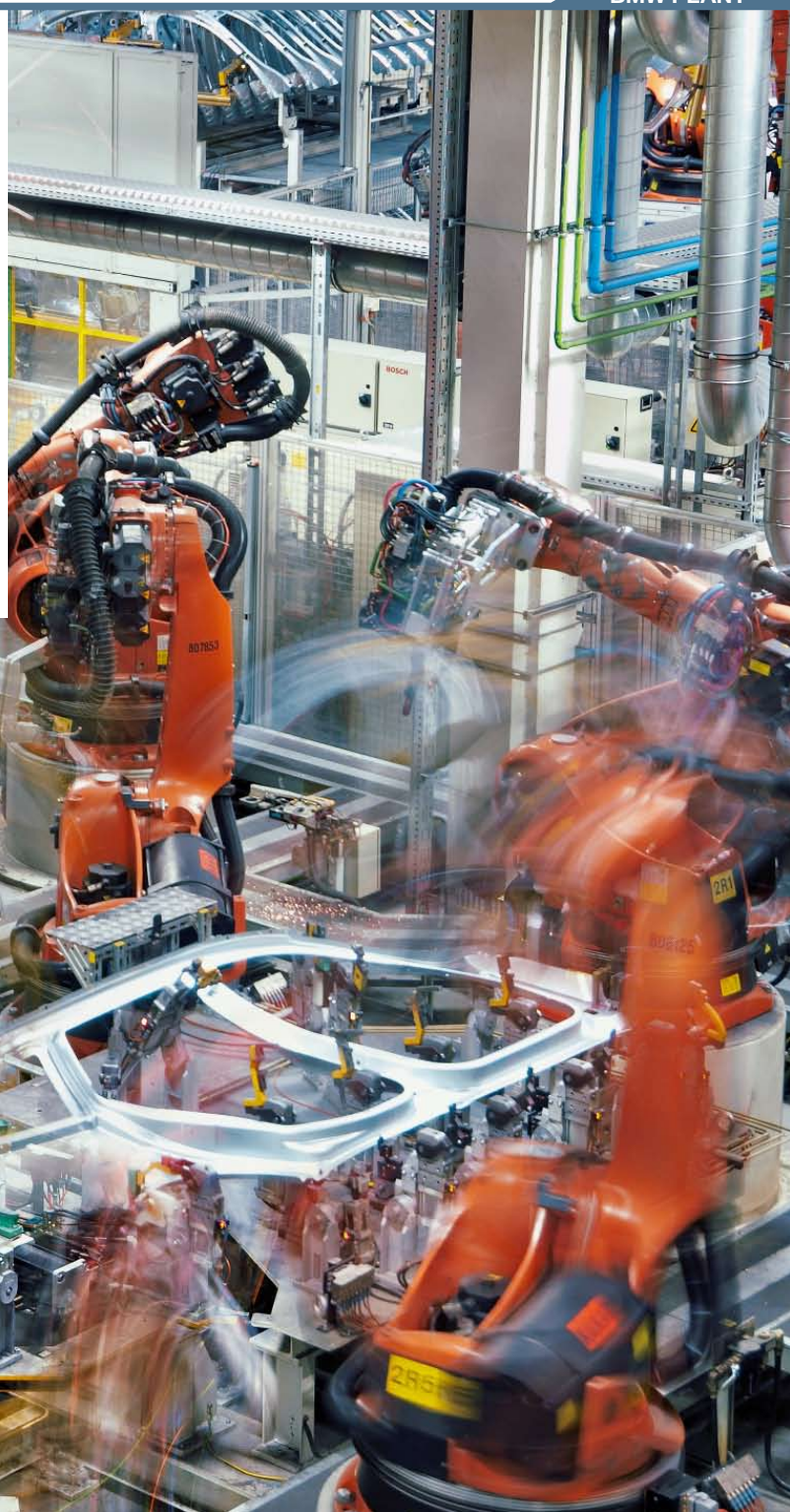
'I'D LOVE TO HAVE GOT INVOLVED MYSELF.'

'The factory is absolutely amazing. Parts are press-moulded, welded, milled and assembled until everything that is part of the car has been assembled into a whole. Real teamwork. Everything is so well coordinated – and so fast. You're standing there but your eyes can't keep up. Every single millimetre seems to have been planned in and used up.'

