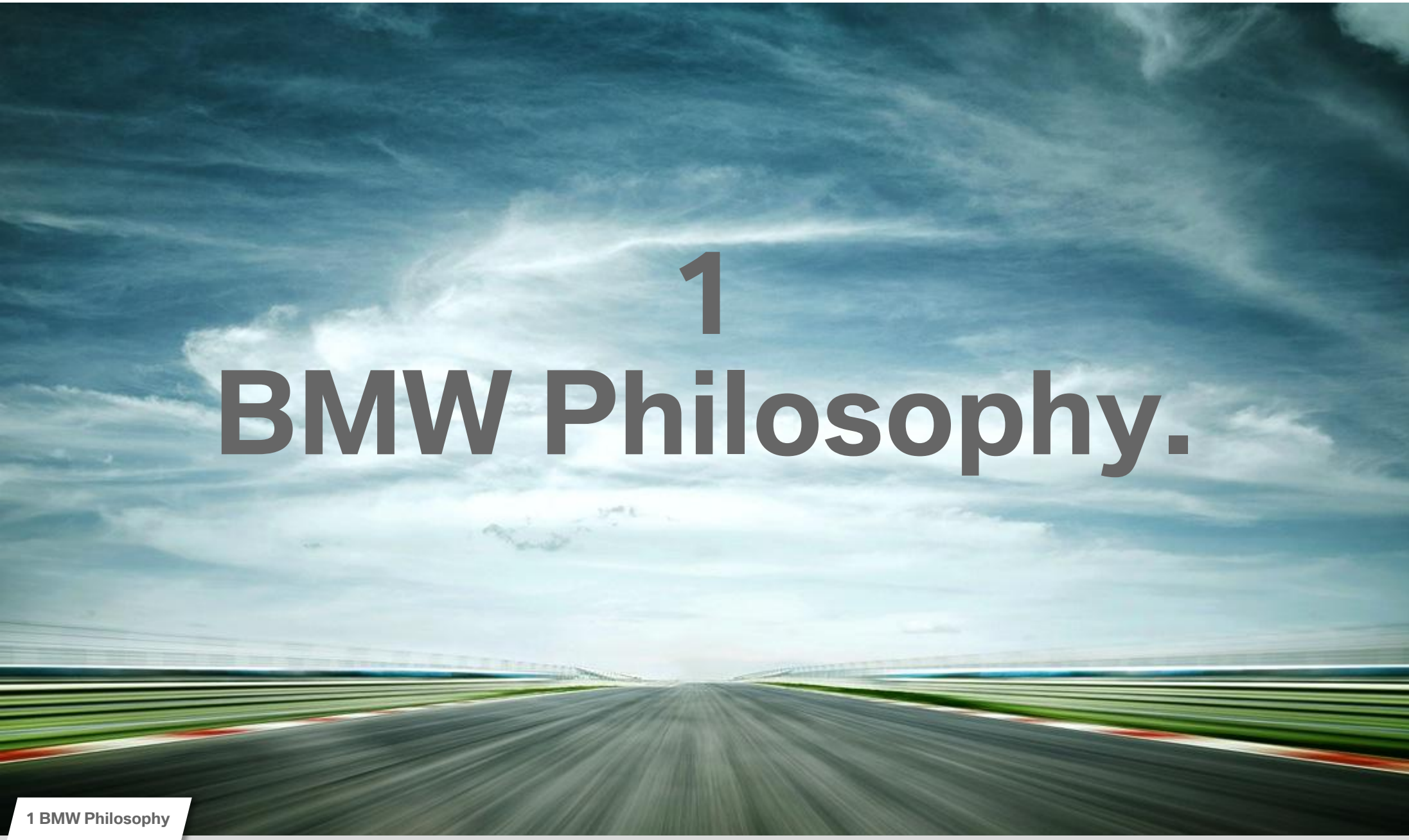
BMW Motorsport.
Racing heritage as a strong platform.

powered by



BMW Motorsport.
Intro.

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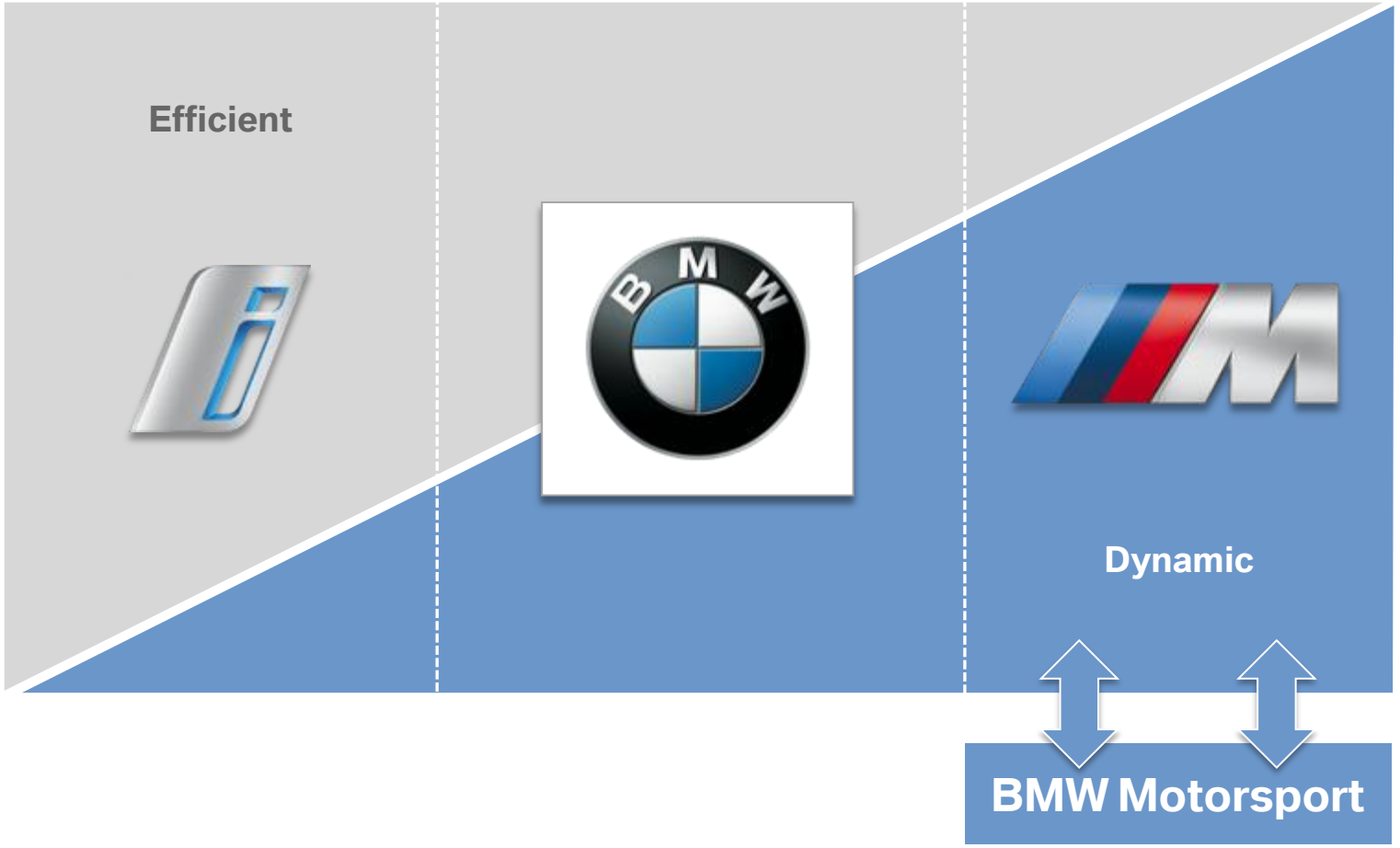


