

## ALPINA Company Philosophy

---

Oscar Wilde once said he had a rather simple taste: "I always just take the best." This quote not only describes the attitude of our customers, but also a quite special way of life.

For ALPINA — a small but fine automobile manufacturer — these customers give us the motivation to build automobiles for a small number of connoisseurs who possess delicate taste and a sense of exclusivity while not feeling the need to drive conspicuous cars in order to display their lifestyle.

We believe that these select customers constitute one of the reasons for ALPINA's success. That is, with their weakness for top-notch technology and their distinct ability to discern essence from illusion, our customers keep inspiring us to develop automobiles that are among the best in the world.

Because we place more value on perceptible substance than on external differentiation in appearance, we procure the base models for our work from BMW only, i.e. from a grand brand, one of the best, one of the most technologically sophisticated entities.

A further reason for the constant success of our marque is the unique relationship ALPINA has with BMW, a relationship that has lasted for more than 35 years. In this intellectual and emotional connection of a large automobile manufacturer who produces cars to a high standard applying the latest technology we have a perfectly commensurate way of thinking. The result of this cooperation is — the BMW ALPINA.

## ALPINA Facts

---

### Location:

ALPINA is located in Buchloe, approximately 60 km south-west of Munich, directly at the Autobahn BAB 96.

---

### Employees:

Approximately 140 employees work for ALPINA, 90% in the automotive section, 10% in the wine department.

---

### Production:

In 1997, a total of 597 vehicles were produced.

---

### History of the ALPINA emblem:

The ALPINA emblem shows a dual intake trumpet on the left, and a crankshaft on the right. In the initial stages of the emblem, a camshaft was at the place of the crankshaft. The latter, being responsible in its shape for engine displacement and smoothness, is an integral part of the petrol engine. The emblem illustrates that ALPINA is an automobile manufacturer who places utmost importance on a perfect combination of running

smoothness and power output. The emblem in its current shape has existed for more than 25 years.

#### ALPINA History Quick Facts

---

1961 Production of ALPINA dual carburettor for BMW 1500.

---

1965 Foundation of Burkard Bovensiepen KG on January 1 in Kaufbeuren-Neugablonz with 8 employees. B. Bovensiepen later had to buy the company name "ALPINA" which his mother had originated.

---

1969 Start of building construction in Buchloe due to restricted expansion possibilities in Neugablonz.

---

1970 ALPINA wins the European saloon car championships, the 24-hour race at Spa-Francorchamps, the German championships, at the 'Rundstrecke am Berg', and in the rallye sport. The most well-known ALPINA drivers between 1964 and 1973 are Jacky Ickx, James Hunt, Hans Stuck, Derek Bell, Harald Ertl, Brian Muir, Dr. Helmut Marko, Alex Soler-Roig and, last but not least, 3-time Formula One world champion Niki Lauda. The wins at the European saloon car championships are repeated in 1973 and 1977.

---

1970 ALPINA moves to Buchloe in order to be able to keep pace with increased growth.

---

1973 The oil crisis casts a dark cloud over the entire automotive industry. With a substantial decrease in order volume, but without having to lay off employees, ALPINA manages to get away relatively well. This is due to its fine reputation as well as ALPINA's flexible reaction to market conditions, e.g. by introducing regular-grade petrol fuel which are more economical and more powerful than series powerplants.

---

1975 Build-up of a German dealership organisation; for the first time 3-series vehicles with complete equipment.

---

1978 A decisive leap in achieving the status of automobile manufacturer: For the first time, ALPINA presents three complete in-house developments: the BMW ALPINA B6 2.8 (a six cylinder whose 3-series base model still comes as a four cylinder only), the 'world's fastest saloon', the B7 Turbo (E12), as well as the BMW ALPINA Turbo Coupé (E24).

---

1978 Burkard Bovensiepen establishes a new business unit with ALPINA wines.

---

1983 ALPINA is officially registered as automobile manufacturer at the German Federal Motor Vehicle Registration Agency.

---

1983 Completion of the new sales building with wine cellar.

---

1985 ALPINA adjusts its entire product program to catalyst engines. Again ALPINA goes its own way, independent of large-scale automotive developers. Instead of using catalysts with ceramics carriers, a thin metal film serves as carrier for the actual catalyst material (platinum and rhodium).

---

1987 ALPINA is victorious at the German saloon car championships in Diepholz and one year later wins two races at the Hockenheimring.

---

1998 For the first time, ALPINA offers the small watch collection Alpina-Chronos for ALPINA, in limited edition.

---

## Racing

Racing victories contributed to making ALPINA internationally known and demonstrated that a good job was being done in Buchloe. The list of drivers who raced

for ALPINA sounds like a Who's who of racing history: Between 1964 and 1973 Jacky Ickx, James Hunt, Hans Stuck, Derek Bell, Harald Ertl, Brian Muir, and, last but not least, Niki Lauda, drove for ALPINA, just to mention a few.

For instance, ALPINA won the European saloon car championships in 1970, the 24-hour race in Spa-Francorchamps, as well as all 3 German championships, i.e. the 'Rundstrecken Meisterschaft', the German Mountain championship, and the German Rallye championship.

In 1973 ALPINA won the decisive races for winning the European saloon car championships with Niki Lauda, Brian Muir, Derek Bell, and Harald Ertl. At the international 6-hour race at the Nürburgring, Niki Lauda set up a new absolute saloon car record with the BMW lightweight coupé which had emerged upon the initiative and supervision of ALPINA and became the most successful saloon car by BMW. In the same year, ALPINA also achieved a double victory for the ALPINA coupés at the 24-hour race at the Nürburgring.

In 1977 ALPINA once again competed at the European saloon car championships, this time against the 'armed forces' of Jaguar — ALPINA won the championships with Dieter Quester at the steering wheel.

In 1987 ALPINA remained victorious at the German saloon car championships in Diepholz and in 1988 won two titles with Christian Danner and Peter Oberndorfer at the Hockenheimring.

Subsequently, ALPINA withdrew from the racing sport, so as to devote all resources to the development of street cars, the core business of ALPINA.