Mobile Tradition live

Facts and background

Anniversaries in 2004

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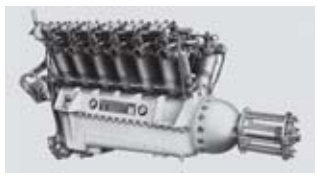
25 years ago	BMW's first hydrogen drive Page 08
10 years ago	Purchasing the Mini brand Page 09

Sheer luxury with the BMW 502 – including a powerful V8 engine. Page 20

BMW aircraft engines for the Red Army



Left: Dornier "Whale" powered by BMW engines. Centre: The BMW VI. Right: "Russian engine" no. 300.

At the end of the First World War, BMW faced a crisis: aviation engines were virtually unsaleable. The armed forces all-but vanished overnight as buyers. The Treaty of Versailles forbade Germany from maintaining an air force, while other nations slashed their military budgets. Yet aero-engines nevertheless remained a crucial line of production for BMW thanks to a surprise solution: in 1923, BMW was approached by aircraft manufacturers Junkers. After much toing and froing, BMW's General Manager Franz Josef Popp travelled to Moscow in 1924 – and came back with a contract in his pocket. BMW began supplying the Red Army with aero-engines. These relations grew into a flourishing business for BMW. Up until 1931, 50 to 60 percent of its engine output went to Russia. Page 14

BMW Classic Calendar 2005

The 1950s start next year. We are pleased to present twelve stories that revolve around mobility and joie de vivre: The BMW Classic Calendar 2005.

Dear Friends of the BMW Group,

What are your recollections of the 1950s? Was it a time of upheaval? A time of excited preparations for your first holiday in the sun – in your own car? Or is your image of the 1950s mainly defined by what your parents told you? Whatever the case, the 1950s were certainly a radical decade – both for those who lived through it and for all the others who have experienced this legendary era at one remove.
For BMW, above all, the 1950s were a crucial decade. It was a time of contrasts, as reflected in two iconic BMWs preparing to celebrate their 50th anniversary next year: the BMW 507 and the BMW Isetta. It was also a decade of entrepreneurial challenges in which BMW solved the company's financial crisis with a strategic realignment that paved the way for its revival as a flourishing motor company.
In the Classic Calendar 2005, due out soon, we relate twelve stories from the 1950s that place our products in a context with which many of you will be directly or indirectly familiar. I am sure you will relate to these stories and hope you enjoy them as much as the other fascinating pieces revolving around the BMW heritage that we present in this issue of Mobile Tradition live.

Holger Lapp

Director BMW Group Mobile Tradition

Spirit of the 1950s: the BMW Classic Calendar 2005.

Contents Issue 03.2004

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2,000 kilometres through Germany

Classics upon classics: the 2,000 km through Germany rally

"2,000 km durch Deutschland" – it's the largest and most traditional of Germany's vintage rallies. Not without justification is it referred to as "the German Mille Miglia".

The rally took place from 17th to 25th July and involved 170 vehicles aged 30 and over – including motorcycles. BMW Mobile Tradition used the event as a major showcase for the 75-year history of BMW automobiles. A number of models from the BMW collection were complemented by numerous private BMWs, mostly owned by BMW club members, ensuring that every decade of BMW's automotive past was represented.

BMW's automobile anniversary not

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Veterans meeting in Saarbrücken

Saarbrücken. Everything shone except the sun. At the big 28th International BMW Veteranentreffen to be held in Saarbrücken from 20th to 23rd May, an illustrious selection of gleaming BMW classics and a distinguished international gathering of aficionados put the pale May sun firmly in the shade.

A gleaming BMW 327 at the 28th BMW Veteranentreffen in Saarbrücken from 20th to 23rd May.

Around 150 BMW cars and motorcycles, as well as some 300 participants from six countries, nevertheless relished the presentation of these classic models in Saarbrücken and Neunkirchen and the excursions in the Saarland.

Patron hits the road

Peter Müller, Premier of the Saarland and patron of the event, would not be denied the opportunity to take part in the first stage from Saarbrücken to Neunkirchen on Saturday morning as co-driver to communications director Jörg-Dieter Hübner, in a white BMW 328 from the Munich collection. Despite the chilly temperatures, he was clearly lapping up the "Sheer Driving Pleasure" that this outing provided.

But for devotees and followers of BMW classics, this annual meeting was far more than a joint excursion in their meticulously prepared models. Club members, who had travelled here from all over Germany, Austria, Switzerland, France, Holland, and even the USA, primarily value the club events as a social occasion as well, where old friends and new members can compare notes on their shared pastime.

This special aspect of a team spirit within the BMW classic club scene was also underlined by the Director of BMW Mobile Tradition, Holger Lapp, in his words of welcome at the evening's festivities. The next annual meeting has already been fixed: from 5th to 8th May 2005, Ulm will become the venue for live classic culture, attracting people from all over the world.

Goodwood 2004

München/Goodwood. For BMW Mobile Tradition, the 2004 Festival of Speed at Goodwood came under the theme of "75 Years of BMW Automobiles – 75 Years of BMW Motorsport on Four Wheels". After all, the first port of call for BMW engineers and their new products has always been where real performance is put through its paces: the race track. And so, just five months after the production launch and a month after the market launch of the first BMW, the 3/15 PS, BMW won its first car event in August 1929 – the International Alpine Rally (see page 40). This compelling victory ensured a successful sales launch.

Fast, faster, Goodwood: it's all about speed.

Besides the races, it was BMW Mobile Tradition's pavilion that proved a mecca for BMW fans. Motorcycles and sports cars spanning eight decades demonstrated how the Bavarians wrote racing history around the globe. A retro-

Glittering launch of the B

After 30 years of successful exhibitions, the BMW Museum "four-cylinder" office tower. 2007 will see the New Museum Until then, changing displays at the BMW Museum Exhibitio

by Sinja Lohse

The BMW Museum has long been an international – not just in the north of Munich where, with the BM it has become one of the city's landmarks. Th Museum's architecture has preserved its timeless to this day, the ravages of time have left their m During a comprehensive refurbishment programme, Museum "bowl" will remain closed until 2007.

To ensure that the successful work of the BMW continues in the interim and to keep the brand, pr company heritage accessible, changing exhibition staged with immediate effect at the Museum Exhib to the Olympic Tower.

Approaching the striking BMW Tower from the north

Evening programme and panel discussion (from left): Holger Lapp, Sinja Lohse, Dr. Wolfgang Guthardt, Sylvia Hladky.

Panel discussion (from left): Jean Pütz, Nikola von Ondarza, Holger Lapp, moderator Maximilian Engert.

