

Discover a World of Possibilities

BMW WELT

| BY TRACY ELLEN BEARD
PHOTOS COURTESY OF BMW AG

The acronym BMW stands for Bayerische Motoren Werke, which roughly translates to the Bavarian Engine Works Company. The name refers to the company's origin in the German state of Bavaria. It also indicates BMW's original product range, engines for various applications. BMW is a comprehensive motor company and includes numerous luxury brands. These cars are exceptionally well-built and stylish and offer multiple levels of luxury for the discerning consumer. BMW Welt is an experience not to be missed. Those purchasing BMW automobiles can book their vehicle collection at BMW Welt to pick up their new car in Munich.

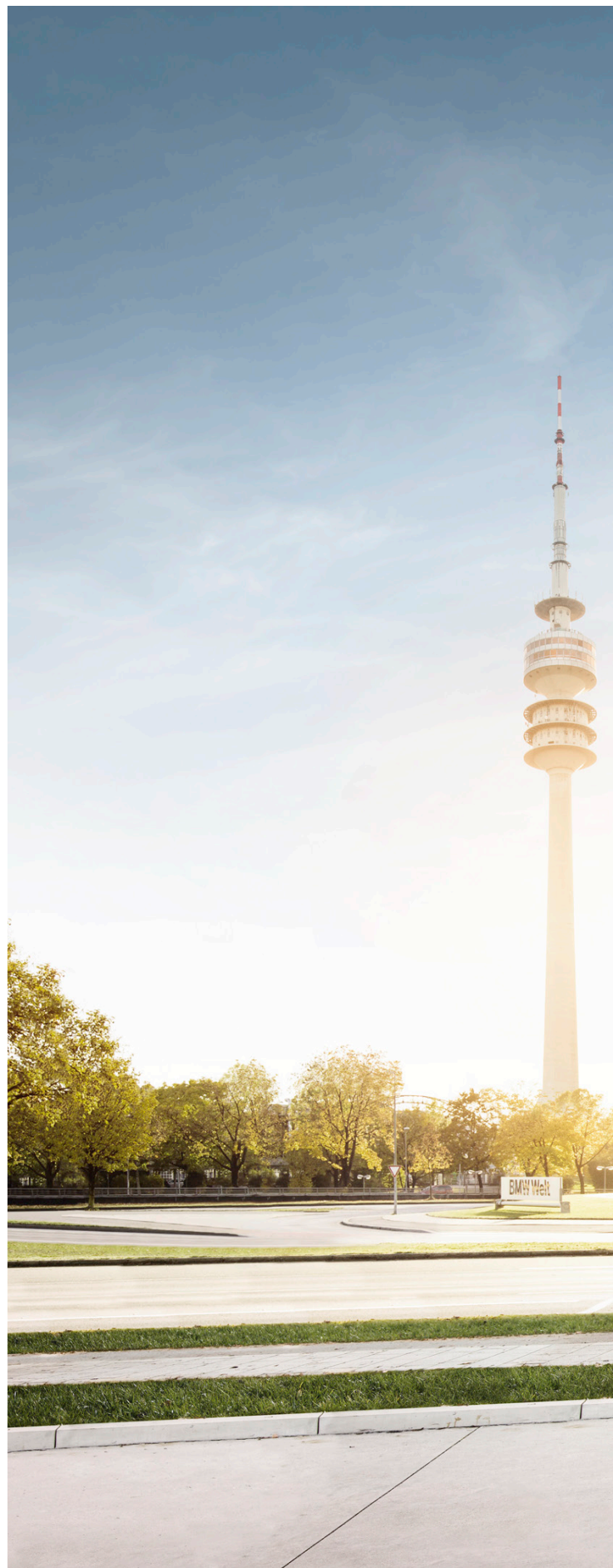
THE HISTORY OF BMW

BMW Classic Head Archivist Jakobs said, "The founding story of BMW is a bit complicated as it is rooted in two companies. On the one hand, the Bayerische Flugzeug Werke (BFW) was founded on March 7, 1916, which in turn emerged from Otto Flugwerke. The name Bayerische Motoren Werke (BMW) and the iconic trademark were created in 1917 after the renaming of Rapp Motorenwerke, an aircraft engine manufacturer. In 1922, there was a merger when the name, trademarks, and patents of Bayerische Motoren Werke were transferred to BMW."

BMW's first product was a straight-six aircraft engine called the BMW IIIa. At the end of World War I, BMW continued to produce motorcycle engines, farm equipment, household items, and railway brakes. The company made its first motorcycle, the BMW R32, in 1923.

