



On tour 2009

Classic vehicles from all BMW Group's brands participate in rallies, races, exhibitions, motor shows, and club activities. At these events BMW Group Classic functions as organizer, sponsor, or participant. In 2009, BMW has already made appearances at three great events: the Techno Classica, the Concorso d'Eleganza Villa d'Este, and the Mille Miglia.

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TECHNO CLASSICA

02 - 05 April 2009, Essen, Germany

This year's Techno Classica attracted almost 170,000 visitors. More than 1000 exhibitors from 28 countries presented their products at what is perhaps the world's biggest car show for veteran, vintage, and classic cars, as well as automobile accessories. Following tradition, BMW Group Classic, with its brands BMW and Mini, set up its stands in Hall 12. In co-operation with several BMW clubs, BMW showcased highlights from 80 years of automobile history, in its elegant stand decorated all in white. As part of this event, BMW Group Classic also exhibited different models related to the BMW 700, including sports models and convertibles, as well as their contemporary BMW models: BMW Isetta, BMW 503, and BMW 507. The new BMW Z4 enjoyed the distinguished company of a selection of hugely emotive predecessor Z-models. Mini's exhibition space next door boasted an even wilder, more colourful, and louder show. In celebration of its fiftieth anniversary, Mini showcased every conceivable model, ranging from one of the first classic Minis, to a Mini saloon with a DJ desk, to the current electric model MINI E. Project Manager Dr Thomas Tischler gave a positive summary: "We have managed to establish a really convincing new type of stand. Both Mini and BMW treated their visitors to fascinating and enjoyable appearances. Special credit





CONCORSO D'ELEGANZA VILLA D'ESTE

24 - 26 April 2009, Cernobbio, Italy



Jon Shirley (pictured right) had good reason to beam with joy – and so he did, despite the cloudy weather that April weekend. At the wheel of his Alfa Romeo 8C 2900 B Berlinetta Touring, the American picked up three top awards at this year's Concorso d'Eleganza Villa d'Este. In addition to the Trofeo BMW Group awarded by the judges for the best of show, the Alfa from 1938 also won the two awards chosen by public referendum: the well-established Coppa d'Oro Villa d'Este and the Trofeo BMW Group Italia. The organizers had good reason to cheer as well: BMW Group celebrated the tenth anniversary of its patronage of the Concorso, which had its debut exactly eighty years ago and nowadays ranks among the world's most renowned events of its kind.

Despite the continuous rain on the Sunday, the grounds of the Villa Erba in Cernobbio were packed with more than 2,600 visitors. "The great feedback of the spectators despite the bad weather conditions shows that the event has a well-established position in the agenda of both regional and international automobile enthusiasts," says Karl Baumer, President of the Concorso d'Eleganza Villa d'Este and Director of BMW Group Classic.







MILLE MIGLIA

14 - 17 May 2009, Brescia-Rome-Brescia, Italy

At the 27th Mille Miglia storica, BMW Classic sent nine teams onto the road: eight BMW 328 and one BMW 507. It was especially noteworthy that Ulrich Knieps, Director of Product and Technology Communications, BMW Group, and Dr Hans Hamer, Managing Director of Auto und Sport Digital provided by the Axel Springer publishing company, delivered convincing performances in the regularity race for classic vehicles, which is considered to be one of the world's most difficult. The well-practiced team at the wheel of a BMW 328 achieved an excellent forty-seventh place among some 375 competitors and was awarded best German participant. James Croul achieved the highest BMW rank; the American came in fifteenth at the wheel of his BMW 328 from 1937. The BMW 328 Mille Miglia Touring Coupé, the winning car from 1940, passed the 1000 miles with flying colours. This was remarkable, as the car had been standing in the BMW Museum for a long time and was rendered raceworthy again especially for that year's Mille Miglia.



