



## Mitbestimmung

Die Freude am Fahren ist unser Konstruktionsprinzip. Danach haben wir in den sechziger Jahren Automobile gebaut. Die Automobile der „Neuen Klasse“. Handlich, übersichtlich, vital und funktionell. Die technische Überlegenheit dieser Automobile gab BMW Fahrern die Möglichkeit, den Straßenverkehr mitzubestimmen. Den Verkehrsstrom in Fluß zu halten. Die Sicherheit zu erhöhen.

Dann haben wir den BMW 2500 und BMW 2800 gebaut. Für noch mehr Freude am Fahren.

Damit in den siebziger Jahren noch mehr Fahrer „mit“ bestimmen können.



Aus Freude am Fahren – BMW



- 5 In 1955, BMW promoted the Isetta with motifs accompanied by the slogan "Take pleasure in saving - drive a BMW Isetta".
- 6 The slogan for the motif "a wonderful experience..." (1936) even promised the BMW driver "Double the Driving Pleasure".
- 7 No doubt: "Driving needs to be pleasurable! Drive BMW" 1936.
- 8+9 In 1936, a BMW advertisement series posed the question: "What gives you the most pleasure?"

## Ein wundervolles Erlebnis ...

ist eine Autoreise im neuen  
großen BMW, dem geräumigen  
Fünfsitzer mit 4 Türen

Ein ungeahntes Gefühl der  
Ruhe und Sicherheit über-  
trägt sich vom Wagen auf  
Sie und schenkt Ihnen dop-  
pelte Freude am Fahren

5

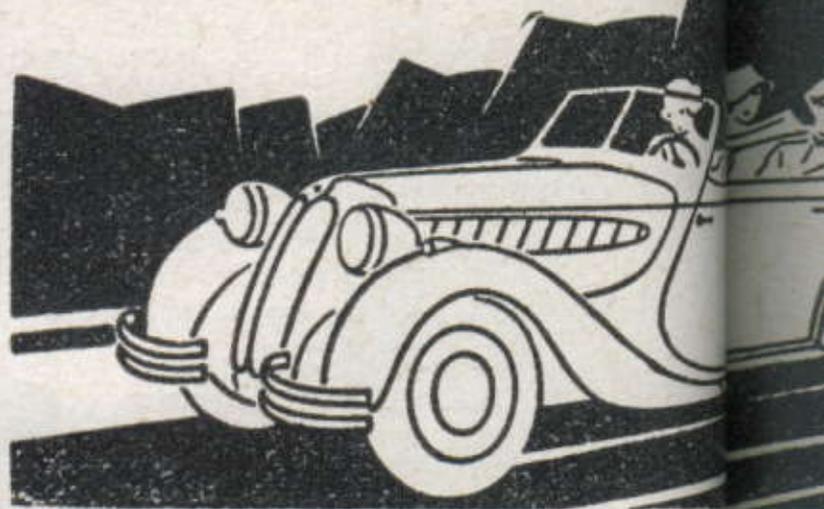
*Motocoupe*

Freude haben  
Kosten sparen  
BMW Isetta  
fahren



*Isetta*

250 ccm  
und  
300 ccm





# DRIVING

looking at early advertising motifs, the association of BMW with the concept of pleasure and joy can, however, be traced back even further.

In the middle of the 1950s, BMW launched an advertisement series for the legendary Isetta model, using the slogan "Take pleasure in saving – drive a BMW Isetta". Since this extraordinary motocoupé allowed many drivers to experience a then-unknown mobility and feeling of liberty and joy, it undoubtedly represented a very special kind of pleasure. The minicar attained cult status, in particular for its egg-shaped appearance. It is still regarded as one of the brand's most popular icons.

BMW had, however, already started a small "pleasure" campaign two decades beforehand, in the spring of 1936. Part of it was an advertising poster for BMW automobiles and motorcycles making an unequivocally clear statement: "Driving needs to be pleasurable! Drive BMW". Further advertisement slogans suggested that BMW dealers highlight the combination of

the "pleasure and utility" that characterize BMW products. Further motifs either pointed out that "time for travelling is time for pleasure", especially in a BMW car, or invited the customers to experience the "pleasure of a no-obligation test drive" at BMW dealers. An accompanying advertisement series posed the question "What gives you the most pleasure?", with the answers directing the reader's attention to the new BMW car and motorcycle models.

