BMW GROUP EVENT FORUM.

BMW WELT. BMW MUSEUM. BMW GROUP CLASSIC. EVENT SPACES AT BMW GROUP CLASSIC.

BMW GROUP

THE NEXT 100 YEARS

Rolls-Royce Motor Cars Limited

BACK TO OUR ROOTS.

YOUR EVENT IN ONE-OF-A-KIND EXPERIENCE SPACES.

Just in time for BMW Group's centenary anniversary, BMW Group Classic moved into a new home, complete with another major event location for the BMW Group Event Forum. Located on the 13,000 m² site close to BMW headquarters is one of BMW's first production halls. Originally used for the manufacture of aircraft engines, this hall stands as an outstanding and architecturally protected monument to the allure of BMW. With the company embarking on its next 100 years, this was a fitting time for BMW Group Classic to return to its roots.

Discover the fascinating history of the BMW Group and the milestones the company has notched up along the way in our Centennial Room.

NEW LOCATION.

IN THE EXCLUSIVE SURROUNDS OF BMW GROUP CLASSIC.

The home of BMW Group Classic represents the new focus for fans and enthusiasts of historical cars and motorcycles from the BMW, MINI and Rolls-Royce Motor Cars brands. The glass-enclosed workshop, the Centennial Room and Café Mo 66 provide exciting insights into the history of the BMW Group. The Aircraft Engine Hall has all the ingredients to host unique events.
Whether it's a gala dinner, product presentation, conference or reception, you can configure the event hall personally to your needs and equip it with historic BMW Group vehicles.

In addition to the Aircraft Engine Hall – which can accommodate a maximum of 400 people – you can also make use of three conference rooms (suitable for approx. 10 to 30 people max.) and a creative room. We are happy to set up both daytime and evening events for you. And if you want to create a very special programme around your main event, we offer numerous options.

In addition to exclusive guided tours through the historical collection and the Centennial Room, you can gain deeper insights into individual vehicles within the collection.

Other brand-specific highlights:
Lectures and talks with BMW Group Classic employees; excursions with classic BMW Group vehicles or a shuttle service, on request.

THE AIRCRAFT ENGINE HALL.

A SPACE FOR LARGE EVENTS.

The exclusive Aircraft Engine Hall can be adapted specifically to each occasion. What sets it apart is the vehicle exhibition hall with roughly 80 historic and impressive exhibits from 100 years of BMW Group history.

Exclusive services.
The BMW Group Event Forum offers numerous services to support you with every aspect of your event. From individual services, such as expert guided tours, to a full service package: you decide.

INFORMATION AND COSTS.
BMW Group Classic. Aircraft Engine Hall.

Room area:
700 m²

People:
Max. 400

Audio technology / video technology / stage technology:
The hall is equipped with extensive audio, video and stage technology that can be tailored to meet the requirements of your personal event. BMW Group Classic would be delighted to provide you with a tailor-made offer.