1
BMW Philosophy.

BMW Motorsport.
Positioning.

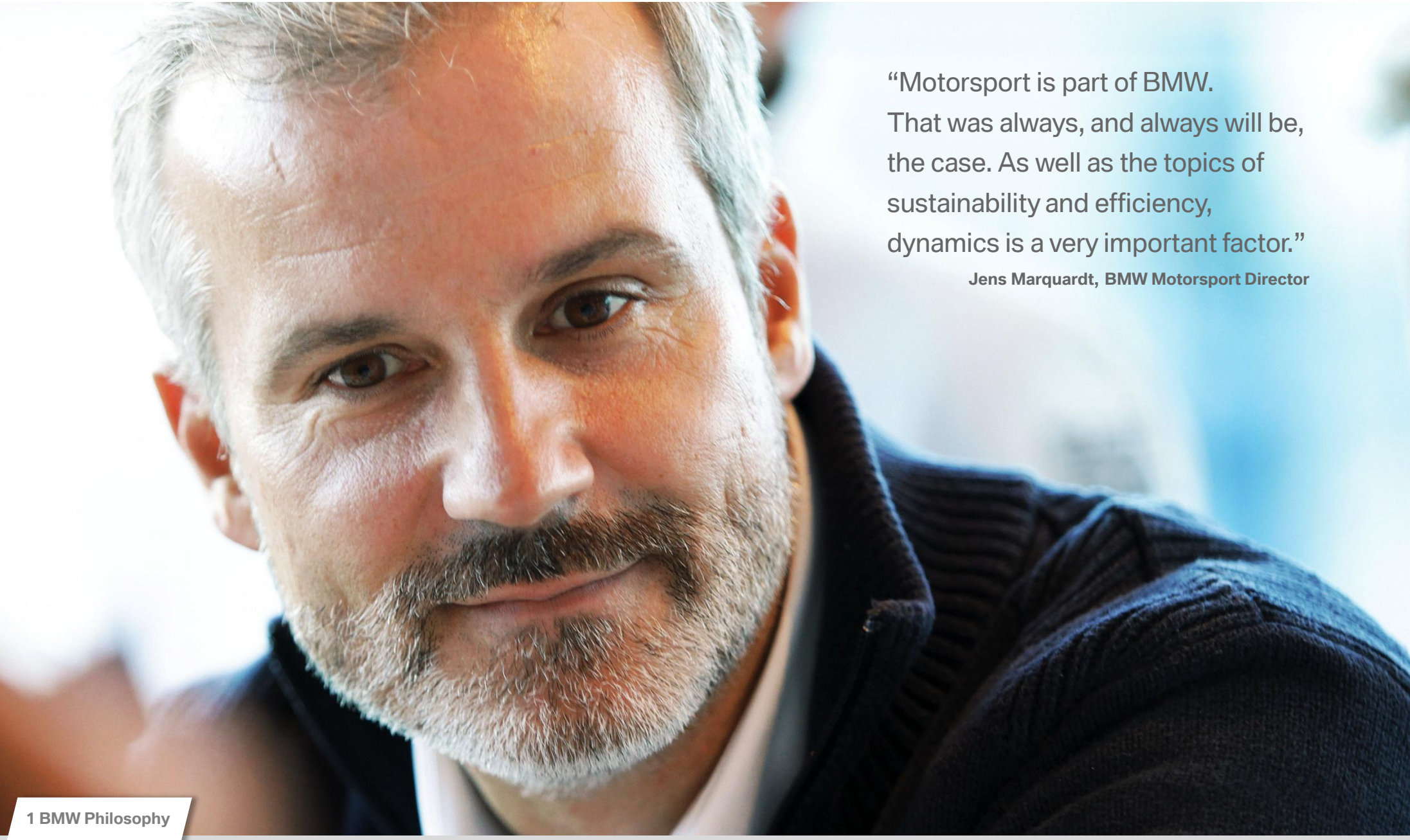
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Book end approach for BMW EfficientDynamics



BMW Motorsport.
Racing is in the BMW DNA.

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BMW Motorsport.
Intro.

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2
BMW Motorsport.