The "pleasure" campaign of 1936 was rounded off by two advertisement motifs sending the readers "on a journey full of pleasure with BMW - -!", promising them "a wonderful experience..." with BMW products. Both motifs came with short advertising texts pointing out that BMW drivers experienced "Double the Driving Pleasure" with BMW automobiles and motorcycles. Thus the expression "Driving Pleasure" had already appeared 30 years before it was actually established as an official slogan. This adds not only a new dimension to the question who was the actual originator of the slogan, but also his-

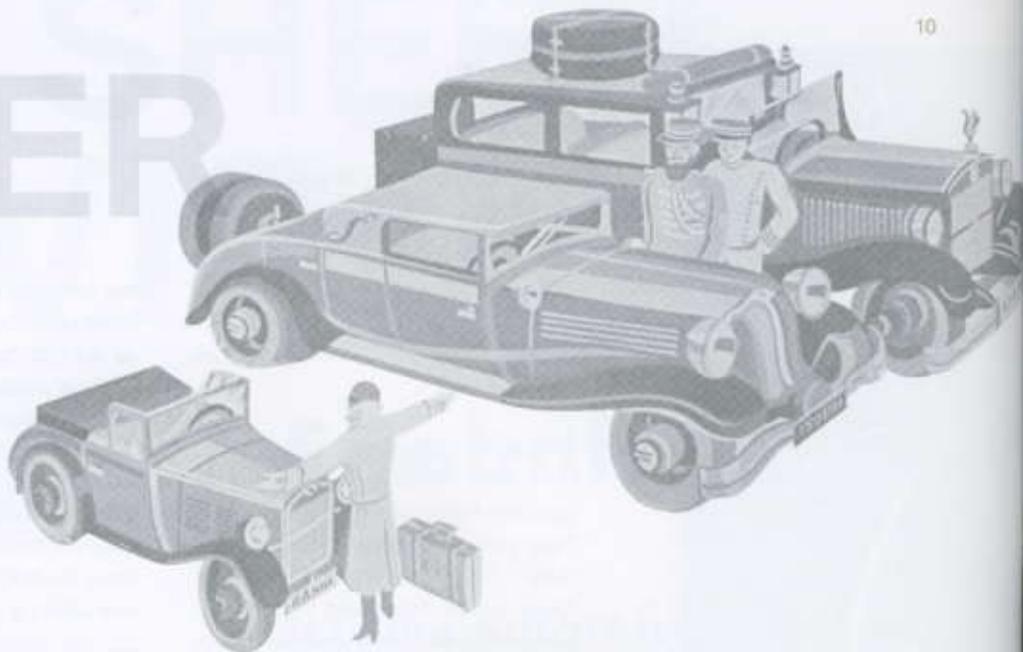
# PLEASURE

8+9



# PLEASURE

# SHEER



torical profundity and quality to the association of BMW with pleasure as the main idea behind the BMW brand and its products.

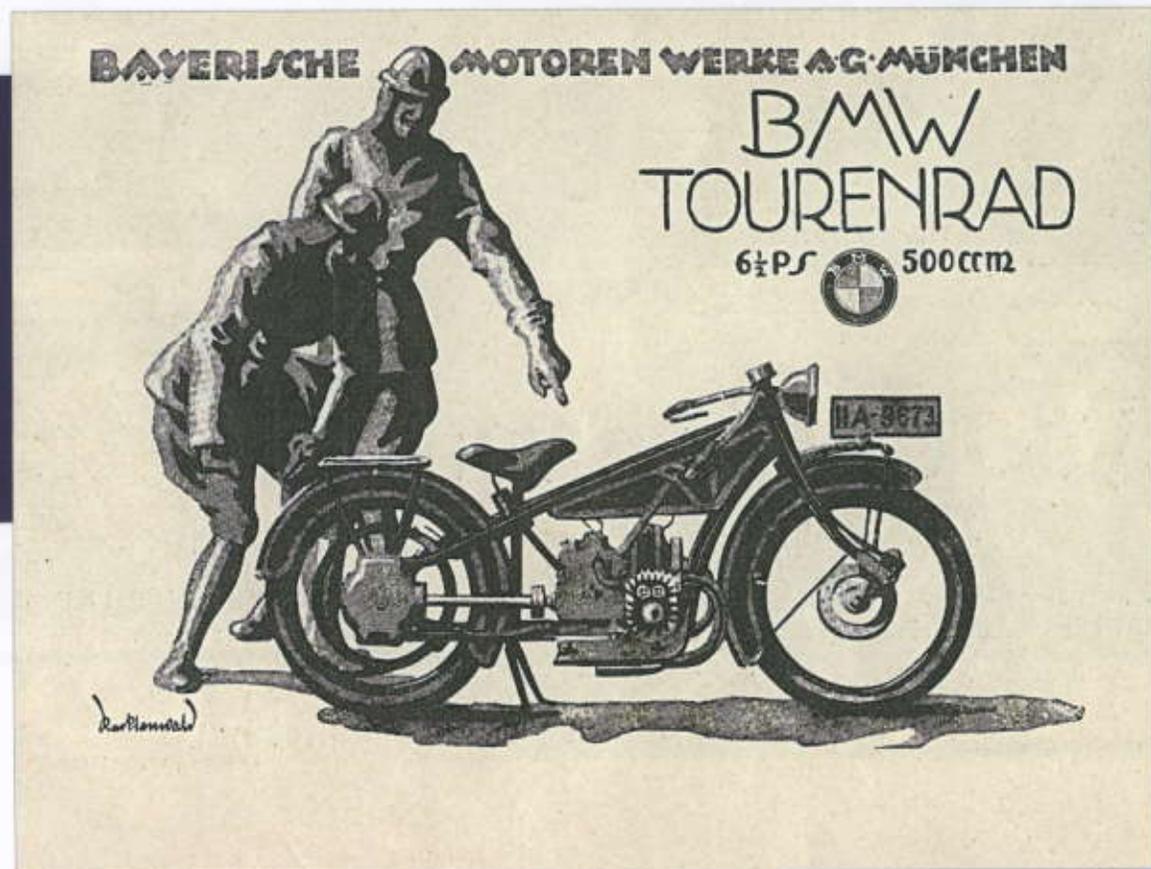
The concepts of pleasure and joy had already played a role in even earlier advertising motifs, although the terms "pleasure" and "joy" were not explicitly used in the accompanying texts. A drawing from 1930 shows a young lady who has apparently just returned home to her beaming little four-wheeled friend, with her arms wide open and full of joy. Two chauffeurs in livery marvel at the scene from between their two luxury saloons. BMW used this motif to promote their very first automobile, the BMW 3/15 hp.

