

Press release  
Thursday, May 14, 2020

## **BMW Welt is opening up again for all visitors and is showing its confidence with a lighting display.**

- **BMW Welt will be open daily from 8 am to 8 pm from May 15.**
- **There will be a lighting display at the Double Cone from May 14 to 24.**
- **A pulsating heartbeat as a symbol of confidence.**
- **All catering facilities will be available again from May 25.**

**Munich.** From May 15, BMW Welt will once again be open for all visitors. To mark the reopening, the Double Cone will be illuminated from 10 pm to midnight each evening from May 14 to 24 with a special message: a pulsating heartbeat in light, symbolic of the revival of BMW Welt and a sign of confidence. “In recent weeks, large parts of public life have come to a complete standstill. We are very pleased that life is cautiously starting to return to normal and that we are allowed to open up again for visitors. With our lighting display we want to create a symbol of hope and togetherness during this opening-up phase,” said Helmut Käs, Head of BMW Welt.

For the time being, BMW Welt will be open daily from 8 am to 8 pm. All the exhibition areas including the public area of the new Junior Campus, the vehicle collection area and the BMW Welt Lifestyle & Accessory Shop will be open to visitors. Catering facilities, including Cooper’s Bistro, the Bavarie and the two-star EssZimmer restaurant, will also be available to visitors from May 25. In the meantime, Cooper’s offers a food and beverage to-go service.

From May 16, there will be opportunities to test-drive the all-electric MINI SE on the forecourt of BMW Welt Every day between 10 am and midday and between 2 pm and 5 pm, visitors can sit behind the wheel of the fully electric MINI SE and take it for a test drive subject to prior registration and compliance with all hygiene regulations. Registration is completed directly on site.

Of course, the health of our visitors and employees continues to be the main priority. For this reason, the reopening will take place in compliance with all official regulations and measures. The vehicle collection service, the sales rooms and the showrooms at BMW Welt have been open to visitors since May 4, with everyone adhering to the safety measures.

### **Current BMW Welt opening times:**

Monday to Sunday: 8 am to 8 pm

Press release

Date Thursday, May 14, 2020

Subject BMW Welt is opening up again for all visitors and is showing its confidence with a lighting display.

Page 2

If you have any questions please contact:

**BMW Group**

Christophe Koenig  
Spokesperson for BMW brand and marketing,  
BMW Welt, eSports, Powertrain Business Units  
Phone: +49-89-382-56097  
Email: [christophe.koenig@bmw.de](mailto:christophe.koenig@bmw.de)

**LoeschHundLiepold Kommunikation GmbH**

On behalf of BMW Welt  
Marcel Bahrenburg  
Phone: +49-89-720187-291  
mailto: [bmw-welt@hlk.de](mailto:bmw-welt@hlk.de)

**BMW Welt. The heart of all the BMW Group brands.**

BMW World welcomes over 3 million visitors each year. With its iconic 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 program of varied events covering culture, art and entertainment as well as popular event locations for over 400 external events per year. The various restaurants at BMW Welt offer a variety of culinary delights right up to Michelin star cuisine. In the Junior Campus, children and even the whole family can explore the city of the future and mobility of the future either independently or in exciting workshops.

**The BMW Group**

The BMW Group with its BMW, MINI, Rolls-Royce and BMW Motorrad brands is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019 the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. Profit before tax in the 2019 financial year was €7.118 billion on revenue of €104.210 billion. As of Tuesday, December 31, 2019, the company employed 126,016 people worldwide.

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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>