BMW Motorsport.
Portfolio.

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BMW Motorsport.
General facts.

powered by

SUCCESS ON THE RACETRACK.

BMW has enjoyed success on the motorsport scene for almost a century. Its triumphs include victory at the 24-hour race in Le Mans, winning the Formula One World Championship with BMW Power, and numerous DTM titles.

BMW Motorsport once again has an exciting race schedule this year, fielding spectacular cars in the **DTM**, in the **United SportsCar Championship** and in **classic 24-hour races**. **Alex Zanardi** will again take to the track **as BMW brand ambassador and BMW works driver**. In addition, countless private BMW drivers are representing the brand within the scope of the **BMW Sports Trophy**. In the **BMW Motorsport Junior Programme**, BMW continues its long-standing promotion of young driver talent.

Short cuts and high flexibility – that is what BMW Motorsport's base in Munich is geared to. Speed is of the essence, whether it's a matter of tuning, development work or production processes. The individual departments are tightly centralized, neighbours of the BMW Research and Innovation Centre (FIZ), and integrated in the production sites and offices of BMW AG. The HQ of BMW Motorsport is at Anton-Ditt-Bogen in the north of Munich.



All in all, the motorsport departments are spread across several buildings that house workshops, laboratories and offices.

Access is protected and nobody can enter without an appointment or an electronic employee ID. The ambience is dominated by the colour white, with the other BMW Motorsport colours blue and red lending highlights. The modern interior reflects the nature of BMW Motorsport – high functionality and simple elegance.

BMW Motorsport.
Goals and core messages.

powered by





- BMW, as an established and likeable automobile manufacturer, is demonstrating its motorsport expertise in the DTM.
- BMW is going head to head with its direct competitors in a high-class environment.
- The BMW M4 takes racing to the streets: “In direct competition, the sporting performance of the BMW M4 DTM benefits the M sub-brand.”
- BMW Motorsport is promoting sales of BMW products through the effective use of marketing and communication tools.
- The premium appearance, precision and behaviour of the teams and drivers reflect the BMW brand in a motorsport environment.
- Through an open, accessible, authentic and poised appearance, BMW Motorsport is achieving a premium platform, with which it is making the brand even more desirable.
- Passion for motorsport and sportsmanship are what drive BMW Motorsport. Our target groups are able to experience BMW Motorsport.

BMW Motorsport.
Intro.

powered by



3
General facts DTM.

BMW Motorsport.
General facts DTM.



Manufacturers:	BMW, Audi, Mercedes
Races in 2015:	9 weekends, 18 rounds, 4 countries
Grid:	23 drivers
TV viewers:	approx. 1.1 million/race
Website:	www.dtm.com
Series partners:	ADAC, ultimate, Deutsche Post, BOSCH, DEKRA, HANKOOK

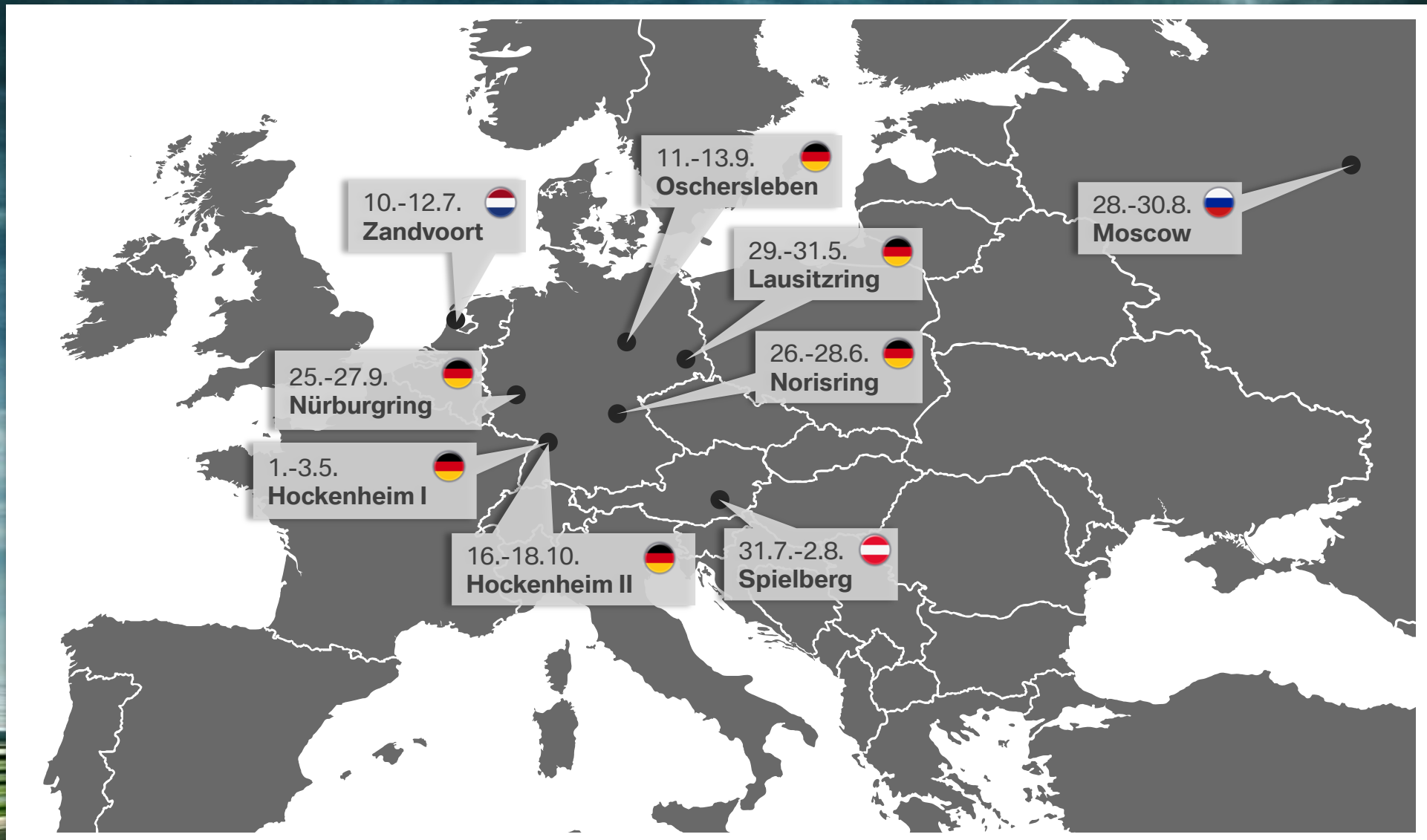
The DTM is a racing series for racing cars derived from a production car. The Deutsche Tourenwagen-Masters (German Touring Car Masters) was launched in 2000 and is the successor to the Deutsche Tourenwagen-Meisterschaft, which ceased in 1996, and its international version the ITC. The DTM sees BMW go head to head with its main competitors in the premium sector – Audi and Mercedes-Benz. The fight between the three rivals BMW, Mercedes-Benz and VW (Audi) for supremacy in the premium sector is also being played out on a sporting stage. The races are held from May to October and attract millions of spectators.

