



100 Years of  
**BMW**



# Tracing Its Roots

**T**he BMW Group has a comprehensive background that features rich history and deep national pride.

BMW, or Bavarian Motor Works in English, actually began operations in 1916 as an aircraft manufacturer.

It was 12 years later that the company actually became an automotive manufacturer.

Now, enthusiasts across the world attach BMW's famous logo with automotive excellence. According to its website, the BMW circular logo of red, blue and white incorporate the state colors of Bavaria. In 1922, the German group moved to production facilities in Munich at the Oberwiesefeld airfield, where the group's headquarters remain today.

## STEADY PROGRESSION

After introducing the R 24 motorcycle in March 1948, BMW followed up with one of its most lauded sedan designs – the 501 model. The innovative automobile was spacious for its time and drew the attention of a new wave of drivers looking for roomier rides. The company followed up with the 502 and its industry-changing light-alloy V-8 engine.

All this progression and the company hadn't even entered the North American market! That came in 1970, when BMW of North America was established. The 1970s were a landmark time for the automaker, as the compact 3 Series, mid-size 5 Series and larger 7 Series cars – along with the performance M division – were launched.

## RECENT HISTORY

Within the past few decades, BMW has continued to corner the market on sophisticated automobiles with a committed dedication to quality and class.

The MINI was the model considered to be the company's first premium vehicle in the small-car segment, while the manufacturer has also recently produced the compact 1 Series, with hybrid versions of several models becoming available.

Most recently in 2013, the German carmaker introduced the BMW i3. This marked the effective introduction of the 'i' brand, featuring its first all-electric series-production model.



# New Technology

Like other carmakers, BMW has taken to technology to optimize the driving experience.

From innovations for lower fuel consumption through refining touches in lighting and navigation, the company has continued to evolve into an industry leader.

Even tracing back to the early 1970s when the BMW Group opened up to the North American markets, environmentally focused approaches were being taken in the manufacturing process. The long-term goal of BMW has long been to produce the most luxurious and powerful car on the market without sacrificing principles to sustainability.

## EFFICIENT DYNAMICS

The BMW Group follows a strategic set of steps it calls Efficient Dynamics to reduce the energy consumption and the CO2 emissions of all of its series automobiles. The company tabs it as the “framework for guaranteeing the ecological, economic and social viability of our future.”

According to the BMW Group, these steps have drastically reduced emissions during the manufacturing process, and the entire vehicle fleet now consumes much less fuel.

In fact, between 1995 and 2010 alone, the BMW Group reduced the CO2 emissions of its vehicles by about 30 percent, the group reports. By 2020, an additional 25 percent reduc-



tion is anticipated.

## CONNECTEDDRIVE

Another game-changing function that BMW employ is focused on connecting the automobile with its environment. Everything from daily traffic situations to weather can be taken into consideration to streamline the

driving experience for owners. BMW ConnectedDrive offers customers this type of power, flexibility and security.

From the 1 Series to the 7 Series, BMW offers ConnectedDrive, comprised of connectivity to web servers, real-time traffic information in combination with a networked navigation system.

The BMW Group's software engineers are continuously at work developing, improving and launching new innovations that put drivers at the forefront of technology.

This includes integrated, vehicle-specific apps, mobility services and safety solutions that put BMW a class ahead of the competition.





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# A Celebration

A century of luxurious automobile-making is no easy feat. But as BMW celebrates its 100th birthday at the 2016 Rolex Monterey Motorsports Reunion, the legendary brand has continued to make it look that way.

In August 2016, revelers will come together to celebrate all that BMW has stood for over the past 10 decades: Class, manufacturing excellence and its self-proclaimed reputation as the ultimate driving machine.

BMW is rumored to feature some exciting models from their collection, some which

may have never been seen before.

In a statement, Ludwig Willisch, the president and CEO of BMW of North America said: “The Rolex Monterey Motorsports Reunion is a perfect stage on which to celebrate 100 years of BMW. The BMW brand and the legend of The Ultimate Driving Machine was forged on and continues to be refined on racing circuits all over the world.”

More than 900 entry applications will be received for the

**SEE CELEBRATION,**  
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# Sales Continue to Climb

If year No. 98 was any indication, then BMW's 2015 and 2016 numbers should continue to climb into record-setting territory. The BMW Group sold more than two million vehicles in 2014, with 2015 numbers expected to top them.