Room rental fee:
€ 6,000 / day*

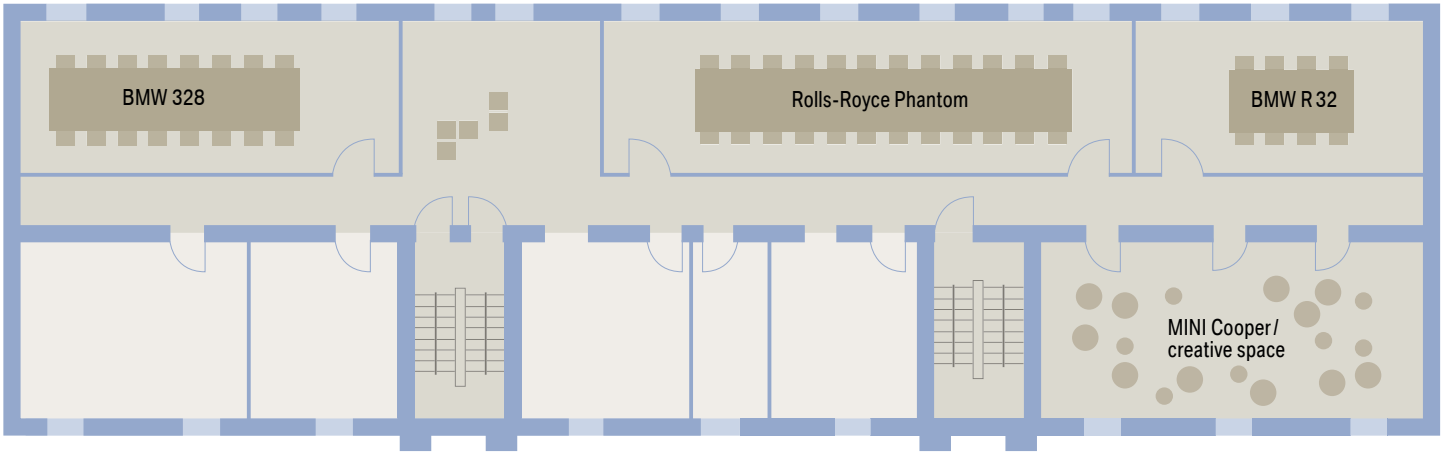
Catering:
Catering is available through our exclusive partner Käfer Autowelt GmbH.

*Net package deals for the use of the space, excl. set-up, technical equipment, staff and catering.

WORKSHOP SPACES.

SPACE FOR UNUSUAL IDEAS.

The three workshop spaces in the heritage-protected gate building offer everything required for meetings and workshops on a smaller scale. They are equipped with the most up-to-date event technologies and named after vehicles from the BMW Group brands (Rolls-Royce Phantom, BMW 328 and BMW R 32). You also have the option of booking a creative space known as the "MINI Cooper" for your exclusive use.



ROOM	BMW 328	ROLLS-ROYCE PHANTOM	BMW R 32	MINI COOPER
Area in m²	37	52	28	43
People	Approx. 20	Approx. 30	Approx. 10	Can only be booked as an additional room
Room rental fee (catering packages available on request)	€ 800 (full day)* € 400 (half day)*	€ 900 (full day)* € 450 (half day)*	€ 700 (full day)* € 350 (half day)*	€ 200*

* Net package deals for the use of the area incl. set-up and technical equipment. Catering not included.

Whether you prefer to use paper in the classical way or larger areas directly on the wall in our creative space, you can keep track of every idea.

Unusual and inspiring – a perfect space for successful brainstorming.

INFORMATION.
BMW Group Classic. Workshop spaces.

Video technology:
65-inch flatscreens, large meeting room also includes a projector and screen.

Notes:
All conference rooms can be rented on a half-day or full-day basis. Equipment includes BMW office WiFi, open WiFi, presentation cases and flipcharts. Additional technical equipment is available at an extra charge.

Catering:
Catering is available through our exclusive partner Käfer Autowelt GmbH.

Combine architectural appeal with the benefits of state-of-the-art equipment.

Enjoy top-quality catering during breaks.

CATERING.

GOURMET EATING MADE EASY.

Enjoy special moments of indulgence at your event. Our exclusive partner Feinkost Käfer caters for the gastronomic well-being of our visitors and guests with enviable attention to detail. They have a well trained eye for those little extra touches and will look after any particular wishes or requirements you may have. Here, you can experience catering of unbeatable Käfer quality, prepared with the exquisite products familiar from the company's delicatessens.

INFORMATION.

Contact for catering-related questions:
Käfer Autowelt GmbH

+49 (0) 176 - 14 16 80 24
catering.bmw-classic@feinkost-kaefer.de

BMW GROUP CLASSIC.

CONTACT DETAILS FOR YOUR EVENT.

Do you have any questions you would like to discuss in more detail? Then please contact us – we would be delighted to offer you further advice and information. For more on the event location of BMW Group Classic go to **bmw-welt.com/eventforum**
We look forward to hearing from you!

CONTACT.

BMW Group Event Forum
Reservations and bookings
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