Five years later, in 1928, BMW became an automobile manufacturer and sold its first car, the BMW 3/15. During the 1930s, the company expanded into sports cars and other luxury vehicles.

Until World War II, BMW focused on building aircraft engines, motorcycles, and automobiles. However, during the war, the predominant focus was on building aircraft engines. But at the same time, pioneering cars and motorcycles were created, which were successful on the international racetracks. Car manufacturing completely ended during the war. After







WWII, BMW was forbidden from building more aircraft engines, so they produced pots, pans, and bicycles.

In 1948, the company again jumped into motorcycle production and resumed car production in Bavaria in 1952 with the BMW 501 Saloon. The range of cars continued to expand into 1955. However, fewer large cars and limos were selling during that time, so they built the Isetta microcar, an economical vehicle perfect for the average family. The Isetta was an Italian car modified and built under an Italian license, Iso. The company was an Italian refrigerator company and later became a famous sportscar maker. The Isetta was a tiny car, not much larger than a refrigerator, but it was priced so families could venture out of the area.

With the “New Class” sporty sedans in the 1960s, the success story began as a manufacturer of sporty premium cars, which continues to this day. As the years go by, visionaries at BMW continue to produce new iterations of impressive vehicles and add to their brand collection.

BMW WELT, THE BUILDING

A visit to BMW Welt is a chance to experience

BMW paradise. BMW Welt allows visitors to learn about the latest models from BMW, BMW Motorrad, MINI, and Rolls-Royce Motor Cars, consult with professionals, and dream about luxury car ownership. The facility is an architectural wonder, and the restaurants onsite offer culinary adventures for foodies.

BMW Welt has several event spaces like the Double Cone and Auditorium Business Club. The most significant event space can host up to 1,400 guests. The event spaces are separate from the showroom floor, where admission is free to everyone. Building construction began in 2004, and BMW Welt opened to the public in 2007.

Professor Prix from the Coop Himmelb(l)au office was chosen to design BMW Welt among more than 200 architectural offices. In his previous career, Professor Prix created numerous unique buildings worldwide; his team was from Vienna. He was recognized for his creative architectural vision and his original drawings for BMW Welt.

Professor Prix’s initial vision was for the whirlwind design at the main entrance, as he wanted to emphasize the dynamic elegance of

the BMW brand. The double cone or whirlwind stayed with the brand, and the company occasionally uses the original drawing on invitations and marketing materials. Professor Prix’s concept of BMW Welt was to create a walkable cloud, a fantasy where the whirlwind is enveloped in a cloud. This grandiose project came with a price tag consisting of many zeros.

COLLECTING YOUR NEW CAR

After purchasing a new BMW, customers can arrange to collect the new vehicle at BMW Welt. After coming through the whirlwind, you enter The Plaza, an urban marketplace. Rolls-Royce Motor Cars, BMW with the sub-brands BMW M, BMW i, and MINI or BMW Motorrad are displayed. Vehicles on the showroom floor are not for sale.

The massive roof space, seen from the showroom, is very open, light, and captivating. It appears to be floating.

Each vehicle arriving at BMW Welt stays at the facility for 2-6 days, where it receives an ID number and goes through a series of checks to ensure it is ready for delivery to the customer. Initially, each car is placed on a tray upon



arrival and robotically transported to one of the 284 fully-automated parking slots on five different levels.

During each car's stay, the car remains on the tray and will be robotically moved into the transition room where a technician "wakes it up" and double checks everything. The transition area is essential because people cannot go into the five-level parking bay to work as the area contains less than 15% oxygen. After the technician deems the car ready, it is again transported robotically.

On the day of delivery, the car is robotically removed from the bay, the license plates are placed on the vehicle, and the technician makes final checks to ensure that everything is perfect before the car

is transported in the glass elevator to rise and be placed on one of the 20 presentation platforms. It's like a stage where the customers and their new cars are the stars.

Customers collecting their cars can bring family and friends to enjoy the celebratory "final reveal" event at BMW Welt.

Guests often spend an entire day BMW Welt. When the facility initially opened, there were about 11 models to show. Today, more than 30 variations exist, including diesel, hybrid, electric engines, and more. BMW Welt is a stunning and exhilarating place for car enthusiasts, car lovers, and those who appreciate innovative technology. Visit BMW Welt today for some dreaming, great food, or an exciting event. ❖