



Media Information
24th October 2011

The Line of Beauty: The big BMW Coupés and Convertibles.

New temporary exhibition at the BMW Museum starting 28 October 2011 documents the evolution of the BMW 6 Series range.

Munich. From 28 October 2011 until the end of September 2012, the BMW Museum is devoting a special exhibition to the development of the big BMW Coupés and Convertibles. Entitled "The Line of Beauty", it features 14 outstanding exhibits that span the years 1937 to 2011 and take visitors on a historical journey through the world of elegant sports cars. Preliminary design studies and original hand sketches from the BMW Group Archives recall the longstanding design tradition and leading international stylists that have left their profound imprint on the image and identity of the BMW brand to this day.

The curtain is raised by the BMW 327 Sports Convertible and BMW 327/28 Sports Coupé, both of which rank among the most attractive automobiles of the pre-war era. The BMW 502 Coupé and the Convertible of the same name, along with the BMW 503 Coupé, reflect the luxury and elegance spawned by the economic miracle of the 1950s. The 1960s are ushered in by the Bertone-designed BMW 3200 CS, before the BMW 2000 CS – with its formal language firmly in the mould of BMW's "New Class" – signals a turning point in the history of BMW Coupés and Convertibles. The 1970s are launched under the banner of the elegant BMW 3.0 CSi, followed in 1976 by a second milestone in the shape of BMW's first 6 Series range. The journey through time leads visitors to the BMW 8 Series of the 1990s en route to the second 6 Series range, which rings in the new millennium. Rounding off the exhibition are the new BMW 6 Series Convertible and the new BMW 6 Series Coupé, which was unveiled to the public this year.

Creating a special bridge between past and future is a project initiated by the BMW Museum in the summer of 2011 and featuring design classes held by three renowned design and art schools. With its historical and contemporary exhibits, "The Line of Beauty – The big BMW Coupés and Convertibles" has inspired students to fashion new forms and forge new ideas. In a series of workshops, the young designers analyse historical styles of automotive design, the BMW heritage, and their own national tradition.

When: From 28th October 2011 until the end of September 2012

Where: BMW Museum
Am Olympiapark 2
80809 Munich

Admission: Entry for person: 12.00 €
Entry for individual person, concession: 6.00 €

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Page 2

For further information please have a look on: www.bmw-welt.com

If you have any questions please contact:

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Page 3

BMW Group Classic.

BMW Group Classic is responsible for all activities within the BMW Group associated with the history of the company and its three brands BMW, MINI and Rolls-Royce. This ranges from the Group Archives, which are available to anyone as a centre of expertise for all the facts and figures surrounding the history of the company, the brands and the products, through the BMW Museum, which receives more than 400,000 visitors each year, to the BMW Classic Centre where all the facilities are provided that drivers require to satisfy their passion for classic BMW vehicles from spare parts to full restoration. Another aspect is planning and implementation of participation in all the classic events attended, and administration and expansion of the vehicle collection with more than 1,000 exhibits.

The BMW Group.

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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