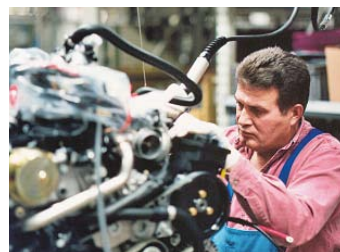
Peter – teacher.

Precision in perfection. BMW Plant – Munich.

Dancing robots – ultra-sensitive lasers – accurate timing and the highest precision. A tour of the BMW production plant enables visitors to have a front-row view of how the immense amount of technical know-how, passion for detail and innovative manufacturing technologies result in the end product – a BMW.



BMW WELT. BMW MUSEUM. BMW PLANT. EVERYTHING YOU NEED TO KNOW.



TOURS

TOURS BMW WELT.

BMW Premium Tour.

The best of three worlds. Discover countless fascinating features of BMW Welt, the BMW Museum and the BMW Plant.

- 🕒 Tours in groups of max. 20 people start at 9.30 a.m. and 2.30 p.m. Tue.–Fri. Duration: 3 hours. Reservation recommended.
- 💶 Ticket €19, special discounts €12.

BMW Welt Tour Compact.

Gain fascinating behind-the-scenes insights into BMW Welt.

- 🕒 Every day. Duration approx. 80 min. Reservations recommended.
- 💶 Ticket €7, special discounts €5.

BMW Welt Tour Architecture.

Find out all about the origin and appearance of the BMW Welt facility.

- 🕒 Every day. Duration approx. 80 min. Reservations recommended.
- 💶 Ticket €7, special discounts €5.

BMW Welt Tour Technology.

Detailed explanations of BMW innovations and the design process in the Technology and Design Atelier make this tour particularly attractive. (Only for self-contained groups of max. 20 people).

- 🕒 Duration approx. 80 min. Registration required.
- 💶 Group price €120, special discounts €100.

BMW Welt Younger Visitors' Tour.

Interactive modules and age-specific theme selection make this young persons' tour particularly varied and fascinating. (Only for self-contained groups of max. 30 people).

- 🕒 Duration approx. 80 min. Registration required.
- 💶 Special discounts €100.

BMW Welt Special Tour.

These customised tours can be flexibly scheduled and are also suitable for larger groups (self-contained groups only). Registration required.

- 🕒 Usually start after 5 p.m. and last approximately 40 min.

TOURS BMW MUSEUM.

Explore the development of BMW with an expert guide and discover the details and background information on the exhibition

- 🕒 Tue.–Sun. and public holidays: 10.30 a.m.–4.30 p.m. Duration: approx. 90 min. Reservations recommended.
- 💶 Public tours including admission: €15 per person, special discounts €9.

Exclusive tours for self-contained groups: flat rate €150. Registration required.

TOURS

TOUR BMW PLANT.

The tour of the BMW Plant offers a close-up of how individual parts, bodywork and the engine are transformed into a complete automobile. Come and see how everything fits together and perfectly passes numerous quality tests.

- 🕒 Mon.–Fri.: 9 a.m.–4.30 p.m., plant tour in German and English. Duration approx. 2½ hours. Advance registration required.
 - 💶 Ticket: €8, special discounts €5.
- Please note: We cannot always guarantee unlimited access to all areas at all times.

AUTOMOBILE DELIVERY

COLLECTING A CAR FROM BMW WELT.

The collection of a car from BMW Welt is a very special event. Customers collecting their vehicles can look forward to a programme of events customised to suit their needs and interests, which could include a tour of the plant or a visit to the BMW Museum. This uniquely stylish automobile showcase is augmented by several additional surprises to make a visit to BMW Welt an unforgettable experience. Watching from the balcony, visitors to BMW Welt can also share in the experience of seeing new owners collect their BMW and drive their first few metres at the 'Premiere'. For more information, contact your local BMW dealer or go to www.bmw-welt.com.

EVENTS

EVENTS AT BMW WELT, THE BMW MUSEUM AND THE BMW PLANT.

BMW Welt and the BMW Museum are always worth a visit. Alongside the regular exhibitions there are also often all kinds of events staged at these venues. Various live acts and parties enable guests to enjoy the stunning atmosphere as they celebrate into the night. Expert speakers and panel discussions offer plenty of information and insights into the issues of cars, culture and art. A tour in vintage BMW automobiles can show the city in a whole new light. For the current event schedule, go to www.bmw-welt.com/events.