The BMW exhibition complex at the Olympic Tower: changin

Exhibits in the current exhibition

Model	Built
BMW aero-engine 132A	1934
Wartburg Type 1	1899
BMW 3/20 PS	1933
BMW 3/15 PS DA 4 Kabriolett	1931
BMW 315/1	1934
BMW 328 Mille Miglia (replica)	1937/39
BMW 2.6 Luxus	1960
BMW 503 Convertible	1958
BMW 700 Rennsport Coupé	1960
BMW bicycle	1946
BMW Isetta 250 Export	1959
BMW 2000	1971
BMW 3.0 S	1973
BMW 2002 ti	1970
BMW 520 (E12)	1973
BMW Williams F1 FW 25	2003
Brabham BMW BT 54 Turbo	1985
BMW 735i (E32)	1987
BMW Z1	1991
BMW 850i	1991
BMW 745h Clean Energy	2001
BMW 320 Group 5	1979
BMW M1 Procar	1980
BMW M3 Group A DTM 2.3	1987
BMW R 1150 GS	1999
BMW R 75 “Mustang” sidecar comb	1947
BMW R 32	1923
BMW R 24	1949
BMW R 50/2 Polizei	1960
BMW R 60/5	1973
BMW R 80 G/S	1983
BMW K1	1993
BMW 25/3 sidecar combination	1954
BMW 750 cc Henne world-record bike	1936

benchmarks for dealing with one's own corporate history, as well as introducing a new way of viewing technological exhibits in the context of their social background.

Concepts on the test bench

The film presented a roll call of pioneering exhibitions such as “Zeitsignale” (Time Signals) from the 1980s. Well-known authorities spoke on the subject of museum didactics and exhibition concepts, and insights into the realignment of the content and design of the New Museum were revealed. BMW Mobile Tradition had managed to engage a range of interviewees for the film.

Speaking about the past and the future of the BMW Museum were Prince Leopold of Bavaria, cultural affairs adviser Prof. Dr. Dr. Lydia Hartl, Prof. Dr. Hufnagl, chief collection director, and Oliver La Bonté, project manager of the New BMW Museum. The film is currently being screened daily as part of the Museum Exhibition.

Following the film screening, the next item on the agenda was a panel discussion revolving around the question of what a museum, specifically one run by a company, can and must achieve in the future This was energetically discussed by a high-calibre podium made up of Holger Lapp, Director of BMW Mobile Tradition, Nikola von Ondarza, former Director of the BMW Museum, Jean Pütz, the well-known television host and professed BMW fan, Sylvia Hladky, Director of the Transport Museum of the Deutsches Museum, and Professor Wolfgang Guthart, initiator and head of the Phaeno Science Centre in Wolfsburg which is currently being established.

The future of such a museum, concluded the panel, lies in a balance between perpetuating a successful tradition and adapting to changing requirements. After all, standards and viewing habits along with the expectations of visitors have changed significantly since the 1970s. When it opened its BMW Museum back then, the company was a trailblazer.

Today, BMW finds itself in the midst of growing competition for consumer attention. More and more has been offered over the years – not only in the way of museums but also in terms of

personalized mode of communication, as well as adapting to an increasingly individual approach to the past.

Holger Lapp emphasized in the discussion that this will also form a pioneering aspect of the New Museum, for thanks to a wide range of multimedia presentation modes, each visitor will be able to approach the exhibits and the stories behind them in a very personal way.

Whether this is achieved through the magnetism of the object itself, such as the awesome mechanics of a high-performance engine, or through the implementation of state-of-the-art video and computer presentations that place the item in the context of the past or carry it off into a visionary future, all this awaits visitors to the New BMW Museum. Other key aspects of the exhibition concept are the integration of

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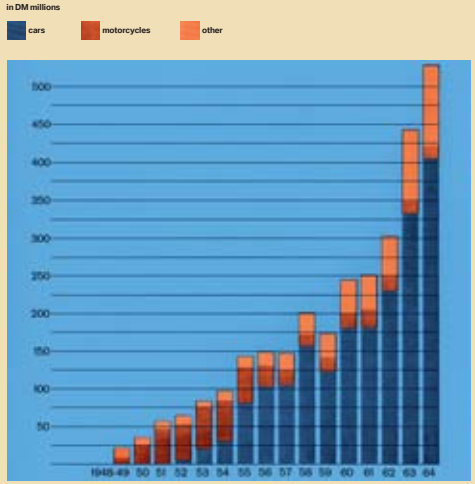
BMW anniversaries in 2004

40 years ago

First dividend after the Second World War

The General Meeting of 9th December 1959 marked the nadir of the “BMW crisis” of the 1950s. In the weeks following the meeting, Herbert Quandt's proposals for reorganizing the company were implemented. By 1962, there were initial signs of a recovery in the company's finances, which continued into fiscal 1963 with a 47 percent increase in sales to 433 million deutschmarks. Primarily responsible for this positive trend were the “middle class” models, i.e. the BMW 700 and the so-called “New Class”. They helped BMW to post net earnings of 11.3 million marks.
At the 1964 Annual General Meeting, the Board of Management persuaded shareholders to set aside the majority of the profits – 7.5 million marks – as a reserve to cover future risks. The remaining 3.8 million marks, less the bonus for the Supervisory Board, was to be distributed as a six-percent dividend. And so BMW finally managed to pay interest on its shareholders' capital for the first time since 1943, vindicating the confidence placed in the company by shareholders during the crisis years. Five years after the “BMW crisis” had reached its peak, this was a clear signal that the restructuring of the company was paying dividends.

Sales 1948-64



The new M
in terms of

25 years ago

BMW begins research into hydrogen engine

10 years ago

Purchase of the MINI brand

In 1994, BMW took over the Rover Group fro
Aerospace plc. The Rover Group included a range
car marques, including Mini.
This micro-car was a product of the Suez Crisis of 1
result of which the western world had its first taste
shock”. Along with other car manufacturers, the Brit
Corporation (BMC) decided it was time to offer an ec
micro-car to round off the bottom end of its produc
and to meet market needs. In 1957, BMC executives
sioned Alec Issigonis with the task of designing the

This marvellous shot of the BMW 700 Coupé with its evocation of the 1950s did not make it into the brochure.

J.A. Cropp shoots for BMW

1962 was a decisive year in the history of BMW automobiles. The medium-range 1500 model, unveiled the previous year as the “New Class”, went into volume production and marked the start of a fascinating success story. But BMW's car portfolio was still not fully rounded. Small cars such as the BMW LS and dated V8 models were testimony to the difficult post-war years the company had had to endure. The advertising world was similarly clamouring for new ideas. The well-known photo reporter and car photographer Johann Albrecht Cropp was tasked with finding a new approach for model year 1962.

a book entitled “In Allahs Hand” came out, whose astute reporting still captures readers’ imagination today.

Then commissions started coming in from various German car manufacturers. In 1954, Cropp photographed the famous Carrera Panamericana for Porsche and Borgward. Over the years VW, Daimler-

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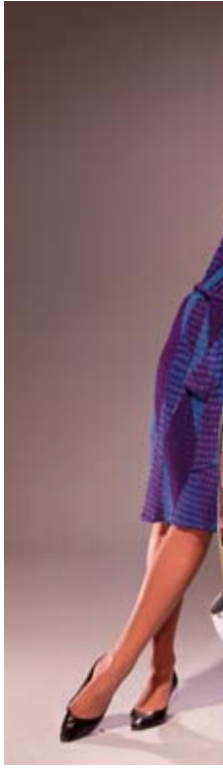
ly legs as possible should be captured in the camera frame – something neither the photographer nor the lighting technician were averse to complying with.

