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Munich. It was a rare sight on the BMW Welt "Premiere": On this platform, where customers from all over the globe usually collect their new model vehicles, a 1979 BMW M1 Procar was presented to its owner on Thursday. The unique car had been restored over the years by the BMW Group Classic customer shop and BMW M GmbH, and is now virtually as good as new.
Proud owner of the historic race car is Masakuni Hosobuchi of Japan. The entrepreneur is President of the BMW Club Japan and an avid collector of BMW M vehicles. "BMW's are my great passion, and the Procar definitely will get a place of honor in my collection. It was very important to me to restore the car to its former glory after so many years of racing. And who could have done a better job than the manufacturers themselves? It also gives me great pleasure to pick up this classic car right here at BMW Welt, amidst all the new vehicles," said Masakuni Hosobuchi. He had an opportunity to test the working condition of the car on site. With an inimitable sound, he started the sports cars mid-engine and then drove several victory laps on the "Premiere" platform to the applause of numerous visitors.
Classic BMWs restored by BMW Classic can be presented to their owners in the unique atmosphere of the BMW Welt in the future as well. A "pick-up" of this kind is a once-in-a-lifetime experience for owners, but also a chance to demonstrate the successful symbiosis of past and present within the BMW Group.
The BMW M1 Procar series
In 1979 and 1980, a racing series preceding the Formula One events was held specifically for the BMW M1. The fastest Formula One pilots of the day, such as Niki Lauda and Nelson Piquet, appeared here in a thrilling duel against private drivers. A total of only 54 Procars were built, each with its own, individual style. The BMW M1 Procar belonging to Masakuni Hosobuchi, entitled "Yes to the Nürburgring," is painted with images of the famous race track, symbolizing BMW's strong connection to the old Nürburgring. Nelson Piquet and Hans-Joachim Stuck drove this car to the class win and third overall in the 1,000-km race at the Nordschleife in 1980.
Vehicle collection at BMW Welt
Some customers travel thousands of miles from around the world to fulfil their dream of picking up their new BMW at BMW Welt. Its architecture was designed specifically to make a customer's first encounter with his or her vehicle a real experience. Between 80 and 120 people - even up to 160 in peak periods - collect their new cars at BMW Welt every day. Vehicle pick-ups have been on the rise since the facility opened in 2007. Over 21,000 customers picked up their new cars at BMW Welt in 2013. For some 2,000 customers, the experience was even worth a trip from the USA.
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BMW Welt - at the heart of the brand, on the pulse of the city
With around 2.9 million visitors in 2013, BMW Welt in Munich is Bavaria's most popular attraction and has become a real magnet for visitors since its opening in 2007. With its pioneering architecture, BMW Welt is the heart of all the brands in the BMW Group - BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round programme of varied events covering culture, art and entertainment along with culinary delights in several restaurants. Whether it's a jazz concert, clubbing event, a film première, gala event or panel discussion - BMW Welt is the perfect platform for innovative events. In the BMW Welt Junior Campus, children and youngsters can enjoy exciting guided tours and workshops on the themes of mobility and sustainability.
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 the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.
In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was ? 7.82 billion on revenues amounting to ? 76.85 billion. As of 31 December 2012, the BMW Group had a workforce of 105,876 employees.
The success of the BMW Group has always been based 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.
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Drei Marken, ein Anspruch: immer noch besser zu werden. Dank unserer kompromisslosen Ausrichtung am Premiumgedanken und am Nachhaltigkeits-Prinzip begeistert die BMW Group heute weltweit mehr Menschen denn je. Wir stehen vor enormen Herausforderungen: Die Welt verändert sich mit hoher Geschwindigkeit. In vielen Ländern bleibt individuelle Mobilität im Fokus politischer Regulierung und nationaler Industriepolitik.

Der Wertewandel in der Gesellschaft erfordert neue Mobilitätslösungen. Volatilität ist längst Teil unseres unternehmerischen Alltags. Die hohe Staatsverschuldung und die Euro-Krise verunsichern Märkte und Verbraucher. Mit der Strategie Number ONE richten wir die BMW Group in einem veränderten Umfeld auf Profitabilität und langfristige Wertsteigerung aus ? technologisch, strukturell und kulturell. Im Jahr 2007 haben wir damit die Weichen für eine erfolgreiche Zukunft gestellt und setzen Maßnahmen in vier Säulen der Strategie um: Wachstum, Zukunft gestalten, Profitabilität und Zugang zu Technologien und Kunden. Unsere Aktivitäten sind dabei weiter auf die Premiumsegmente der internationalen Automobilmärkte ausgerichtet. Die strategische Zielsetzung reicht bis in das Jahr 2020 und ist klar definiert: Die BMW Group ist der weltweit führende Anbieter von Premium-Produkten und Premium-Dienstleistungen für individuelle Mobilität.