



## 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

# SHEER DRIVING PLEASURE

In the current BMW image campaign, the concept of joy take centre stage – as history has proved, deservedly so. Not only has the slogan "Sheer Driving Pleasure" become inseparably associated with the brand, but even BMW's early advertising campaigns centred around the basic concepts of joy and pleasure.

By Dr Florian Triebel Photos BMW AG

As early as 1964, the advertising agency Dorland already envisaged the inclusion of an image campaign in their concept for the project «BMW advertising». The suggested slogans to accompany the motifs already contained the expression «Driving Pleasure». Although the image campaign never materialized, BMW seemed to have taken to this slogan. In 1964 the text for the motif promoting the BMW 1800 as «a car not only for men» concluded with the sentence: «Therefore, men and women drive this car with equal enthusiasm: on the one hand for the love of comfort, on the other hand for the driving pleasure». Further advertisements published in the following months also employed different variations of the idea of «Driving Pleasure»: in headlines such as «Take pleasure in your car – Take pleasure in driving it»; in flow texts, such as «Driving pleasure does not know what seasons are»; or as the disclaimer «Driving Pleasure – BMW» below footers. In 1964 and in 1965, when these motifs were

published, there were still advertising motifs for BMW products which did not include the term «pleasure». It was only in 1966 that the motto «Driving Pleasure – BMW», in combination with the white-and-blue emblem, became the recurrent theme used in all BMW advertising media.

The first attempts to translate the leaflets and advertisements for the export markets generated a broad variety of slogans. In English, there were «BMW puts pleasure back into motoring», «For the Joy of motoring», and «For sheer driving pleasure»; in French, «La Joie de conduire» and «Pour le plaisir de conduire»; and in Spanish, «Para el puro placer de manejar» and «Por el placer de manejar». The translations as they are used today were only determined at the beginning of the 1970s.

Consequently, the slogan "Sheer Driving Pleasure" can be traced back to the idea of an advertising agency in the middle of the 1960s. When

- 1 In the advertising motif "participation" of 1970, the expression "Driving Pleasure" was used both at the beginning of the text and in the footer.
- 2 In the advertising motif "We didn't intend to..." from 1967, "Driving Pleasure" appeared, together with the BMW emblem, in the footer.
- 3 In 1966, BMW launched a campaign with the catchy heading "Take pleasure in your car – take pleasure in driving it".
- 4 The text for the motif "A car not only for men" concluded with the words "on the other hand, for the driving pleasure".



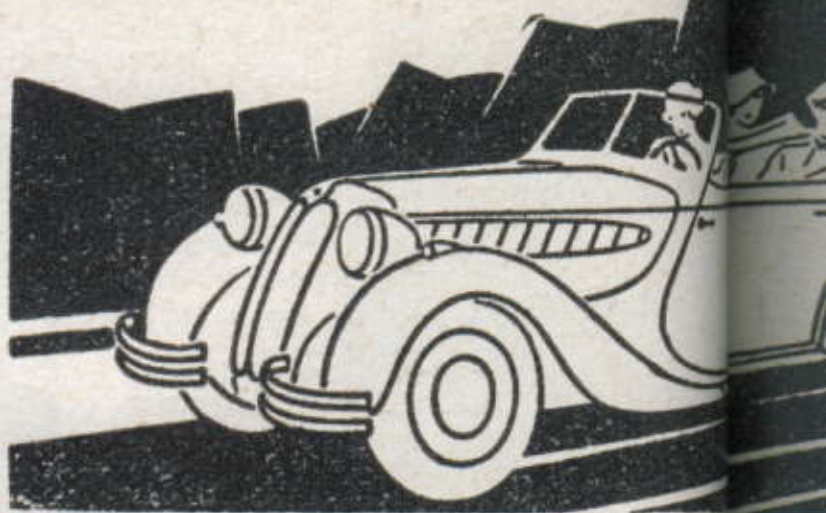


- 5 In 1955, BMW promoted the Isetta with motifs accompanied by the slogan "Take pleasure in saving - drive a BMW Isetta".
- 6 The slogan for the motif "a wonderful experience..." (1936) even promised the BMW driver "Double the Driving Pleasure".
- 7 No doubt: "Driving needs to be pleasurable! Drive 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 geräumi-  
gen 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