Even before the new BMW LS brochure went into print at Fotopress, Heidelberg in February 1962, Cropp had received another commission from Dorland/BMW. For the presentation at the 1961 Frankfurt Show of the new 1500 model, or New Class, which would have such a momentous impact on BMW, a leaflet had been distributed in which the car was depicted in sketches. But that no longer conformed to the latest advertising style. In order to produce some attractive advertising material to go with the modern BMW that had been so long in coming, Dorland designed a catalogue in an unusual elongated format for which J.A. Cropp was again chosen to provide the photographic material.

Shots of the shoot in Munich's ARRI studios. The powerful headlights generated summer temperatures of over 30° Celsius. Centre: the red 700 Coupé that did not get into the brochure.

Photo shoot in Munich for the BMW LS. BMW's sales director Paul Hahnemann ensured that plenty of “attractive female leg” got into the frame.



The new project began in early April at the ARRI studios. As the new BMW 1500 actually approached the upper medium car category, the aim was to find photo models who conformed to the ideal of the successful target group of “youthful” forty- and fifty-somethings.

The final choice was for Lynn from England and her German colleague Miranda, along with the gentlemen Detlow and Geissel sporting slightly greying temples. Apart from the requested studio shots, Cropp was able to push through his wish to include at least one outdoor shot in the brochure. It was a smart choice of venue: on the night of 17th April, the scene was set on Munich's Odeonsplatz with the brightly lit, classy showrooms of Auto Henne – the Mercedes-Benz dealer – in the background. One can just make out a 190 SL sports car.

An LS for Mrs Cropp

Once again, everything had to be done at speed as the printing deadline was set for June. Later that evening, Cropp took his exposed 13 x 18 Ektachrome shots to the lab for overnight processing so that he could present them to the agency and BMW the next day. Everything went according to plan, and in June 1962 prospective buyers of the BMW 1500 began to receive their copies o
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Brochure for the BMW LS of 1962

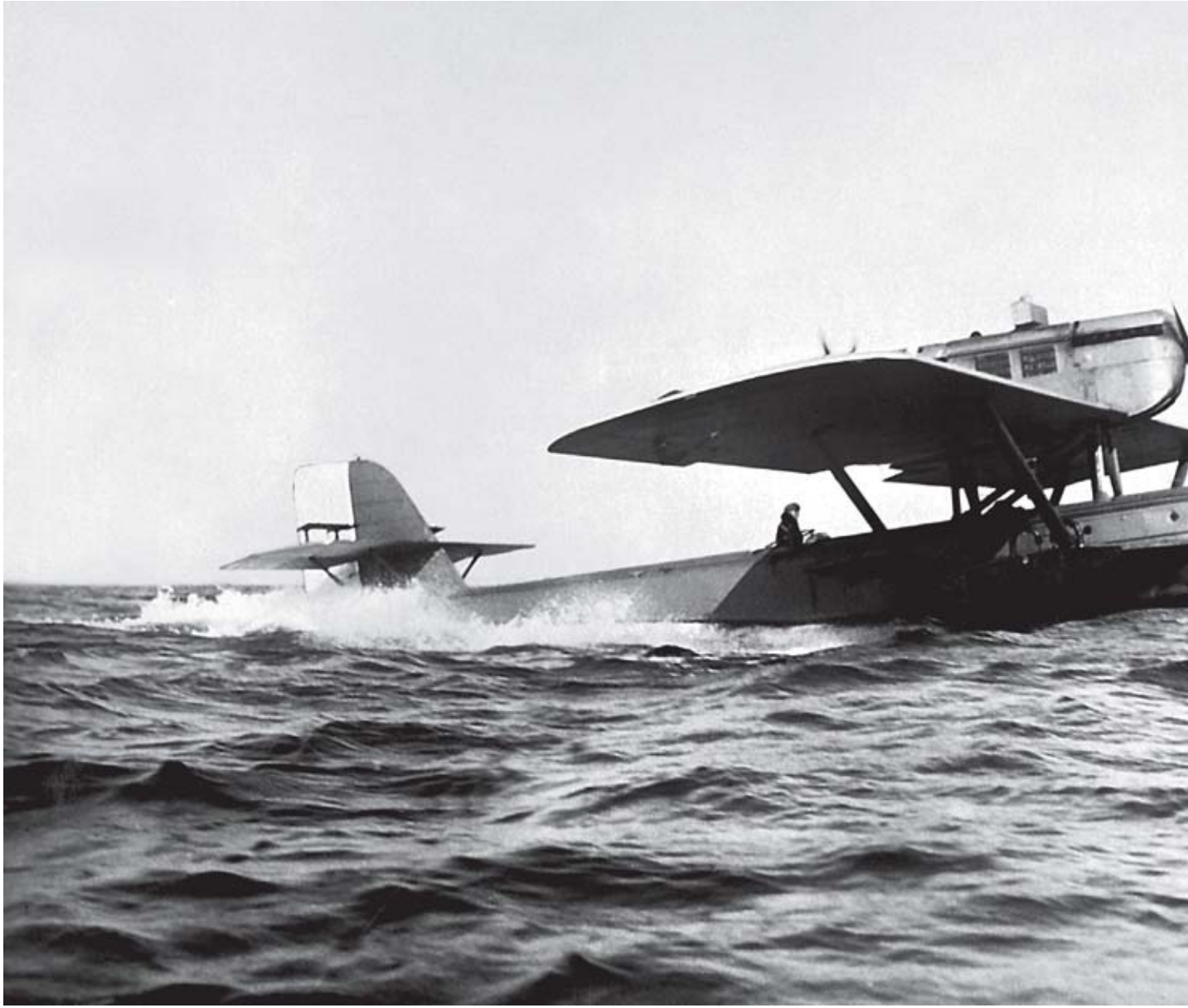
Brochure for the 1962 BMW 1500 – the New

The first East European business deals for BMW

Aero-engines for the Red Army

In the early decades of its existence, BMW primarily produced aero-engines. Rapid business growth during the First World War was followed by a critical period triggered by the strictures of the Treaty of Versailles. A way out presented itself through the supply of aircraft engines to the Soviet Union. This relationship, which had an unusual beginning, evolved into a lucrative business for BMW.

by Christian Pierer



Reach for the skies with BMW aero-engines: a Dornier "Wha

New beginning after the First World War

The Rapp Motoren Werke, which was renamed the Bayerische Motoren Werke in 1917, was a huge business success during the First World War. Thanks to its aircraft engine production, the company grew to an unprecedented size during the war years. At the outset of the war, it had a workforce numbering between 40 and 60; by the time the armistice was signed, the company's employees numbered around 2,000.

There were two reasons for this tremendous growth on the part of BMW. On the one hand, the German army required aero-engines for its aerial combat forces, and it was BMW that

was lost to the aircraft industry as an official provider until the year 1933.

Castiglioni buys BMW

In May 1922, Camillo Castiglioni bought up BMW's en He had already been the sole owner of BMW between 1920, but had resold his shares when aircraft engine p

Above: production of motorcycles and aero-engines at the Munich plant (1926).
Left: pride in success reflected in an anniversary photo marking the delivery of the 300th "Russian engine" to the Soviet air force (left: Russian delivery commission, right: BMW staff).