For Mercedes-Benz and Audi, the DTM is an additional motorsport project, running alongside their commitments in Formula One and Le Mans. BMW is remaining true to its word and, as announced when the manufacturer withdrew from Formula One, is focussing on production-based motor racing.

The DTM is as thrilling as ever in 2015: For the first time since 2000, two races will be held per weekend – one on Saturday, the other one on Sunday. Therefore, the calendar comprises a total of 18 rounds in four different countries.

BMW Motorsport.
2015 DTM races.

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BMW Motorsport.
2015 DTM races – Distances.

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HOCKENHEIM I.



- Heidelberg: 21km
- Mannheim: 23km
- Frankfurt/Airport: 90km

LAUSITZRING.



- Dresden Airport: 58km
- Berlin-Schönefeld Airport: 25km
- Berlin-Tegel: 142km

NORISRING.



- Street circuit
- in Nürnberg
- Munich: 164km
- Munich Airport: 155km

ZANDVOORT.



- Classic circuit in the dunes
- Amsterdam Airport: 27km

SPIELBERG.



- Graz: 75km
- Graz Airport: 86km

MOSCOW.



- 80km North-West of Moscow
- Sheremetyevo Airport: 35km
- Domodedovo Airport: 58km

OSCHERSLEBEN.



- Hanover Airport: 140km
- Berlin Airports: 180km

NÜRBURGRING.



- Cologne Airport: 100km
- West of Frankfurt: 170km

HOCKENHEIM II.



- Heidelberg: 21km
- Mannheim: 23km
- Frankfurt Airport: 90km

BMW Motorsport.
Intro.



4
BMW and DTM.

BMW Motorsport.
2014 Impressions.

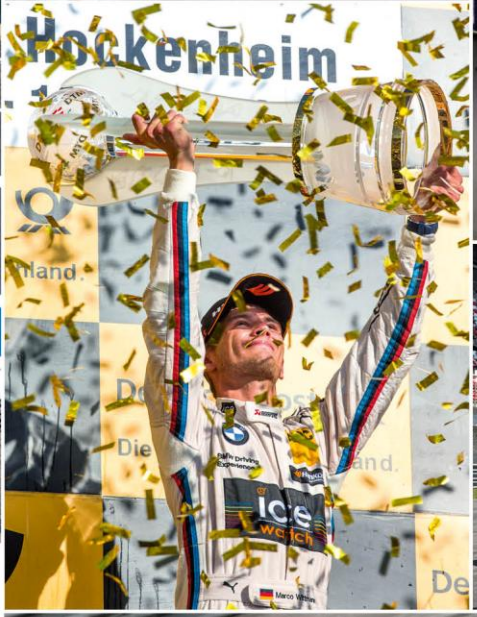
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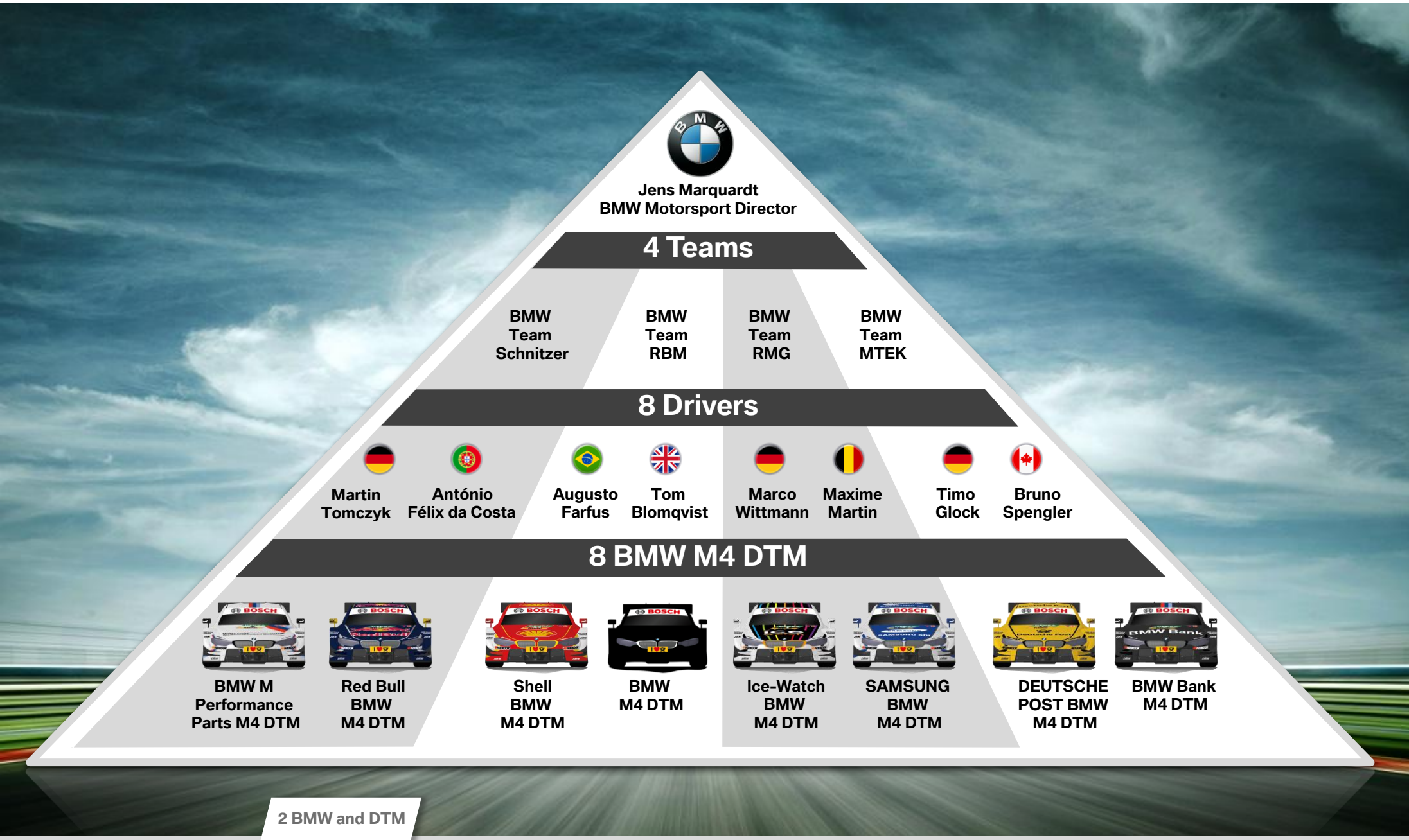






