Media Information

Anniversary at the Nürburgring.
BMW Classic celebrates 40 years of BMW M GmbH at the AvD Oldtimer Grand Prix 2012.

Munich. 2012 is a special year for all BMW M fans with BMW M GmbH – formerly known as BMW Motorsport GmbH – marking its 40th birthday. BMW Classic is celebrating the anniversary with an array of highlights at this year's edition of Germany's largest classic car race at the Nürburgring. BMW M is not alone in reaching an important landmark; the event itself also has its 40th birthday this year. Organisers are once again expecting in excess of 60,000 spectators to flood to the circuit in the Eifel from 10 – 12 August 2012 for the double anniversary.

BMW involved as a key partner.

BMW is a partner of this year's AvD Oldtimer Grand Prix. BMW Classic will therefore have a suitably prominent presence at the Nürburgring and offer visitors an extensive programme of attractions. Topping the bill are activities celebrating the "40 Years BMW M GmbH" anniversary and the division's illustrious motor sport heritage. And attracting particular attention – alongside the display of BMW M cars and racing machines at the approximately 1,000 m² BMW Classic exhibition area in the paddock – will be the BMW M "Jubiläumsrennen" (anniversary races) and 10-minute demonstration drives with BMW M models immediately before the races. Added to which, a major element of BMW Classic's activities at the event will be the supply of parts to the expanding ranks of both recent and older BMW classics.

BMW M Jubiläumsrennen contested by distinguished drivers.

BMW Classic is teaming up with the AvD to hold the BMW M Jubiläumsrennen races, in which the full gamut of BMW racing cars since 1972 will be represented. "I'm sure we'll be able to wave off a packed field of wonderful cars from the past 40 years," says Norbert Knerr, Head of Classic Motorsport at BMW Classic.

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The races are open to all BMW racing cars developed by BMW Motorsport GmbH (today's BMW M GmbH) since 1972, and the cars will be split into relevant classes. The AvD is accepting entries up to 17 July 2012. BMW Classic will line up with five BMW racing cars piloted by familiar figures. These will include two BMW M1 Group 4 racers, a BMW 320 Group 5 car, a BMW M3 Group A (1987) model and the BMW 320i STW (1995). Four highly successful BMW touring car drivers will be doing battle, with Dieter Quester, Prince Leopold of Bavaria, Marc Surer and Marc Hessel all getting behind the wheel. Adrian van Hooydonk, Senior Vice-President BMW Group Design, rounds off a rare quintet of drivers.

Schedule:
Qualifying: Friday, 10 August, 16.00 – 16.25 hrs
BMW M Jubiläumsrennen 1: Saturday, 11 August, 13.30 – 14.00 hrs
BMW M Jubiläumsrennen 2: Sunday, 12 August, 13.30 – 14.00 hrs

The third highlight of the anniversary festival will be demonstration drives, each lasting 10 minutes, which will take place before the anniversary races. The demonstration drives are open to all BMW M cars – indeed, standard road models are also very welcome – and will each start at 13.00 hrs.

40 Years BMW M – a history of success.
In 1972 BMW brought together the company's motor racing activities under the umbrella of a new company, BMW Motorsport GmbH. Former racing driver and team boss Jochen Neerpasch took over the reins and built the wholly-owned BMW subsidiary into a powerful race team – one that would go on to earn BMW countless triumphs in motor sport competition over the years that followed. The construction of ultra-sporty BMW road cars was also part of the company's brief. In 1978 the BMW M1 super-sports car became the first BMW M model to make its debut, laying the building blocks for a tradition that continues to define BMW M to this day. By the early 1990s a new company name was required to reflect

the BMW subsidiary's wider spheres of activity, which now included BMW M cars, BMW Individual and BMW Driver Training. The legendary "M" – "the most powerful letter in the world" – provided the inspiration for the company's rechristening as BMW M GmbH on 1 August 1993. Motor sport activities have since been handled by the specially formed BMW Motorsport division.
The guest list for the anniversary celebrations will include a line-up of well-known racing drivers and former members of the BMW Motorsport GmbH and BMW M GmbH management.

Pictures from the Oldtimer Grand Prix 2012 event will be available from the BMW Group Pressclub from Monday, 13 August 2012.

For further information and picture material please contact:

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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.

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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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