

Media Information
10 February 2025

Reopening of BMW Welt: What guests can look forward to. AI tour guide, exciting events and new activities.

Munich. Following extensive renovation work, BMW Welt reopens its doors today and presents new highlights for an exciting brand experience. As part of the reopening, a major innovation is in the pipeline: The new BMW Welt app offers visitors an innovative experience by combining BMW Welt's offerings with virtual content.

"With the reopening of BMW Welt, our visitors can look forward to new worlds of experience and events. One of the highlights is the BMW Welt app, which will be available at the end of February and will allow visitors to discover our museum in a completely new, immersive way. Virtual tours, gamification and detailed information about our vehicles make it the ideal companion for a visit to BMW Welt. We have also made many technological and technical optimisations to improve existing attractions and offers," says Sandra Wittemer, Head of BMW Welt.

BMW Welt App: New technology with personalised tour guide

The BMW Welt App, which will be available to download from the end of February, turns a tour of BMW Welt into an interactive and informative adventure. A virtual tour with 16 stations is available to guests. The BMW Welt app offers a digital AI avatar as a personal tour guide. The tour can be started at any time at the touch of a button, allowing visitors to freely determine both the starting point and the pace of their own tour. The international audience can also be guided through event areas and exhibits in two languages if required.

If a vehicle particularly catches your eye, the BMW Welt app offers the opportunity to marvel at it as a digital 360° model on your smartphone. All you need to do is activate the smartphone camera via the BMW Welt app and capture a QR code on the exhibit. If required, the corresponding data sheets with all vehicle specifications are available for download.

In addition to the new exploration functions of BMW Welt, the BMW Welt app also provides attractive offers and discounts for the shop, restaurants and car hire as well as other functions such as a quiz, a scavenger hunt and the MINI Arcade as part of a major raffle.

Corporate Communications

Media Information

Date 10 February 2025

Subject Reopening of BMW Welt: What guests can look forward to.

Page 2

BMW Welt's reopening week also has a lot to offer beyond the app: In addition to its role as a photo point, the BMW Isetta on display will also be driven through BMW Welt several times a day to hand out free gingerbread hearts to all guests. And on Valentine's Day, the kiss cam in the red BMW X3 and the Valentine's photo backdrop in the MINI area will be available for couples to take photos together.

New exhibition areas and business space

Much has been changed and renovated in the exhibition areas of BMW Welt. With the M Clubhouse, BMW M presents a new experience that combines the inviting character of a living room with the motorsport fascination of a BMW M garage. Highlights include the new BMW M5* in a unique design by artist Fillin Guas and a special sound installation that brings the Nürburgring to Munich.

In the newly designed BMW area, an interactive and informative space was created for the topics Charging, My BMW App and RELAX. WE CARE. In addition, UNO Car Party can be played with the whole family via AirConsole.

The BMW Welt Business Center has also been redesigned and will welcome guests from 18 February. Still bookable for conferences, meetings or similar events, elegant earth tones and golden accents in the fabrics and materials used create a modern look and an inviting ambience.

Event highlights until spring

The reopening also marks the start of BMW Welt's event year. Due to high demand, the BMW Welt yoga programme will continue from 22 February. From the children's music theatre "Frank and Bert" by the Bavarian State Opera on 2 March to the PULSE opening event on 8 March in the double cone and the planned start of this year's Internationales Krimifestival München on 4 April in BMW Welt, where Prof. Dr. Hendrik Streeck will read from his new business thriller "Das Insitut", there is already a lot on offer early in the year.

Fans of unusual sounds can expect something very special on 27 April: "Sound Journey on Four Wheels - A Children's Concert at BMW Welt", a musical collaboration between the Munich Philharmonic Orchestra and BMW that focuses on the car.

Corporate Communications

Media Information

Date 10 February 2025

Subject Reopening of BMW Welt: What guests can look forward to.

Page 3

Further highlights are already on the horizon for the rest of the year: the BMW Welt Campus will not only once again offer a holiday programme, but also the vr4kids road safety exercise. During this interactive 3D experience, children experience dangerous situations from everyday road traffic in a safe, digital environment and can train their behaviour accordingly. A new charging station for electric vehicles is also being built outside BMW Welt and will be officially unveiled in autumn.

Further information can be found on the [BMW Welt website](#).

CO2 emissions & consumption.

BMW M5 sedan: energy consumption combined: 26,8 kWh/100 km and 1,9 l/100 km (WLTP); CO₂-emissions combined: 43 g/km (WLTP); CO₂ class: unloaded battery G; combined B

If you have any questions, please contact:

Corporate Communications

Lisa Meindl
Spokesperson BMW Museum and BMW Welt
Phone: +49 89 382 31668
Email: lisa.meindl@bmw.de

Simone Bauer
Communication BMW Welt
Phone: +49 151 601 414 52
Email: simone.bauer@bmw.de

Michael Stadler
Phone: +49 89 381 08 119
Email: bmwwelt@haebmau.de

www.press.bmwgroup.com/global

Email: presse@bmw.de



Media Information

Date 10 February 2025

Subject Reopening of BMW Welt: What guests can look forward to.

Page 4

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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

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

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>