BMW EVENT FORUM. SPACES FOR EXPERIENCES.

The BMW Event Forum offers three very special locations – BMW Welt, the BMW Museum and BMW Classic, as ideal venues – whatever the event. Inspiring architecture and state-of-the-art interiors and fittings also enable these facilities to be optimally combined with each other on a conceptual level. There are also opportunities to integrate additional attractive features at the venue into your event concept. For more info on the event service, go to www.bmw-welt.com/locations.

Contact.

Telephone +49 (0)89 3825 7262 Fax +49 (0)89 3825 7787
eventforum@bmw.com

BMW JUNIOR PROGRAMME

BMW JUNIOR PROGRAMME.

Experiencing mobility from an early age and with all the senses is something that BMW can offer two-fold – with the BMW Junior Programme at the BMW Museum, and at BMW Welt. The programme has been developed in cooperation with professional educationalists to provide a great combination of interactive learning and lots of fun.

JUNIOR CAMPUS AT BMW WELT.

The 460 square metres are used to acquaint children aged 5–13 of age playfully with the world of mobility. See the Campus Portal and gather explanations for initial questions on the life cycle of a car; the Campus Laboratory, where experiments can be carried out; or the Campus Workshop, where findings gleaned in the lab can be put into practice. An ideal out-of-school educational facility for classes of schoolchildren.

🕒 Mon.–Fri.: 9 a.m.–6 p.m. Sat., Sun. and public holidays:
10 a.m.–6 p.m. Reservations required.

JUNIOR CAMPUS WORKSHOP.

Workshop: ‘Designing Mobility’.

🕒 Mon.–Fri.: 9 a.m. and 2.30 p.m. Wed.–Fri.: also 11.45 a.m.
Sat., Sun., public and school holidays: 10.15 a.m. and 2.30 p.m.
Duration approx. 3½ hours.
💶 Individual visitors: €8.50, special discounts: €7.

Workshop: ‘Designing Sustainability’.

🕒 Mon.–Fri.: 9 a.m. and 2.30 p.m. Wed.–Fri.: also 11.45 a.m.
Sat., Sun., public and school holidays: 10.15 a.m. and 2.30 p.m.
Duration approx. 3½ hours.
💶 Individual visitors: €8.50, special discounts: €7.

Workshop: ‘Everything’s in Motion’.

Special programme for children aged 5–6.
🕒 Tue.: 9.30 a.m. Duration approx. 2½ hours.
💶 Groups only – prices on request.

Workshop: ‘Discovering Mobility’.

🕒 Sat., Sun., public and school holidays: 12.45 p.m.
Duration approx. 70 min.
💶 Individual visitors: €4.50, special discounts: €4.

Open Laboratory.

🕒 Mon.–Fri.: 1 p.m. Sat., Sun., public and school holidays:
11.30 a.m. Duration approx. 70 min.
💶 Free admission.

‘Mobility Tour’.

🕒 Every day: 3.45 p.m. Mon.: 10.15 a.m. Duration approx. 2½ hours.
💶 Individual visitors: €7.50, special discounts: €6.

Adult Workshop.

🕒 Every day: 7 p.m. Duration approx. 3½ hours.
💶 Groups of up to 15 people: €250 – catering on request.

JUNIOR MUSEUM.

Young people aged 7–18 can look forward to plenty of fascinating facts and exhibits on the Junior Museum discovery tour, on a trip around the museum, or in the museum’s own creative workshop. The educational goal of the museum programmes is to encourage active interaction with the exhibits while tailoring to the age and interests of each group.

Reservations required.

WORKSHOPS JUNIOR MUSEUM.

Workshop ‘Creative Museum’.

🕒 Tue.–Fri.: 10.15 a.m. Sat.–Sun.: 3 p.m. (not on Family Sundays).
Duration approx. 2 hours.
💶 Price per group member: €5.

Workshop: ‘Unusual Perspectives’.

🕒 Tue.–Fri.: 10.15 a.m. Sat.–Sun.: 3 p.m. (not on Family Sundays).
Duration approx. 2¾ hours.
💶 Price per group member: €5.