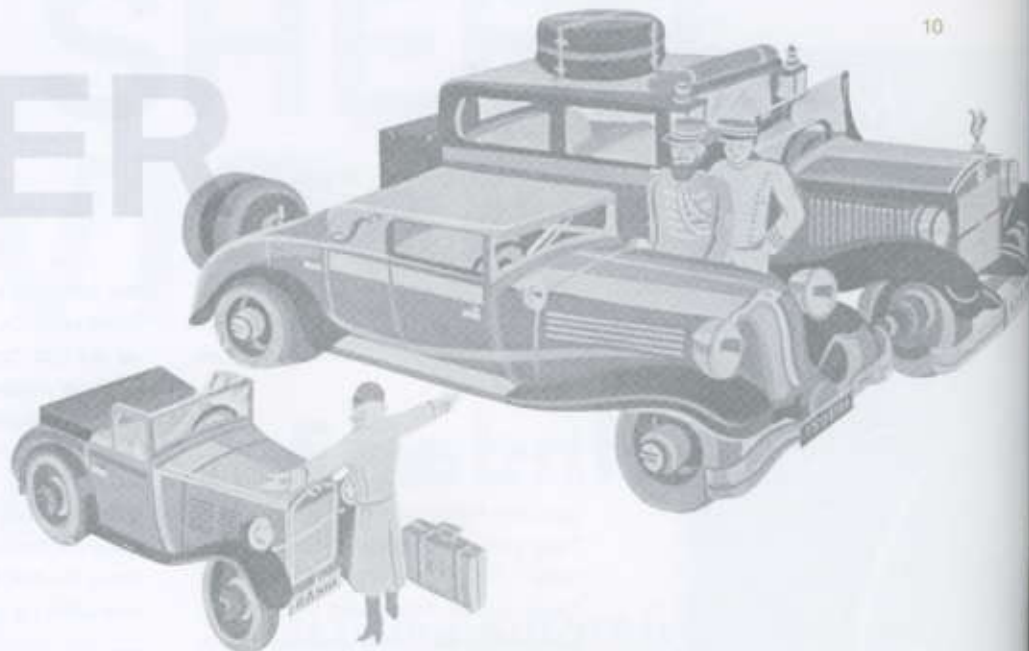








# SHEER



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.

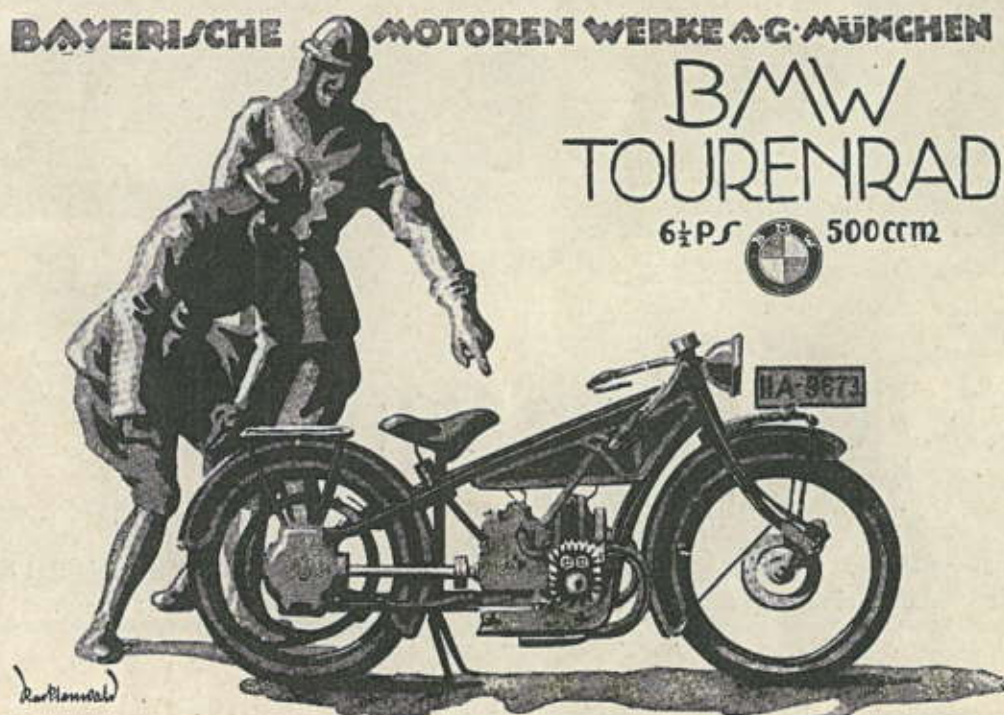
10 One of the very early advertising motifs promotes BMW's first automobile: the year 1929 has been written all over it.

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

**BAYERISCHE MOTOREN WERKE A.G. MÜNCHEN**

**BMW  
TOURENRAD**

6½ PS 500 ccm



# DRIVING PLEASURE

# JOY

Joy seeks  
Joy knows  
a long time  
The story of

# JOY

More about BMW

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



Sheer  
Driving Pleasure



# 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.**