It was the best year ever for BMW, BMW Motorrad and Rolls-Royce, with MINI sales up as well, according to the auto group.

The 2014 sales figures topped two million for a record fourth year

in a row. A total of 2,117,965 BMW, MINI and Rolls-Royce vehicles were sold, more than ever before in the Group's history.

And the German automaker isn't resting on its laurels heading into its centennial celebration. New models like the BMW X4 and BMW 2 Series Active Tourer continue to pave the path for more innovation and success from the automaker.

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The BMW brand and the legend of The Ultimate Driving Machine was forged on and continues to be refined on racing circuits all over the world.

Ludwig Willisch  
president and CEO, BMW of North America

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limited 550 positions for the event. Requests for the Rolex Monterey Motorsports Reunion are open October 2015 to February 2016.

Following the Rolex Monterey Motorsports Reunion, Mazda Raceway Laguna Seca will remain the center of BMW focus for a second consecutive week as the circuit will host the BMW Car Club of America's annual Oktoberfest and the BMW Rider's Association Annual Rally on August 24 through 28, according to the BMW Group.

**THE RAPP CONCEPT**

To celebrate the 100th anniversary, BMW has created a special two-seater roadster called the BMW Rapp. A tribute to the company's founders – Karl Rapp and Julius Auspitzer – the concept car features a special study design that has turned heads throughout the industry.

The roadster comes with a forward slanting grille, ventilated front fenders and a low windscreen. Its appearance is equal parts BMW power and retro, as it symbolizes all of the defining characteristics of the classic German-made brand of luxury, performance automobiles.

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## The sale of BMW autos is only expected to rise in 2015, 2016 and beyond.

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### **THE NEW CAR IN TOWN**

In its first full year on the market, the BMW 2 Series Coupé was purchased by 27,933 customers in 2014. Another popular recent option – the BMW i electric vehicle totaled more than 17,000 customers across the globe. This newfound success had led to ramped up production for both models.

### **MAJOR SALES BY COUNTRY**

In Europe, a total of 913,803 BMW and MINI brand vehicles were delivered to customers, according to BMW. The auto's home market of Germany saw a 1.7 percent boost in new vehi-

cles registered, while larger increases occurred in Great Britain and France.

In Asia, sales of BMW and MINI vehicles grew by 13.8 percent in 2014 with sales totaling 656,395. And in the Americas, a sales growth of 3.9 percent was recorded at year-end. The United States continued to be the region's main growth driver in 2014, with annual sales jumping by more than five percent.

Double-digit growth was recorded in the Middle East region with a total of 30,148 BMW and MINI vehicles sold in 2014. This was an increase of 22.6 percent compared with the previous year.

As the national and global economy have continued to recover from past struggles, the sale of BMW autos is only expected to rise in 2015, 2016 and beyond.

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# The i3

An electric vehicle that has pushed the boundary of sustainable design, the BMW i3 has quickly become one of the most popular vehicles to come off the company's production line.

The car uses extremely strong yet lightweight carbon fiber reinforced plastic, putting an innovative spin on the automotive structure as we know it.

Consumers have raved equally about the i3's long-lasting durability on a single charge as well as its sleek, classic body frame.

And if you believe the clues and tips to BMW's technology in the works, these defining characteristics only look to improve over the next few i models.

## PERFORMANCE DEFINED

The i3's performance has been lauded by industry experts as top-notch and incomparable to competitor models. In the i3's

**SEE i3,**  
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# BMW's Premier R&D

In a building that spans nine stories and features an awe-inspiring open gallery, The BMW Research and Innovation Center is a one-of-a-kind mecca in the auto industry.

Officially opened in 1990 and expanded in 2004, the building houses office, studios, meeting rooms and more than 9,000 employees.

Known by its German abbreviation, FIZ, the facility has been the technological center of the company since its inception. It is here that vehicles are conceptualized, developed and built. Technologies are discovered and integrated, and the driving experience is meticulously studied, refined and advanced to attract and retain loyal consumers.

And this center is not alone in BMW's comprehensive suite of facilities focused on executing first-in-class research on past, present and new technologies as they relate to elevating the BMW



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brand.