BMW Motorsport.
2015 BMW DTM Teams & Drivers.

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BMW Motorsport.
The BMW M4 DTM.

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Length	4,775 mm
Width	1 ,950 mm
Height	Approx. 1,200 mm
Tank capacity	120 litres
Basic weight	1,100 kg (inkl. driver)
Engine	90° V8 aspirated engine
Capacity	4,000 ccm
Output	Approx. 480 hp (with air restrictors, in accordance with regulations)
Max. torque	ca. 500 Nm

Engine management system	Bosch MS 5.1 engine control unit
Transmission	Sequential 6-speed sports gearbox
Front axle/rear axle	Double wishbone axle with pushrods and adjustable shock absorbers with six settings, H&R coil springs
Brakes	Hydraulic dual-circle braking system
Wheels	Forged aluminium rims, 18“ x 12“ front, 18“ x 13“ rear
Tyres	Hankook; front 300-680-18, rear: 320-710-18

BMW Motorsport.
BMW Team Schnitzer.

powered by





- Team Principal
  Charly Lamm (DE)
- Based in Freilassing (DE)





AGAIN AND AGAIN AT THE TOP.

BMW Team Schnitzer's maiden success in the DTM came in its very first season, when Roberto Ravaglia (IT) won the 1989 drivers' title for the team from Freilassing (DE). 20 years after its last DTM win on 11th October 1992 in Hockenheim (DE), **BMW Team Schnitzer** returned in style in 2012. Not only did Bruno Spengler (CA) win the Drivers' Championship, but the crew of Team Principal Charly Lamm (DE) also triumphed in the team competition in its comeback year. In 2015, Martin Tomczyk and António Félix da Costa will be BMW Team Schnitzer's drivers.

BMW Motorsport.
BMW Team Schnitzer.

powered by



MARTIN TOMCZYK.



Date of birth: 7th December 1981
Nationality: German
Birthplace: Rosenheim (DE)
Marital status: Married, one daughter
Languages: German, English
Car Number: 77
Car: BMW M Performance Parts M4 DTM

2011 DTM Champion



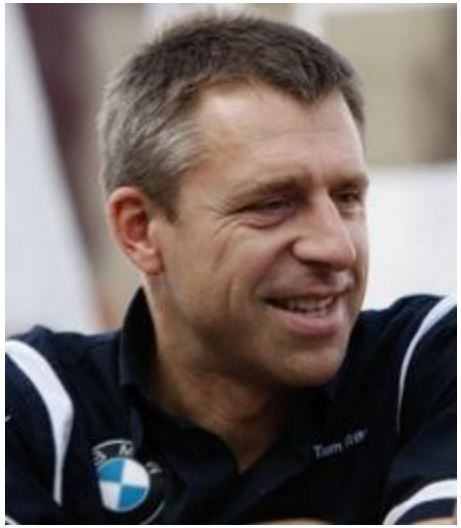
ANTÓNIO FÉLIX DA COSTA.



Date of birth: 31st August 1991
Nationality: Portuguese
Birthplace: Lisbon (PT)
Marital status: Single
Languages: Portuguese, English
Car Number: 13
Car: Red Bull BMW M4 DTM

BMW Motorsport.
BMW Team RBM.

powered by



- Team Principal Bart Mampaey
- Based in Mechelen (BE)







ANOTHER LEVEL.

Under the leadership of Bart Mampaey **BMW Team RBM** found its feet in an extraordinary short time when it arrived on the DTM scene. After a brilliant 2012, the team from Mechelen in Belgium raised its performance to another level in 2013. Augusto Farfus (BR) had a particularly successful year alongside his team-mate Joey Hand (US), winning three races on the way to second place in the Drivers' Championship. **BMW Team RBM** also ended the year as runner-up in the Team competition. In 2014, the squad added many more points to its tally. The team's 2015 drivers will be Farfus and DTM rookie Tom Blomqvist (GB).

BMW Motorsport.
BMW Team RBM.

powered by

AUGUSTO FARFUS.





Date of birth: 3rd September 1983
Nationality: Brazilian
Birthplace: Curitiba (BR)
Marital status: Married, one daughter
Languages: Portuguese, English
Car Number: 18
Car: Shell BMW M4 DTM

TOM BLOMQVIST.