The advertising motif for the first BMW motorcycle in 1923 also shows a scene full of joy. You can see two motorcyclists, wearing leather gear and breeches, clearly enjoying the details of the design features of the BMW R 32 standing in front of them.

This small journey through time has shown that the association of BMW with pleasure and joy can be traced back to a very early stage. BMW's very first products apparently had it in their "design genes", and BMW's advertising campaigns have always drawn people's attention to the pleasure that BMW's products treat their drivers to.

10 One of the very early advertising motifs promoting BMW's first automobile, the year 1929 has since been rewritten all over it.

11 The advertising motif for the very first BMW motorcycle (1923) already illustrates the driving pleasure that BMW products offer.



# JOY

Joy seeks  
Joy knows  
a long time  
The story of

# JOY

# DRIVING PLEASURE

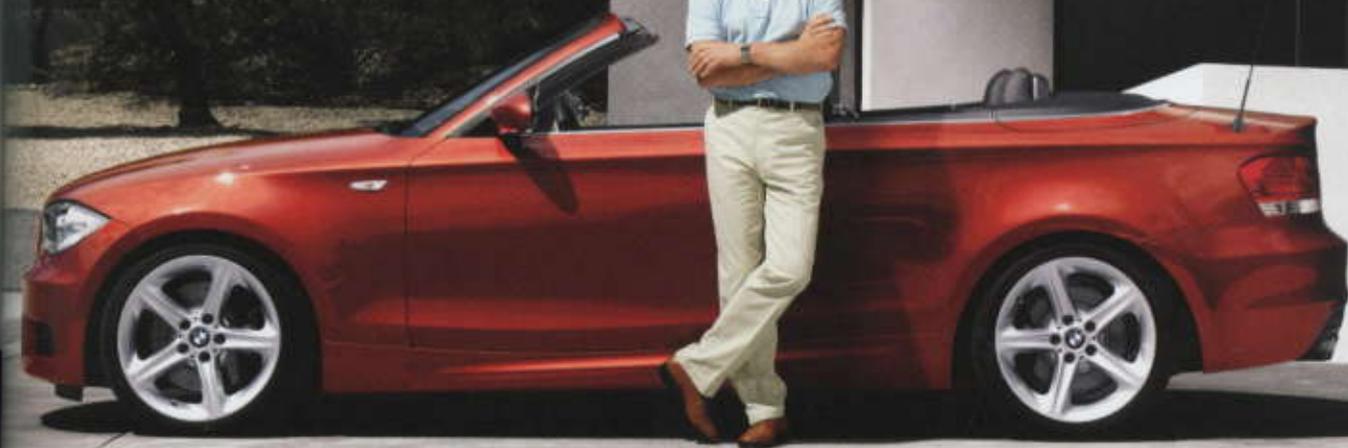
More about BMW

[www.bmw.com](http://www.bmw.com)



Sheer  
Driving Pleasure

arly ad-  
promoting  
mobile in  
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to bring.



# JOY IS YOUTHFUL.

Joy seeks out the kid in all of us. It knows there's fun to be had right around the next corner, just over the next hill. Joy knows that after you experience it for the first time, there's no looking back. You're hooked for life. We realized a long time ago that what you make people feel is just as important as what you make. And at BMW, we make Joy. The story of Joy continues at [bmw.com/JOY](http://bmw.com/JOY)

**JOY IS BMW.**