



Media information  
April 18<sup>th</sup> 2024

### **More modern, more accessible: BMW Museum renovates its lobby area**

- **The BMW Museum will now welcome guests in a futuristic lobby.**
- **Newly launched online shop is faster and more customer focused:**  
**As well as tickets, guided tours can now also be booked online – up to six months in advance.**
- **Visitors wishing to buy tickets at the Museum itself can now do so from the four newly installed ticket machines.**
- **The counter in the lobby area now has an open and accessible design, like the BMW Museum as a whole.**

**Munich.** The BMW Museum has carried out extensive renovations to its entrance area. The primary aims here were to create a modern and future-focused ambience, improve accessibility for all guests and use digital solutions to make the ticket-buying process more efficient.

### **Innovations for an improved visitor experience**

The redesigned counter attracts visitors' attention with a vibrant, lavish wall of plants, providing a very special atmosphere as they enter the Museum – and at the same time helping to create a better indoor climate. Opposite the counter, there is a comfortable new seating area that makes an ideal place to meet people or take a quick break. A particular highlight is the interactive, kinetic floor in the north entrance, which invites visitors to generate electricity through their movements which will then activate an eye-catching light installation.

The online shop has also been optimised, allowing not only entry tickets, but also guided tours, children's birthday parties and holiday offers to be purchased directly. In addition, visitors can now pay using credit and debit cards, Apple Pay or PayPal.

### **Redesign has a special focus on people and nature**

The changes to the lobby area took both ecological and social considerations into account. Indeed, the new design uses recyclable materials and has above all improved the working environment for Museum staff. The addition of four ticket machines in the lobby has eased their workloads, while improved accessibility was a key consideration in the renovations to the lobby area.

With these extensive updates now complete, the BMW Museum can offer all visitors a very warm welcome within a future-focused and accessible space.



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#### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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