

Media Information
29th August 2012

BMW Group Classic at the Goodwood Revival 2012.

Munich . The Goodwood Revival Festival reels its visitors into the glamour and allure of bygone days like no other historic race event. Held annually since 1998, it has a unique way of recreating the atmosphere of the 1940s to 1960s and today ranks among the world's most renowned motor race meetings. It is also a regular highlight of BMW Group Classic's calendar: "The Goodwood Revival is the perfect place to bring alive the successful heritage of our brands in an authentic ambience," says Karl Baumer, Director of BMW Group Classic.

Competing for the Barry Sheene Memorial Trophy.

This year, BMW Group Classic will be fielding three unusual BMW racing bikes in the Barry Sheene Memorial Trophy contest. In addition to a BMW RS 54, two race-prepared BMW R 5 pre-war models will be lining up to resurrect BMW's successful motor sport history on two wheels. Each of the three motorcycles features highlights that represented the state of the art of their time. For example, the BMW R 5 – which also contested various championship titles in non-racing guise – already boasted valve control with twin camshafts. The legendary BMW RS 54 went further, with two overhead gear-driven camshafts per cylinder. The first post-war BMW racing bike to go on sale swept up several German championship titles and, as a BMW works racing machine, finished as runner-up in the Motorcycle World Championship of 1956.

Strong presence of all BMW Group brands.

The Goodwood Revival will see the BMW Group presenting its brands and their respective heritage in all their diversity. Alongside models from the BMW, MINI and Rolls-Royce fold, the festival will also include a motorcycle with the Husqvarna badge. A highlight from the company's days as a leading aero-engine manufacturer, moreover, will be present in the guise of the newly restored Klemm 25 aircraft and its BMW engine.

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BMW Group Classic's garage line-up in the March Motor Works area, meanwhile, will be consistently sporting 1950s and 1960s attire. The BMW and Rolls-Royce brands will display the BMW 507, BMW 503 and BMW Isetta, along with the Rolls-Royce Silver Cloud, to lure visitors into the world of British showrooms of that era. MINI will evoke 1960s London with Peter Sellers' classic Mini, while BMW Motorrad will be offering a garage for the true enthusiast with motorcycles such as the BMW R 24, BMW R 26, BMW R 51/2 with sidecar, and the BMW R 69 S. Likewise parked in the motorcycle garage will be the Husqvarna CR 400 with which Steve McQueen ventured beyond the tarmac. On show outside the four BMW Group garages will be a rather special highlight – the BMW 328 in which Sir Stirling Moss won his first car race.

A further attraction at the airfield will be the Klemm 25 aircraft of 1927 powered by a BMW Xa aero-engine, which will be taking part in the Freddie March Spirit of Aviation competition. The 5-cylinder radial engine with 60 hp output has been deployed since 1937 and, along with the aircraft, has undergone a full restoration. On completion in 2008, the Klemm 25 was registered as Germany's oldest aircraft with standard certification.

Pictures from the Goodwood Revival event will be available from Monday, 17.09.2012 in the BMW Group Pressclub.



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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

With its three brands – BMW, MINI, Husqvarna Motorcycles and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 25 production and assembly plants in 14 countries and a global sales network with representation in more than 140 countries.

During the financial year 2011, the BMW Group sold approximately 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for 2011 was € 7.38 billion on revenues amounting to € 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last seven years.

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