BMW supplied not only the Russian armed forces, but civilia high-speed passenger plane was driven by a BMW VI.

They had an order for 100 BMW IIIa aircraft engines ready waiting. This commission marks what is probably one of the most exciting chapters in the history of BMW AG – the supply of aircraft engines to the Soviet Union.

Junkers had been setting up its own aircraft factory outside Moscow since 1922. Relations between Junkers and Russia had been forged by the Reichswehr, which was keen to establish close links to the Red Army. In exchange for German technology, the Russians gave permission for the Reichswehr to train German soldiers on Russian territory in military expertise that was strictly prohibited under the Treaty of Versailles.

In addition to manufacturing aircraft in Russia, Junkers had committed itself to start constructing aircraft engines as well. But as the company had no previous experience of building its own units, it was decided at the headquarters in Dessau simply to copy BMW engines. To the Russians, who favoured higher-performance British engines, Junkers repeatedly praised the advantages of the BMW power units – ultimately with success. BMW knew nothing of these goings-on in distant Russia.

Junkers needed time to build its new plant in Russia, but the Russians were demanding a swift and uninterrupted supply of the first aeroplanes. And so Junkers, being unable to produce its own aero-engines, was forced to order the 100 units referred to above from BMW. When deliveries to Junkers had started, Franz Josef Popp, General Manager of BMW AG, was invited to Berlin by the Reichswehr in 1923 where he was informed of what was going on in Russia. In the meantime, the relationship between Junkers and the German military had significantly cooled, partly because Junkers had singularly failed to set up an operational engine manufacturing plant in Russia. Now the army was getting its own back on Junkers for still having acquired no engine expertise of its own. That is why the Reichswehr was keen to get BMW directly involved in Russia.

The top German aircraft manufacturer and the most prestigious aero-engine producer

Reichswehr in order to visit the Junkers plant. The visit seemed to defy all expectations. Though Popp declined an involvement in the Moscow factory, he did not return from Russia empty-handed.

In June 1924, BMW received its first commission from the Soviet government to build aircraft engines. Many more orders would follow in its wake. In all, between 1924 and 1931, around 50 to 60 percent of BMW's entire aero-engine production went to Russia. The vast majority of company profits came from aircraft engines, while BMW's other manufacturing areas – cars and motorcycles – were strongly dependent on the economy and sometimes only just managed to cover costs.

Lucrative business for all those involved

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New addition to BMW Mobile Tradition's collection

BMW R 90 S Superbike

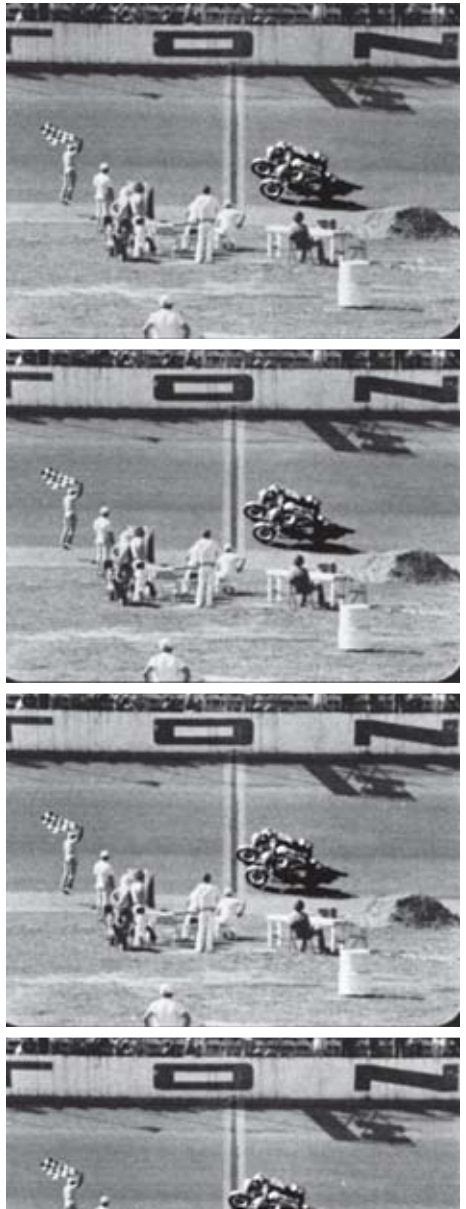
The Historical Collection of BMW Mobile Tradition has a spectacular new addition to report: the BMW R 90 S with which Steve McLaughlin won the first superbike race to be held in motor sport history in 1976. This series was introduced by the AMA, the American Motorcyclist Association, to stage particularly fast and appealing races. The American BMW importer Butler & Smith didn't miss the opportunity and fielded three BMW motorcycles. One of them survived and is now in Munich.

by Fred Jakobs

Full throttle and 102 bhp on the way to victory in the first-ever superbike race: the BMW R 90 S team run by Butler & Smith.

The vehicle collection of BMW Mobile Tradition has recently acquired another rarity: a BMW R 90 S converted to a racing bike. The very first superbike race held in 1976 was won on

Amazingly close: Steve McLaughlin crossed the line in the superbike race a few hand-breadths ahead. A decision would have been virtually impossible without a photo finish.



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50 years of BMW V8 engines 1954 – 2004

BMW set new benchmarks in engine construction when it launched its first standard V8 engine in 1954. Until then, the company had been renowned for powerful and smooth-running six-cylinder in-line engines. This state-of-the-art power unit proved to be a quantum leap for BMW as it continued development on the engine. At that time, no manufacturer in Germany was offering a similar power unit. The last cars with this classic V8 engine rolled off the assembly line in 1965 but the company perpetuated this tradition in 1992 with a new generation of V8 high-performance engines. In 1999, BMW sprang a surprise by launching the first German diesel V8.

A letter from BMW dated 5th March 1954 with an exciting announcement alerted journalists that something special was up: “The Geneva Motor Show is a key event in the calendar of the world automobile market, and when it opens its doors this week, one of the surprises will be the launch of the new expanded automobile range at BMW. The interest of the entire motoring world and a large crowd of international visitors will be focused on the new BMW 502 in particular. This car with its V-shaped 2.6-litre engine will be the first post-war eight-cylinder car manufactured in Germany to be launched in the public arena.”

Visitors to the exclusive motor show held by Lake Geneva had the opportunity of admiring a veritable sensation in automobile construction between 11th and 21st March 1954. Scarcely 18 months had elapsed since BMW had started up volume production of its first post-war model in the form of the Type 501 six-cylinder car – soon dubbed the “Baroque Angel” – under very difficult circumstances. It's unlikely that anyone would have expected the Munich plant – severely damaged during hostilities – to be capable of producing such a fantastic engineering feat.

Already in 1949, when design of the BMW 501 had only just begun on the basis of the 326 pre-war model, engineers turned their thoughts to producing engines that would be more modern and powerful than the 2.0-litre six-cylinder engine installed in the 326.