## BMW FORSCHUNG AND TECHNIK GMBH

Another such facility, the BMW Forschung and Technik GmbH, is a 100-percent subsidiary company of the BMW Group located in Munich. The center gathers comprehensive expertise in the areas of total

vehicle technology, alternative power train and energy management concepts, active safety and driver assistance systems as well as information and communication technologies in the car under one roof, according to the BMW Group.

The BMW Group

Technology Office USA in Mountain View and the Liaison Office South Carolina, as well as EURECOM in Southern France, the German Research Center for Artificial Intelligence in Saarbrücken and the Technical University Munich, are given global access to these uncovered

trends and technologies. With the information, professionals within these centers are enabled to develop innovative, research-driven products on a global scale.

## COMPARABLE HIRING INNOVATION

BMW isn't just ahead of the curve when it comes to new technology and advanced manufacturing processes. It also sets the bar high for hiring and employee satisfaction.

- According to the Trendence Survey 2014, recent graduates in Germany chose the BMW Group as the most attractive company to work for.

- Awarding about 7,000 internships per year in Germany, the BMW Group is rated at a 95% rate in terms of interns recommending others work for the company.

- The BMW Group supports childcare projects in order to give staff more flexibility in their work.

i3, CONTINUED FROM PAGE 10

Comfort mode, the range of the BMW i3 is 70 to 110 electric miles on a single charge, depending on driving style and traffic conditions.

With the adapted accelerator feature that demands less power in the Eco Pro mode, BMW reports that the possible distance traveled increases by

up to 12 percent. Add the Range Extender, and your electric driving range is improved by up to 75 miles.

## CHARGING STATION

Via the BMW i Charging Station, the battery is fully charged in approximately three-and-a-half hours. Some of the electric motor's specifications include:

- Innovative design for instant power
- Delivering 170hp with a torque of 184 lb-ft
- Integrated i Remote App for iOS and Android

The app includes range display, battery conditions and charge levels, as well as service messages and vehicle location to give you a fully integrated driving experience.

The i3 is also equipped with a new iDrive 4.2 Navigation System showcasing an optimized menu display with state-of-the-art technologies.

## SAFETY FEATURES

- Electronic Stability Control
- ABS And Driveline Traction Control
- Side Impact Beams

- Dual Stage Driver And Passenger Seat-Mounted Side Airbags; Dual Stage Driver And Passenger Front Airbags; Driver And Passenger Knee Airbag; Curtain 1st And 2nd Row Airbags; and Airbag Occupancy Sensor
- BMW Assist eCall Emergency S.O.S
- Tire Specific Low Tire Pressure Warning.





# New 7 Series

If you've driven a BMW, know the feeling of relaxation to the maximum. Vehicles across the brand are known for their integrated environments, comfortable interiors and unrestricted traveling pleasure.

The BMW 7 Series – one of the most popular lines of the BMW Group – advances this reputation in grand fashion. With active chassis technology and inclusive entertainment functions, the 7 Series offers unmatched driving comfort.

Allowing in various direct and indirect light sources, the 7 Series will literally brighten your world while you're behind the wheel. The final touches are perfected with the panorama glass roof, creating a vibrantly beautiful environment.

## EXECUTIVE LOUNGE

Comparable to having the largest corner office in the executive suite, the 7 Series offers elite quality and modern lounge characteristics. And not just for the driver. The vehicle offers the rear passenger on the front passenger side maximum comfort through a wide range of adjustment options, including an optional massage function and a footrest. The front passenger seat can be moved far forward electrically with its backrest folded for maximum leg room.

Other options include a folding table and the equipment option rear-seat entertainment suite to round out the riding experience.

## EXECUTIVE DRIVE PRO

The Executive Drive Pro is a suspension control system combining comfort with dynamic driving characteristics. BMW markets the differentiating aspect of this system

as the active sway-stabilization capabilities – the first to work electro-mechanically. This function allows minimized body movement when driving straight and when rounding corners.

The system is based on active stabilizers on the front and rear axles. This set up results in continuous regulation of the suspension during the drive.

The combination of these

features with the additional information provided by the navigation system allows drivers to experience an increased driving comfort no matter where their journey takes them.



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