Date of birth: 30th November 1993
Nationality: British
Birthplace: Cambridge (GB)
Marital status: Single
Languages: English, Swedish
Car Number: 31
Car: BMW M4 DTM

BMW Motorsport.
BMW Team RMG.

powered by



- Team Principal
  Stefan Reinhold
- Based in Niederzissen (DE)







THE REIGINING CHAMPIONS.

It was a dream come true for Stefan Reinhold (DE): his **BMW Team RMG** proved to be the team to beat throughout the 2014 DTM season. With two races still to come, the team from Niederzissen (DE) celebrated winning the Drivers' title with Marco Wittmann (DE). They went on to add the Team Championship at the penultimate race of the season in Zandvoort (NL). On top of all that, Maxime Martin (BE) won the title 'Rookie of the Year'. **BMW Team RMG** claimed five victories and established itself at the top of the series in its third year in the DTM. The driver line-up of Reinhold's team remains unchanged for the 2015 season.

BMW Motorsport.
BMW Team RMG.

powered by



MARCO WITTMANN.



Date of birth: 24th November 1989
Nationality: German
Birthplace: Fürth (DE)
Marital status: Single
Languages: German, English
Car Number: 1
Car: Ice-Watch BMW M4 DTM

2014 DTM Champion



MAXIME MARTIN.



Date of birth: 20th March 1986
Nationality: Belgian
Birthplace: Uccle (BE)
Marital status: Single
Languages: French, English
Car Number: 36
Car: SAMSUNG BMW M4 DTM

2014 Rookie of the Year

BMW Motorsport.
BMW Team MTEK.

powered by



- Team Principal Ernest Knoors
- Based in Garching near Munich (DE)







CATCHING THE EYE.

In 2013, newly-formed **BMW Team MTEK** joined the BMW Motorsport line-up in the DTM. Dutchman Ernest Knoors had taken the helm in his role as Team Principal for the team based in Garching near Munich (DE). The team did far more than just find its feet in year one. In only their third race, both drivers Marco Wittmann (DE) - Rookie of the Year 2013 - and Timo Glock (DE) made it onto the podium in Spielberg (AT). That was followed by the acclaimed first victory, courtesy of Glock at the season finale in Hockenheim (DE). After a difficult 2014 season, **BMW Team MTEK** is determined to return to its winning ways in the 2015 DTM season with Glock and Bruno Spengler (CA) at the wheel of their cars.

BMW Motorsport.
BMW Team MTEK.

powered by

TIMO GLOCK.





Date of birth: 18th March 1982
Nationality: German
Birthplace: Lindenfels (DE)
Marital status: Married, one child
Languages: German, English
Car Number: 16
Car: Deutsche Post BMW M4 DTM

BRUNO SPENGLER.





Date of birth: 23rd August 1983
Nationality: Canadian
Birthplace: Schiltingheim (FR)
Marital status: Single
Languages: French, English, German
Car Number: 7
Car: BMW Bank M4 DTM

2012 DTM Champion

BMW Motorsport.
Intro.



5
DTM as a strong platform for markets.

BMW Motorsport.
Accreditation and grandstand access.

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We take care of the accreditation for your invited journalists. All we need is:

- Full name
- Name of publication
- E-mail address
- Photo

BMW Motorsport.
Hospitality.

powered by



We invite you and your journalists to our **BMW Hospitality** to meet our drivers, BMW Motorsport Director Jens Marquardt or one of the team managers, board members, engineers, etc.

We can organise for you:

- Media Dinner
- Round table interview sessions
- Media breakfast
- 1:1 interviews during the media time

BMW Motorsport.
Race Taxi rides.

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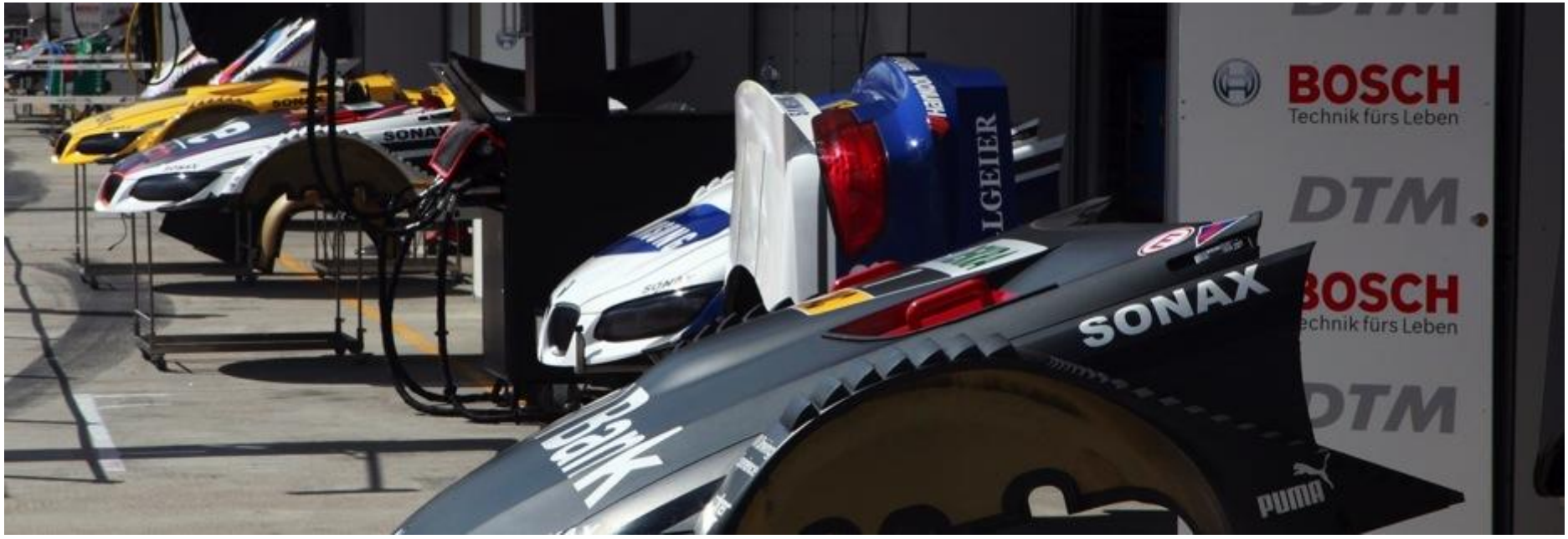
Your most important journalists can have the opportunity to be a passenger alongside one of the BMW works drivers from where they will experience the DTM circuits from a unique perspective. For the first time, we can offer rides in the all-new **BMW M4 DTM Race Taxi**. In addition, classic race taxis such as the the first-generation **BMW M3**, the **BMW M3 GT2** or the **BMW 635 CSi** will be available (list of available cars will vary from race to race).