Family Tours.

🕒 Sat.–Sun.: 2 p.m. and 3.30 p.m. (not on Family Sundays).
Duration approx. 75 min.
💶 Individual visitors (child + plus guardian) €6 each.

Special discounts: visitors with disabled status verification, owners of a BMW Card or BMW Premium Card. There are special discounts for schools and other educational institutions. Advance booking required for all workshops: at least seven working days.

BIRTHDAYS AT THE BMW WELT AND THE BMW MUSEUM.

Exclusive use of Junior Campus or BMW Junior Museum facilities, plus great package offers for children’s birthday parties. Catering can be booked additionally.

💶 Group price: €120 plus catering.
Reservations required.



FAMILY SUNDAY

SUNDAY IS FAMILY DAY.

Every last Sunday of the month is a 'Family Sunday' when BMW Welt and BMW Museum invite families to come and see some of the constantly changing displays and themes. These interactive programmes allow children and their parents to explore the world of BMW together and provide creative opportunities to discover the world of mobility.

Opening times.

Family Sunday: last Sunday of every month.

🕒 BMW Welt 10 a.m.–6 p.m.

🕒 BMW Museum 10 a.m.–6 p.m.

BMW WELT PACKAGES.

Family workshop at BMW Welt.

'Discovering Mobility' workshop for the whole family.

🕒 12.45–1.55 p.m.

💶 Family price: €4.50 for the whole family (max. two adults and three children). €3 for additional children and other individual visitors.

BMW Welt Combi Tour.

Mobility Tour for children and the BMW Welt Compact Tour for adults.

🕒 Mobility Tour: children aged 7–13: 3.45–6.15 p.m.

BMW Welt Compact Tour: adults: 4–5.20 p.m.

💶 €5 per person, special discounts.

Family brunch at Restaurant International.

We set the breakfast table for you and your family and serve up a tasty, nutritious brunch. Enjoy our richly varied buffet: welcome cocktail, fruit and vegetable juices, a selection of teas and coffees, yogurt and mueslis, a live wok station, antipasti dishes and other starters, various cooked dishes, scrambled eggs and the wide and imaginative range of 'afters' at the dessert buffet.

🕒 11 a.m.–4 p.m.

💶 €34 per person, free admission for children up to the age of 6, children aged 6–12 pay 50% of the full admission fee.

For reservations, call Restaurant International: +49 (0)89 358 274 910.

PROGRAMME AT THE BMW MUSEUM.

🕒 Free tours from 10.30 a.m.–4.30 p.m. starting every half hour.

💶 Special discount for families (two adults, max. three children): €12 instead of €24.

Designing and building for kids; searching games for children aged 7 and up.



EXHIBITIONS

■ BMW WELT.

The latest models and varying special exhibitions.

The 'Plaza' is home to the world's largest exhibition of BMW automobiles and a place where 'premieres' of serial production models catch the public eye.

Technology and Design Atelier.

Where developments such as BMW EfficientDynamics and BMW ConnectedDrive are showcased in a simple and easily comprehensible manner, also using various multimedia options.

BMW Motorcycles.

Visitors can enjoy a 'dry' test ride at the Permanent Exhibition featuring a selection of motorcycles from the current portfolio – guaranteeing those 'butterflies' in the stomach.

The Double Cone.

The Double Cone is a stage and a source of inspiration for many Temporary Exhibitions, for the display of new BMW automobiles and for the showcasing of innovative brand-related issues. It is also a venue for countless well-frequented events.

Opening times and admission fees.

🕒 Every day: 9 a.m.–6 p.m.

€ Free.

■ BMW MUSEUM.

The museum is a stage for the history of BMW – the company, the brand and the products. The 5,000 square metres accommodate over 120 original exhibits from nine decades of the company's existence, including the first aircraft engines, the first motorcycle, the BMW R 32, unique motor racing exhibits and automobile legends from every epoch. The museum has been designed as an example of 'traffic architecture' and is made up of roads, plazas, bridges and buildings. A total of 1,000 metres of pathway guide the visitor around the highly impressive architecture of the museum, linking up the Permanent Exhibition.

Permanent Exhibition.

