

TECHNIK MUSEUM SPEYER

Media-Information

100 years of BMW - The fascination of Bayerische Motoren Werke

**New special exhibition from the
7th of October 2016 to the 31st of March 2017**

This year BMW celebrates its 100th birthday. As part of the celebrations, the TECHNIK MUSEUM SPEYER is holding a new special exhibition starting on 7 October 2016: 100 years of BMW - The fascination of Bayerische Motoren Werke. The museum presents the cars that tell BMW's story, and invites visitors on a time-travelling journey through 100 years of BMW.

The BMW brand has long stood for sportiness, innovation and technology. The slogan 'The joy of driving' has encapsulated the brand since the 1930s. BMW models always have a sporty side. And if that doesn't satisfy you, you can also explore BMW Motorsport's range, starting in the 70s. The cars most directly inspired by motor racing were especially appreciated by drivers with a sporty driving style.

At BMW, everything began 100 years ago with building engines. In 1923 the first motorcycle model was produced, the BMW R32. The motorcycle set a new standard for reliability in the motorcycle manufacturing world. In 1928 BMW took over the car manufacturer Dixi, entering the automobile industry for the first time. The exhibition in the TECHNIK MUSEUM SPEYER shows how multi-faceted BMW was then and still is today. Whether aircraft engines, motorcycles, classic cars or zippy speedsters, there's something of everything here. Among the exhibits on display are a Ju-52 with BMW radial engine; BMW's first ever motorcycle, the BMW R32; a chic BMW 502 'Baroque Angel'; the cult BMW Isetta; and a BMW 507. The 507 is still considered one of the most beautiful cars in the world by car enthusiasts. But the sporty side is represented too, with a BMW 2002 Turbo, a BMW M1 and an Alpina BMW 3.0 CSL Group 5.

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The special exhibition 100 years of BMW - The fascination of the Bayerische Motoren Werke runs from the 7th of October 2016 to the 31st of March 2017 and is open daily from 9 am to 6 pm at the TECHNIK MUSEUM SPEYER. The exhibition is included in the standard museum entrance fee.

You can find more information at www.technik-museum.de/bmw

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<http://media.technik-museum.de>

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