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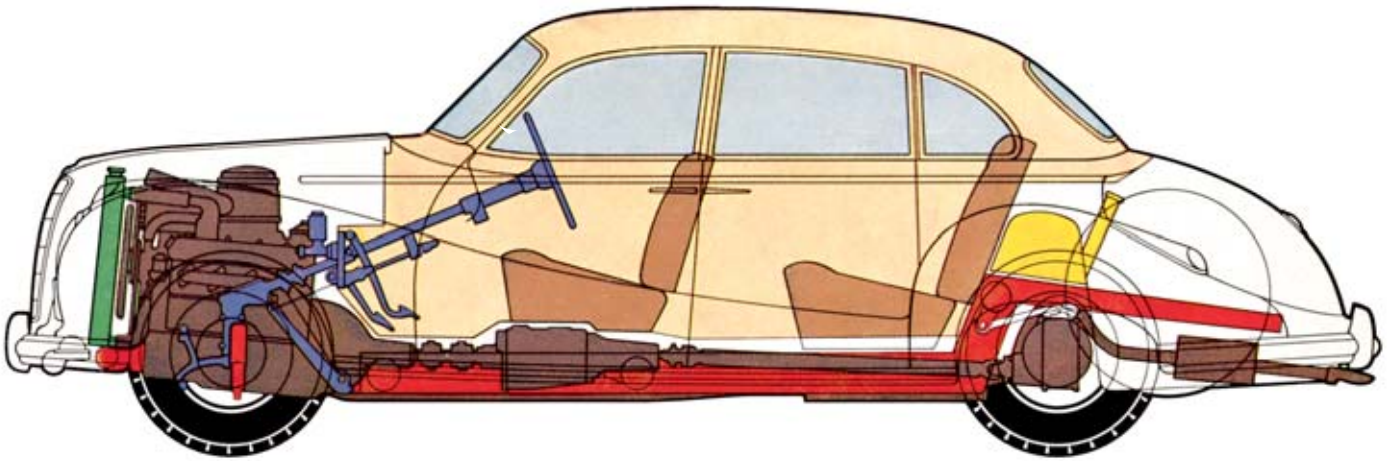

The BMW 502 featured a generously dimensioned interior, classic lines and an exclusive engine. The gearbox was housed separately from the engine under the front seats.

Despite the difficult economic situation in general at BMW and the problems encountered in manufacturing, engineers were working feverishly on other large cars. An exclusive coupé and convertible were planned for 1955 and a large sports car was also on the drawing board. The power delivered by the 2.6-litre V8 engine was not adequate for these cars.

A 3.2-litre version delivering 120 bhp was developed as the M 506 for the saloon, and this was the starting point for even more powerful engines. For the BMW 503 models, the M 503 engine finally packed 140 bhp at 4,800 rpm with two twin carburettors, higher compression, larger-diameter valves and a modified camshaft design. The powerful coupés and convertibles manufactured in limited production runs were fast. They had a top speed of 190 km/h when fitted with this big V8, and lent the make enhanced prestige compared with the competitors.

There was still no automobile engine that could compete with the state-of-the-art BMW V8. The alloy block and cylinder heads meant that the BMW V8 was only around 30 kg heavier than the six-cylinder in-line engine installed in the BMW 501! In the mid-1950s, BMW was the only manufacturer worldwide to mount an all-alloy engine in a volume-production automobile.

When production of the legendary BMW 507 sports car started up at the beginning of 1957, another version of the V8 with even higher compression and delivering 150 bhp was mounted under the long bonnet. This was the first time that a volume car manufactured by BMW broke through the magic 200 km/h mark.

The first BMW V8 engine reached its zenith four years later in the version with a compression ratio of 9.0:1 manufactured for the new 3200 S top-line model. At the time, this was the fastest saloon in Germany with a top speed of 190 km/h. This engine was also installed in the BMW 3200 CS Coupé styled with a Bertone body, only to be produced in a limited run of 602 cars.

The history of the first BMW V8 engine was only brought to a close in 1965, when the last Type 3200 CSA car was completed, largely handcrafted. One year previously, Mercedes-Benz had astounded the motoring world when they launched the mighty Type 600 saloon. This classy limousine was powered by a 6.3-litre V8, the first volume-

BMW V8 marine engine Type BMW 401: fro

Fully powered: with 140 bhp you can also drive at exciting sp

"What's right for the road is right for the water. The principle is applicable in both: sophisticated customers and aficionados select BMW. Today, BMW has started up production of a marine engine to complement the rest of the range, because the power and lightweight construction of the 3.2-litre BMW V8 engine have proved to be ideal attributes for water sport. There is a good reason why enthusiasts are describing this as Europe's most modern engine.
The engine weighs only 203 kg and lightweight

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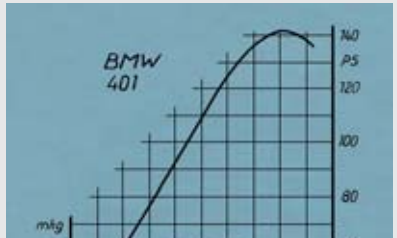

Current BMW V8 technology in the X5 (above) and 645Ci (above right).

this was covered by a six-cylinder turbo.

Development of a new BMW V8 generation for volume production started in 1986. This engine was based on the proven technology of the latest four-cylinder of the time. A 3.0- and 4.0-litre version delivering 218 and 286 bhp were produced for the 7 Series and the later 5 Series. BMW used a cracked sintered-metal connecting rod for the first time in volume car construction. The big-end bearing is cast as an enclosed part and it is then cracked down the middle. The fracture structure makes for precise repositioning during assembly on the crankshaft. The new big V8 also ended up being offered in the BMW 8 Series as an alternative to the V12 from 1994 onwards.

Following this extreme-

BMW automobiles with V8 engines

Model	Displace-ment cc	kW/bhp	Top speed km/h	Production Period	Number of units
502	2,580	74/100	160	1954-1958	
501 eight-cylinder	2,580	70/95	160	1955-1958	
2.6	2,580	70/95	160	1958-1961	
2600	2,580	74/100	160	1961-1962	
2.6 luxury	2,580	74/100	160	1958-1961	
2600 L	2,580	81/110	165	1961-1964	8,941 (all 2.6l models)
502 3.2	3,168	88/120	170	1955-1958	
3.2	3,168	88/120	170	1958-1961	
3200 L	3,168	103/140	175	1961-1962	2,537 (models 7 to 9)
3.2 Super	3,168	103/140	175	1957-1961	
3200 S	3,168	118/160	190	1961-1963	1,328 (mocels 10+11)
507	3,168	110/150	190-220	1956-1959	253
503 Coupé	3,168	103/140	180	1956-1960	273
503 Convertible	3,168	103/140	180	1956-1959	139
3200 CS	3,168	118/160	200	1962-1965	603
730i/iL	2,997	160/218	233	1991-1994	14,531
740i/iL	3,982	210/286	240	1991-1994	31,135
840Ci	3,982	210/286	250 (limited)	1993-1996	4,728
840Ci	4,398	210/286	250 (limited)	1995-1999	3,075
530i	2,997	160/218	235	1992-1996	31,636
530i Touring	2,997	160/218	227	1992-1996	5,266
540i	3,982	210/286	250 (limited)	1992-1996	24,025
540i Touring	3,982	210/286	250 (limited)	1993-1996	2,459
730i/iL	2,997	160/218	235	1994-1996	23,046
735i/iL	3,498	175/238	243	1996-2001	28,445
740i/iL M60	3,982	210/286	250 (limited)	1994-1996	45,725
740i/iL M62	4,398	210/286	250 (limited)	1995-2001	134,564 incl. protection
740i/iL Protection	4,398	210/286	240	1999-2001	28,445
740d	3,901	180/245	242	1999-2001	3,450
535i	3,498	180/245	250 (limited)	1996-2003	20,135

New release in the BMW BMW Touring and Sport

The latest book in the Profiles series by BMW Mobile Traditi touring car arena – from 1960 to the present.

