If you want to turn a nice day into the perfect day, the BMW Welt is your world.

BMW European Delivery Program

Visit our website
www.bmwusa.com

The Ultimate Driving Machine®

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300 Chestnut Ridge Road, Woodcliff Lake, NJ 07677

If your car means heaven on earth to you,
the BMW Welt is your world.

The home of sheer driving pleasure.

You are looking forward to your new BMW. What could be better? Perhaps one thing: The day you receive your new car. Unforgettable experiences are in store for you at the BMW Welt, ones that you'll cherish for a lifetime. The unique experience of receiving your car will be just one of the highlights. Ultimately in the BMW Welt you will gain insight to the allure of the BMW brand.

In the direct vicinity of the corporate headquarters, the Munich Plant, the BMW Museum and the Olympiapark, a vision has become reality. Here, in the north of Munich where the heart of BMW has been beating for 90 years, you will encounter a diversity of themes to inspire you: When picking up your car, you will experience the latest models, the newest technological developments, the vivid history of BMW, restaurants, shops, special offers for children and much more.

Fascination for BMW has found a home. But what does this home look like? You may be reminded of a lightly clouded sky, when you approach the BMW Welt for the first time and see the dynamic shape and airy appearance of the roof construction.

Read on to find out in the following pages and see what else awaits you at the BMW Welt.

BMW Museum

The history of sheer driving pleasure starts here.

On the very site where the BMW Museum caused an international sensation at its opening in 1973, BMW will again, from early 2008, present its corporate, brand and product history in an innovative and fascinating way.

The new BMW Museum will also set benchmarks. With a new content concept and a significantly larger exhibition space, it will display BMW's design and engine competence, its sophistication and its innovative force.

This is where dynamics, sportsmanship, elegance and passion conjoin, embodied by over 120 of the most eminent and attractive original BMW exhibits from nine decades: Automobiles, motorcycles and engines.

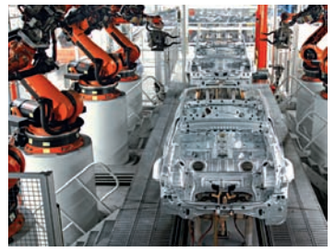
Vehicles, themes, architecture and media design combine to create a distinctive brand experience. The visitors take a tour through time and space where interesting, innovatively displayed content in 26 exhibition sections will inspire them. The range of themes links the company's history with defining BMW themes, such as design, technology and motor sports.

Visit this walk-in integral piece of art and experience the complete fascination of the BMW brand.

Opening in Spring 2008
For Hours and Tour Information please visit www.bmw-welt.com

Munich Plant

How sheer driving pleasure is manufactured from almost 10,000 parts.



On the guided tour of the BMW Plant in Munich, you will experience how innovative force is put into practice. Over 800 BMW 3 Series Sedan and Touring models, as well as 1,250 engines are manufactured here each day – and you can witness this all first hand.

You can see in great detail, how vehicles are created according to individual customer requirements, with passion and precision. You can visualize how parts are created out of tons of steel and are then fitted to the car shell before entering BMW's exclusive paint process. Your personalized tour guide can offer you insight that will enhance your BMW experience.

Duration: Approx. 2.5 hrs

Open:
Monday-Friday: 9:30 am – 7:00 pm (last tour begins at 7:00 pm)
In 2008 the first plant tour will begin at 8:30 am
Factory tours are not available on weekends or holidays

Tour starts every 30 minutes and can be scheduled upon arrival at the BMW Welt. It is not necessary to make your tour appointment in advance.

If you want to experience the BMW Brand
first hand, the BMW Welt is your world.
BMW

The heart of the brand.
A new dimension of space.

The double cone represents the heart of the BMW brand and from an architectural point of view; it constitutes the basic concept of the BMW Welt. The roof emerges from its powerful, dynamic construction. Its precise, surging form makes it the perfect setting for special events, such as the presentation of new models. Exhibitions on current product and brand themes or cultural events will also be presented here.

There is also a lot for you to discover in the other experience areas of the BMW Welt. Simply attend the automobile presentation and encounter the world's largest permanent exhibition of BMW cars.

When you enter the Technology and Design Studio, you will experience fascinating innovations with all senses. Trendsetting technologies, such as the BMW ConnectedDrive, are presented in such a way that you can practically feel the enthusiasm and the passion of the engineer's commitment to the BMW brand.

If exclusivity and dynamics are values you find stimulating, look forward to the presentation of the technology exhibits from the world of sailing and Formula 1, which also have their own presentation platforms. If you also like to ride around on two wheels, you will certainly feel at home in the BMW motorbike exhibition.

As you can see: Wherever your specific interests lie, the BMW Welt has unique moments in store for you.

A world of BMW accessories awaits you.

In the largest BMW Shop worldwide the full range of BMW accessories awaits you, from the lifestyle area to the entire range of BMW's sponsoring world. Take pleasure in lifestyle commodities such as elegant handbags, high-quality luggage or the Baby Racer for your children. This experience section also offers you sports clothing, leather goods and accessories linked with golf, sailing and Formula 1.

In the BMW Welt Shop we offer a wide range of products: A variety of interesting publications and magazines on BMW and cars in general, as well as on brand-related themes, such as architecture and design. We also have a wide range of daily newspapers and lifestyle magazines available.