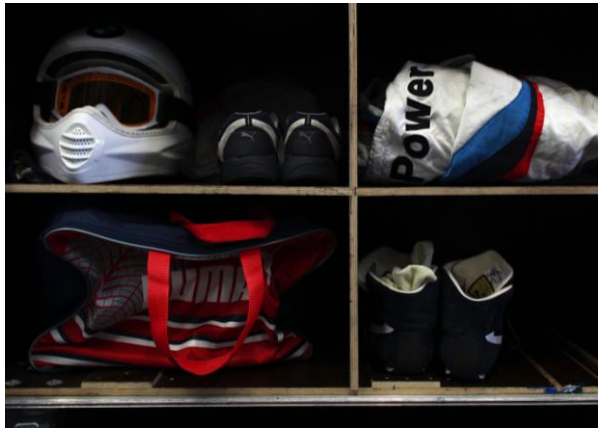




BMW Motorsport.
Garage tours.

powered by







During a garage tour your journalists will get the chance to have a close look at technical side of the BMW M4 DTM and see the teams' crews at work.

- Duration: approx 20 mins
- No. of participants: up to 16

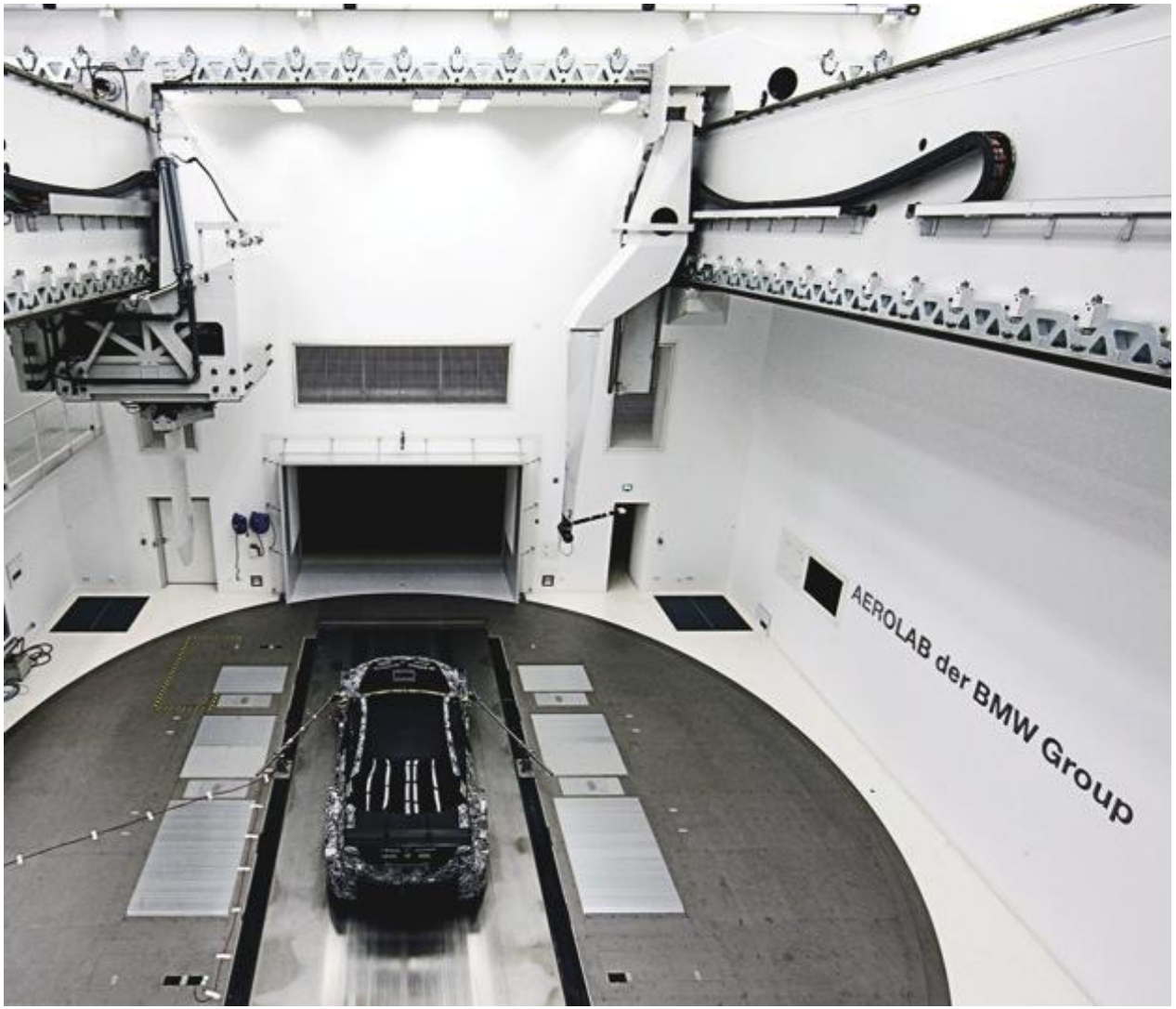
BMW Motorsport.
Intro.