Photos from the new book in the BMW Profiles series.

Motor sport and BMW – the two are unquestionably intertwined. Since 1924, engines with the blue and white emblem have been propelling motorcycles and racing cars to major triumphs around the world.

But Munich doesn't just produce engines like the V10 for Formula One. Since 1960, BMW touring cars have been making racing history as well. No other carmaker in the world can boast a similar tally of successes. For the first time, these

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Left: the calendar image fo
Above: details from the ph

BMW Classic Calendar 2005

impact on the company's sales figures.

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Top: Hanns Grewenig was particularly assiduous
Nellemann in Aarhus in 1951. At t

Hanns Grewenig – the businessman

The year 1948 plays a particularly important role in the history of BMW. Following the years when the company was engaged in emergency production of cooking pots, grey cast iron and similar products that were outside the company's product range, BMW bounced back as a mobility group with the first post-war motorcycle – the R 24. Kurt Donath was production and development director and he had provided impressive proof of the company's technical expertise (Mobile Tradition Live 02/04). However, the Board of Management still lacked a director for sales and finance. This gap was plugged two and a half months after the launch of the R 24 in Germany. Hanns Grewenig joined BMW as a Member of the Board of Management and was the leading light of sales for the next nine years.

Plauen came under Soviet occupation, Grewenig moved to western Germany.

The post at BMW seemed to have been tailor-made for him. He was a trained engineer with a great deal of experience in sales. Grewenig was also familiar with the entrepreneurial chal-

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The BMW 502 Convertible in one of 82 BMW dealerships in Germany.

be repeatedly fed with promises that automobile production would soon be started up again and by the launch of the successful motorcycle models in 1950 and 1951 (R 25, 25/2, 51/3 etc.).

A number of dealerships were also taken over by other manufacturers with the approval and support of BMW. This

construction of the BMW 501 in December.

In spite of the delay, Grewenig and his staff succeeded in assuring the loyalty of 82 dealerships across Germany in accordance with the designated qualitative standards.

Grewenig didn't just see the sales

Right: Hanns Grewenig in 1955. As a trained engineer and businessman with a great deal of experience in the automobile sector, he was first choice after the Second World War to be commercial director responsible for sales on the Board of Management at BMW.

refused to go along with the trend in the German automobile industry to meet falling sales in 1953 with price cuts, because this would have reduced the gross earnings of the dealers. Grewenig's perspective was that this would have had serious consequences for the company overall.

The value of the close contact with the dealership organization was demonstrated in spring 1954. The general agent for BMW in Switzerland, C.A. Drenowatz, drew the attention of the Board of Management to a “faired motorcycle” manufactured by the Italian manufacturer Isomoto in his report on the Geneva Motor Show. Grewenig asked Drenowatz to send one of the vehicles to Munich immediately so that it could be evaluated. At the time, he was desperately looking for a model to expand the BMW product range. Motorcycle sales were threatening to collapse.

In 1953, he put forward an idea to enter the 350 cc class, which was relatively free of competition, to avoid the threat of a collapse in motorcycle business, but this was ignored. Although the BMW 501 appeared to meet sales expectations, production costs were high and the profit generated was too low. The Isetta offered the opportunity to position the company with a ready-made product in the flourishing micro car seg-

Caricature of the Board of Management having a drink in the boardroom. Hanns Grewenig (sitting) talking with his colleagues Heinrich Krafft von Dellmensingen (left) and Kurt Donath.

development costs – but they had one thing in common: lack of product quality. A memorandum written by Grewenig in 1956 remarked that "The constant increase in the number of complaints relating to cars and Isettas is causing extraordinary expenses in production and a catastrophic decline in confidence among customers."

The commercial director responsible for sales and finance at the company had to address this situation. He demanded improvements in production quality whatever it took – regardless of the costs. Grewenig also believed that the product range had to be expanded. But not at any price. If a product was being discussed that he believed would exert a negative effect on the company's image, he was not prepared to make any concessions, and rejected it. For example, he had requested the introduction of a BMW scooter but continued to reject the concrete designs because neither the design nor the equipment met the exceptionally high expectations of BMW from the perspective of the Sales Department.

The vehemence with which he supported his point of view was demonstrated in BMW's "medium-sized car project". Although Grewenig was always convinced that a car of this type would be a valuable element in the BMW range, he continually emphasized that the mistakes made with the BMW 501 and 502 must not be repeated. The discussion escalated in 1956. In a discussion with his colleagues on the Board of Management, Grewenig again emphasized that "the so-called hard calculations made by Mr Donath before the commencement of automobile production and today's figures in the recent calculation demonstrated the extraordinary rise in total production costs, and this is the key to the continual losses in car production to date." He continued that he would only give his consent to the medium-sized car project on the basis of reliable calculations. However, since there were no prototypes, the cost estimate was "incomplete and so weak that it couldn't serve as a basis for the sales price," Grewenig continued. On 12 June 1956, the Chairman of the Supervisory Board Hans Karl von Mangoldt-Reiboldt informed Grewenig that he was uneasy about his continued objections. On the same day, von

> Grewenig was absolutely uncompromising in advocating his point of view. This finally led to his dismissal at BMW

Hanns Grewenig (2nd from left) with Kurt Donath (5th from l
Motorcycle Show (IFMA) in October 1951.

the end, von Mangold broke off the discussion saying that he trusted the calculations and statements made by the other managers.

The vote of no confidence against Grewenig was not without consequences. At the meeting of the Supervisory Board that followed, von Mangoldt convinced his colleagues, to appoint Ernst Hof as deputy Member of the Board of Management with Grewenig's responsibilities. Grewenig's contract was to be terminated one year

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Riding in the wind tunnel

Today wind tunnel tests for new models are taken for granted and the term Cd factor is familiar to most. A crucial new area today is aero-acoustics, which aims to achieve the least possible noise at high speeds. In the infancy of car design it was a very different picture. World record-breaking motorcycle racer Ernst Jakob Henne was one of the first to take to the wind tunnel in pursuit of ever-higher speeds.

by Fred Jakobs

The roots of aerodynamics lie in aviation, where designers had to tackle this subject systematically from a very early

into automotive design to crucial effect. Edmund Rumpler was one. With his “teardrop car” of 1921 he ranks as the

handlebars” with their very tight gooseneck curves a
swept ends, which forced the rider into an almost su
tion to create a very narrow surface area facing the a

With his first record-attempt bike, Henne hims
work in his own garage along with his racing mechan
Hopf. Exposed parts such as the front fork were cl
wood, around which tape was wrapped. The next st
enclose the tank and engine in order to furthe
unwanted turbulence. Later on, the rear drive was al
teardrop-shaped fairing. It is, incidentally, a sign of
tion to detail and aesthetic sensitivity of the BMW
that they also painted this teardrop with characteri
BMW lining.