The low-rise building of the museum houses an eventful and informative permanent display of the 95 years of BMW's history. The exhibition is thematically subdivided into seven houses: design, technology, motor sport, motorcycles, corporate history, the brand and the various model lines.

Temporary Exhibition.

The timelessly modern architecture of the 'Museum Bowl' and its five suspended platforms provide a fascinating stage for exhibits, a whole range of information, while exuding an amazing sense of space. It complements the Permanent Exhibition by providing an eye-catching venue for the numerous temporary displays set up for a number of months at a time. The venue serves as a bridge between current issues surrounding automobiles and mobility – and all the related sections of society, art and culture.

Opening times and admission fees.

🕒 Tue.–Sun. and public holidays: 10 a.m.–6 p.m. Closed on Mondays.

€ €12, special discounts €6, group prices available. Special discounts for cooperation partners.

■ BMW WELT RESTAURANTS.

BMW Welt. Bistro.

Small snacks and a large range of breakfasts.

🕒 Mon.–Sat.: 7.30 a.m.–7 p.m.

Sundays and public holidays: 9 a.m.–7 p.m.

BMW Welt. Coffee Bar.

An excellent range of fine coffees and teas.

🕒 Every day: 10 a.m.–7 p.m.

BMW Welt. Restaurant International.

A comprehensive range of foods from all over the world. Large open-air patio with a view of the Olympiapark.

🕒 Mon.–Sat.: 11 a.m.–11 p.m.

Sundays and public holidays: 11 a.m.–6 p.m.

For reservations, call: +49 (0)89 358 274 910.

■ BMW MUSEUM. CAFÉ M1.

Enjoy culinary delights in the restaurant and lounge with a large patio.

🕒 Tue.–Fri.: 10 a.m.–7 p.m. Sat.–Sun.: 10 a.m.–6 p.m.

For reservations, call: +49 (0)89 3824 4204.

Email: reservierung.M1@bmw.com



SHOPS

BMW WELT SHOPS.

Lifestyle and Original BMW Accessories at BMW Welt.

Something for everyone! Premium quality products, including luggage, sports clothing, innovative BMW Bikes and a wide range of original BMW Accessories.

⌚ Mon.–Sat.: 9 a.m.–6 p.m.

Sundays and public holidays: 10 a.m.–6 p.m.

BMW Welt Shop.

The BMW Welt Shop stocks books on various topics, including automobiles, architecture and design, travel goods, gift items, games and the latest daily newspapers.

⌚ Mon.–Sat.: 9 a.m.–6 p.m.

Sundays and public holidays: 10 a.m.–6 p.m.

BMW MUSEUM SHOP.

As well as a collection of fascinating literature on topics such as architecture, design and automobiles, you're also sure to find a suitable memento of your visit to the museum. Closed on Mondays.

⌚ Tue.–Sun.: 10 a.m.–6 p.m.



ADDRESS/GETTING HERE

ADDRESS.

BMW Welt
Am Olympiapark 1
80809 Munich
Germany

BMW Museum
Am Olympiapark 2
80809 Munich
Germany

More info: www.bmw-welt.com.

GETTING HERE.

By public transport:
U3 tube train in the direction of Moosach
Stop: 'Olympiazentrum'

By car: Follow the signs on the 'Mittlerer Ring' in the direction of the 'Olympiapark' and BMW Welt to the north of Munich. Satnav address for BMW Welt underground car park: Lerchenauerstraße 57.

Up-to-date info on tours, prices, booking options and all other details are available from the BMW Welt Info Service: call +49 (0)180 211 8822* or email infowelt@bmw-welt.com.

€0.06* per call from the Deutsche Telekom landline network. Maximum charge €0.42/minute from German mobile phone networks.

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Discounts.

Children and teenagers up to 18 years old, apprentices, students, severely handicapped individuals with carer, individuals in compulsory national service/community service, participants in a voluntary community or ecological year, the unemployed, pensioners and senior citizens, BMW Clubs, the Munich Association of Tour Guides, the National Association of Tour Guides, journalists, BMW employees, BMW Card holders, BMW Premium Card holders.

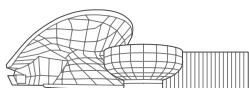


**BMW Welt
BMW Museum
BMW Plant**

www.bmw-welt.com



**Sheer
Driving Pleasure**



www.bmw-welt.com