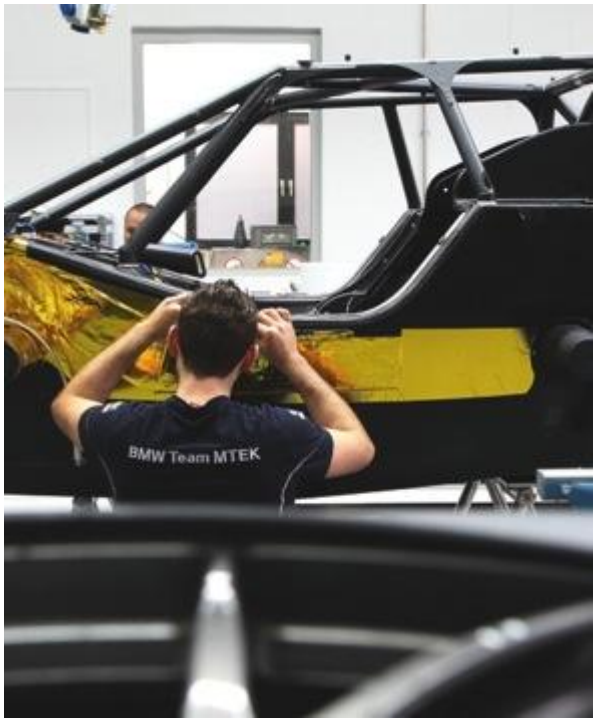
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BMW Motorsport.
Possibilities in Munich.

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- Visit to BMW Team MTEK in Garching
- Visit to BMW Motorsport incl. workshop
- Visit to wind tunnel
- Interviews with Jens Marquardt or engineers, etc.

BMW Motorsport.
Possibilities in Munich.

powered by



BMW Heritage.

BMW history at close hand: the BMW Museum, within a stone's throw of the BMW Four-Cylinder Building, is the ideal place to experience the fascination of the brand to the full extent.

- Permanent exhibition covering approx. 4,000 m²
- Over 120 of the most valuable and attractive cars, motorcycles and engines from nine decades of BMW's history
- Seven exhibition halls, the "Visions" area, BMW Art Cars, and BMW roadsters
- Wide variety of special temporary exhibitions over the course of the year



BMW Welt.

- BMW Welt has been at the heart of BMW since it was opened in 2007
- All the brands within the BMW Group are represented – including BMW M and BMWi
- 120-metre long gallery of driving pleasure spans the BMW Welt Plaza
- Perfect place to present the technology, engine assembly, design process and production of the latest BMW models
- Restaurant with top class cuisine, a sun terrace, and meeting rooms



BMW factory tours.

Tours through BMW assembly plants offer a fascinating insight into the field of automotive construction.

- Main plant in **Munich**: production of the BMW 3 Series Limousine and the BMW 3 Series Touring
- **Dingolfing** plant: production of the BMW 5 series, 6 series, 7 Series, and 5 Series GT
- **Landshut** plant: world's first zero-emission light alloy foundry
- **Regensburg** plant: production of the BMW 1 Series, 3 Series Limousine, 3 Series Cabrio and Coupé, and Z4
- **Leipzig** plant: production of the BMW 1 Series, X1, and BMW i
- **Berlin** plant: production of BMW motorcycles

BMW Motorsport.
Possibilities in Munich.

powered by



BMW Group media test fleet.

The best way for your journalists to experience sheer driving pleasure is to get behind the wheel of a BMW car. Why not give them the opportunity to do this during your visit to the racetrack.

- Opportunity for individual media test drives
- Personal driving experience as part of your DTM visit
- Many different BMW and BMW M models available



BMW Group Pavillon.

Here, the focus is on the people: the BMW Group Pavillon is a great meeting point. Whether musical entertainment, a disco atmosphere,
a reading or a group discussion: this is where BMW meets people and exchanges ideas.

- You are invited to organise your event in the BMW Group Pavillon in the heart of Munich
- Unique BMW flagship showroom at the centrally located Lenbachplatz
- Dialogue between technology and culture



Technology Experience – the FIZ.

The BMW Group Research and Innovation Center – FIZ for short – has been the technological heart of the company since it was opened in 1986.

- Approx. 9,200 employees develop BMW Group vehicles and the technology of the future in the FIZ
- Visit to BMW research units and tour with specific focus
- Experience the FIZ, the Projetkhaus and Portal Zukunft

BMW Motorsport.
Possibilities in Munich.

powered by



BMW Driving Experience.

The BMW Driving Experience offers driver-training courses under the guidance of experienced international instructors.

- Held at the BMW and MINI Driving Academy in Maisach, national and international racetracks, and other venues all over the world
- The courses teach customers how to get the best out of BMW vehicles, BMW M models, MINIs, and the BMW i3
- Ultimate experience for your guests to take a BMW vehicle to the limit



Recycling and Dismantling Center.

BMW minimises the effects on the environment over the entire life cycle of its vehicles – from manufacturing, use and servicing to recycling.

- The foundations for environmentally-sound disposal are laid during the development and production of any new BMW vehicle
- The controlled return process, pre-treatment, dismantling and disposal of the remainder of the vehicle form the four pillars of environmentally-sound disposal
- At close hand: the Recycling and Dismantling Center in Unterschleissheim

BMW Motorsport.
Intro.

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7
AK Part.

BMW Motorsport.
Corporate Communications.

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BMW Motorsport.
Intro.



8
Costs.

BMW Motorsport.
Costs.

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Special grandstand tickets Silver:	45.00 EUR per ticket
Special grandstand tickets Gold:	57.00 EUR per ticket
Raxe Taxi ride	500.00 EUR per ride *costs covered by AK-24
Hotel and travel expense	depending on your demands
Shuttle	depending on your demands
Garage Tour	costs covered by AK-24
Media Dinner	costs covered by AK-24
Accreditation service	costs covered by AK-24
Interview organisation	costs covered by AK-24

All ticket prices as of 2015

BMW Motorsport.

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