In 1935 Ernst Henne claimed the last world reco

Cars, motorcycles, skiers: everything that favours speed h
tle with air resistance and has to be tested and honed in th

Jock West, the speedy Brit on BMW

John Miln West, better known as Jock, died on 6th June this year, aged 95. West was the only non-German-speaking rider of the legendary BMW Kompressor works racer from the pre-war era. His successes on British soil earned BMW tremendous respect in what was Europe's most hotly contested motorcycle market of the time.

by Fred Jakobs

Left: Jock West during the
West finished in 5th place

John Miln West, aka Jock, had racing in his bloodstream. He was born on 28th February 1909 in the small town of Belvedere in the county of Kent, the son of an English father and a Scottish mother. At the age of 14 he was given his first motorcycle, and aged 18, he competed in his first race on a 350 – and crashed out. “I fell on my head and came to ag paddock, not knowing where I was!” he recalled th debut of his career.
In 1930 he began a degree course in engineering,

A chance conversation at a friend's ho Jock West became a BMW salesman

not stop him from pursuing his racing interest. In made his debut in the Manx Grand Prix on an Ariel, fo his first TT involvement on a 350 cc AJS in 1933. In switched to Triumph, and competed in the Senior T on a Triumph and in the Junior TT on a works NSU.

That was the year in which he first met Don A manager of BMW's general importer in Britain, Fraze Isleworth. A chance conversation in the house of friend led to an interview, by the end of which Aldin was keen to push forward Frazer-Nash's two-whee ing involvement, offered West a post as motorcy manager. West, who had just finished his degree

Top: Jock West during the 1939 Senior TT. He finished second, beaten only by his team-mate Georg Meier, the first non-British competitor to win this event. Below: aerodynamics help West defy the airstream in the 1939 Senior TT.

the Ulster GP had been won by a non-British machine.

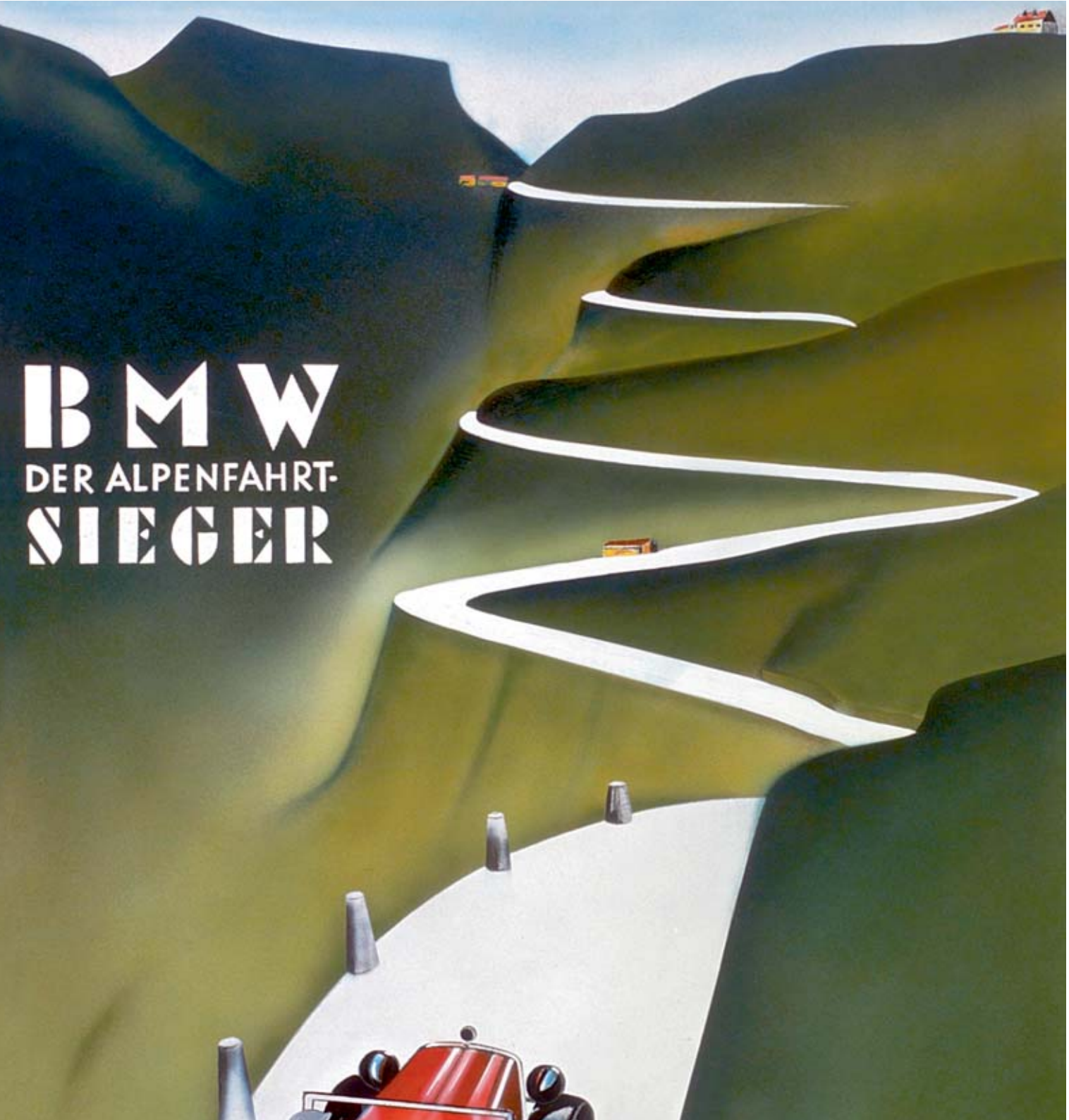
"The circuit was very narrow and bumpy, which made it very difficult in the heavy rain that usually accompanied races there. I didn't start off too well, but managed to carve my way through the field, and in the end I was in front," said Jock West, looking back on this first major victory of his career.

outstanding third place behind Meier and Fred Frith on Norton.

From BMW to the RAF

In the 1938 Ulster Grand Prix, West was once again the only competitor sporting BMW colours. Not only was he able to deliver a repeat performance of his previous year's victory, but with an average speed of 158.4 km/h (98.93 mph) he

broke out BMW managed to get him one of the last flig
England. During the war he served in the Royal Air F
Wing Commander responsible for aircraft maintena
the war he resumed his sporting career on AMC and
retiring from active motorcycle racing in 1949. Caree
remained faithful to the motorcycle industry, and in
returned to BMW England.