If you want to take home a little souvenir of your visit to the BMW Welt, in addition to your new car, you will surely find something special.

This is where children discover the world.

Before you come and visit the BMW Welt, you need not even consider the question of leaving your children at home. Because the BMW Welt also offers something very special for your children: The Junior Campus. “The discovery of mobility with all senses”, is the motto of this special experience section for children between the ages of 7 and 13.

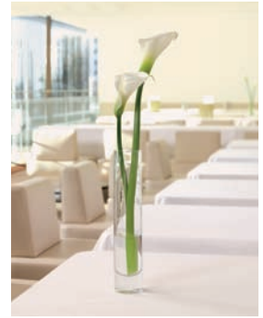
Here, knowledge on mobility is conveyed in a comprehensible manner by means of active participation and fun. The aim is to encourage the imagination and curiosity of the girls and boys and to create the basis for understanding technology and for discovering it themselves. And of course, the concept of the Junior Campus was developed in cooperation with education experts.

In the open area, which is also accessible for adults, some general mobility subjects are the first topics to be covered. Visitors can gain an insight into the laws of physics through learning by doing. This subject knowledge is augmented through the on-site exhibitions, films, fun and active participation. Social subjects also play a role in the Junior Campus. Our qualified educational staff will supervise your children and outline topics such as dynamics, design and innovation.

Children between the ages of 3 and 6 can spend their time playing in our supervised Children’s Lounge. The Children’s Lounge is conveniently located in the Premium Lounge.

The BMW Welt looks forward to welcoming your children. We promise them an exciting day to remember!

Let your anticipation melt in your mouth.



The BMW Welt offers many possibilities to turn the day you pick up your BMW into a memorable and unforgettable experience.

However, in between you might be inclined to enjoy a little culinary treat. Depending on the time of day and on your individual taste, the BMW Welt can provide everything you might wish for, from small snacks to full-course meals.

If you want a good start to the day, we would recommend a visit to the Bistro. Here we serve breakfast, various bread specialities and sweet treats in a relaxed atmosphere available throughout the day.

If your appetite is a little larger, why not visit the Restaurant International at the BMW Welt. Here you can enjoy delicious international and Bavarian specialities – all with a wonderful view of the Olympiapark. Immerse yourself in the special atmosphere in this combination of lounge, bar and restaurant, that offers interior seating as well as a large open-air patio.

More exclusive demands are met in the Club Restaurant where cooking for you is celebrated as a unique experience. From your table, you will be able to watch how your meal is prepared on the cooking stage in the center of the restaurant, which is visible from all sides. You will dine à la carte while enjoying meals prepared before your eyes. The extensive bar and lounge area also offers a Chambrair – just the right place to enjoy an excellent wine.

In the afternoon you might be tempted to visit the Coffee Bar where coffee, tea and snack specialities are served in a quiet and relaxed atmosphere. If you would like to read the paper with your espresso, cappuccino or green tea: the newspaper and bookshop is just next door. Make yourself comfortable and enjoy your day at the BMW Welt with all your senses.

Event Forum

Cinema, concerts, conferences. Rooms as dynamic as a BMW.

You may notice some other BMW Welt visitors who do not appear like they are picking up a car. These guests may be attending a corporate event, a company meeting or one of the numerous cultural events that take place regularly at the Event Forum or the Double Cone. The BMW Welt has so much to offer, we welcome visitors from around the world.

If you wish to provide just the right setting for a great moment in your life, the BMW Welt is your world.

The big moment: Just for you and your new car.

The highlight of your visit to the BMW Welt is ultimately when you pick up your BMW.

Even before you sit down in your car for the first time, you can start getting acquainted with it. Personal attendants will explain all the important features in the specially designed Product Info Center – every detail will be illustrated for you in a multimedia presentation. This introduction is specifically adapted to the individual type of engine and equipment of your new BMW. This way, nothing will be forgotten and you will find out all you need to know about your car before your first encounter behind the wheel.

Now comes the big moment: You receive your new BMW. Your personal attendant will briefly demonstrate your BMW's features before handing you the keys. It's finally time to get behind the wheel of your new BMW and begin your journey.

BMW Welt photos courtesy of BMW AG.

Hours of Operation

BMW Welt (public areas):
Daily: 9:00 am – 8:00 pm

Check In/Premium Lounge:
Monday-Saturday: Starting at 7:30 am

BMW Welt Tour:
Saturdays, Sundays, and Holidays Only: 9:00 am – 5:00 pm
The BMW Welt Tour only takes place on weekends or holidays, since the Munich Plant tour is not available on these days.
Duration: 80 minutes

BMW Munich Plant:
Monday-Friday: 9:30 am – 7:00 pm (last tour begins at 7:00 pm)
In 2008 the first plant tour will begin at 8:30 pm
Duration: 2.5 hours

BMW Museum:
Opening in Spring 2008
For Hours and Tour Information please visit www.bmw-welt.com

Find further information visit:
www.bmwusa.com/europeandelivery and **www.bmw-welt.com**

Say hello to the road.

We wish you lots of fun and fine driving with your new BMW.
We hope you will take many happy memories from the BMW Welt home with you.

The BMW Welt Team is looking forward to your visit.