Triumph in the A

Sporting successes are great publicity for a fledgling car ma
was something not even the company's sales director Kandi

by Hagen Nyncke

It's a wonderful experience to drive through the Alp
narrow roads leading through idyllic villages, past
mountains and around tight hairpins on high passe
end to magnificent vistas of mountains and valley
occasional stop to drink in the beauty of the lands
give your small car and its passengers a well-earned

But the organizers of the 2nd International Alpin
1929 had something quite different in mind. The f
not on enjoyment but, rather, a gruelling endurance
man and machine. The competition profile left no
illusions: five days of driving with daily stages of 4
kilometres on small country roads, rough tracks p
potholes, and endless hairpins; four or five of the mo
Alpine passes every day; a total distance of 2,650 k
rest day.

Yet 95 drivers would not be deterred and rose to
lenge. While 46 of them tackled the course in the
classification, a number of companies registered se
for the event and grouped them into twelve teams so
could also be classified jointly. Some leading Germa
nies sent a whole delegation: Mercedes-Benz
Wanderer 9, Hansa 4, Hanomag 4, Stoewer 3, Bre
Röhr 3. Among the smallest group of cars in the 1.5
placement class, in which the Hanomags and Dixis w
peting, was a manufacturer that had not yet made it
a car producer: the Bayerische Motoren Werke.

Three prototypes on a gruelling endurance ri

It had been less than four weeks ago that BMW, af
over the Eisenach Dixi factory, unveiled its modifie
– the BMW 3/15 PS – before the public. It was an ob
to draw attention to itself through sporting competitio

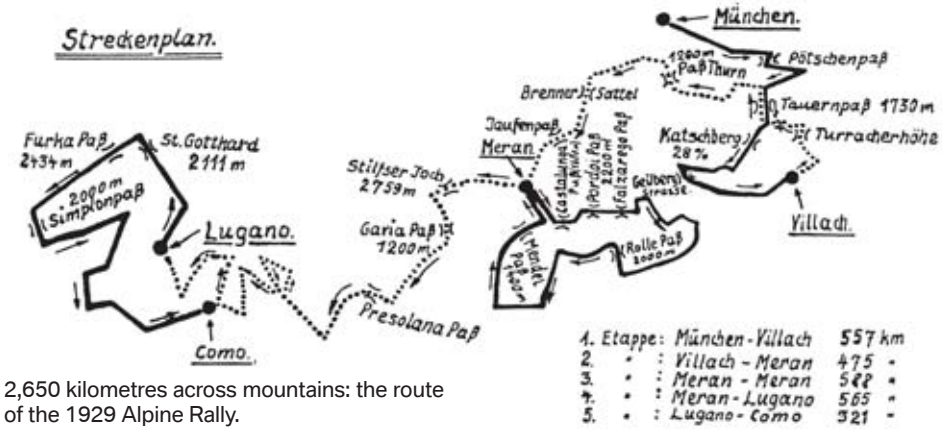
very limit. While the leading drivers posted awesome speeds on the well-built Italian roads, the cars behind struggled not to drop back irretrievably. Though the high average speeds were not essential, drivers were opening up the throttle to coax out of the engines what they could. This was accompanied by the boundless enthusiasm of the spectators who fired the drivers on to new peak performances. Even the Italian police encouraged them to go faster with unambiguous hand signals. In the second time trial at the Pordoi Joch, the timings were so tight that only a few drivers made it inside the time limit. There were numerous accidents and collisions with walls and rocks. Cars plunging into ravines decimated the field to such an extent that by the end of the day, apart from the individual competitors, only four teams remained in the competition: Ford, Hanomag, Hansa – and BMW.

Day four covered 495 km to Lugano. Though there were several mountain passes to be tackled, the events of the previous “black day” meant the majority of drivers took things a little more cautiously. The most difficult stages had been covered and everything pointed towards those cars that had survived so far making it to the finish.

The fifth and final day's driving (463 km) led from Lugano across the Gotthard and Furka passes. The Simplon had also been scheduled for this route, but due to a landslide the cars had to be rerouted to the Finero which, with its narrow, unsurfaced carriageway and countless switchbacks, gave the drivers a real run for their money again. Much-needed relief was provided by the final kilometres along the autostrada to Como. In particular the large cars were able to step on the gas here, and it was no surprise when Rudolf Caracciola surged into the lead. He was hailed like a hero by the Italians.

But this event was not designed for achieving top speeds. Only attentive observers had noticed that, throughout the days of the event, one works team at the back of the field had been ticking off its trials in trouble-free and entirely unspectacular fashion. The small 15 horsepower BMWs purred across the mountains with no hitches or breakdowns and not only managed to keep effortlessly within the time limits, but always had enough time in reserve to compensate for any delays – which did not in the end materialize. Ultimately the three BMW teams were the only ones to reach the finish without incurring any penalty points. They had completed each stage with optimal times and were now celebrated as the winners of the Alpine Rally and bearers of the Alpine Gold Cup.

For the fledgling BMW brand it was a sensational outcome. Advertising with sporting achievements was still in its infancy at the time, but the motoring press left no stone unturned when it came to portraying this spectacular triumph in its true light. For BMW it was the beginning of a long succession of sporting victories. With the launch of the six-cylinder sports cars, the four-wheeled models from Eisenach began sweeping the board in the major Alpine events.



2,650 kilometres across mountains: the route of the 1929 Alpine Rally.

Vintage Days of the American Mot

A mecca for clas

The annual Vintage Days are a mecca for North American fan mark in Lexington, Ohio, while BMW Mobile Tradition prese

by Fred Jakobs


Shades of “Easy Rider”: a BMW R 60/5 from the 1970s.

BMW was Marque of the Year at the world's largest of classic motorcycles, the Vintage Days stage American Motorcyclist Association (AMA), held in L Ohio from 15th to 17th July. An estimated 40,00 mostly on classic two-wheelers, more than 900 de some 4,000 motorcycles on sale were the impress tics of this event.

The focus of BMW's involvement was a large exhibition tent with around 40 meticulously restored motorcycles, most of them from the

On the move for Mobile Tradition

In the early 1960s, when the “Isar 12” model made its regular appearances on German television screens assisting Munich's police force in their many crime chases, an entire nation sweated it out along with the superintendents and their trademark patrol car in the eponymous crime series. Nobody at that time would have imagined that today – 40 years on – such a BMW 501 would still be around. Parked in the Historical Collection of BMW Group Mobile Tradition, and ready for action, there is just such an “Isar 12” with dark-green paintwork and add-on parts associated with a police car. This BMW 501 is just one example of several hundred historic BMW vehicles which are sent out on assignments by Mobile Tradition. A glimpse behind the scenes reveals how BMW keeps its heritage up and running on the roads.

by Andreas Jancke

A distant drone can be heard on this summer's day in northern Italy. At the roadside, where the grass is a lush green and the asphalt shimmers in the heat, the spectators prick up their ears in anticipation. The sound of 130 bhp can be heard

their way back to their stores with metal poles and toolkits. Cleaning staff are polishing exhibits. Hostesses are taking notes about the objects on display.

Then the doors open and visitors to the world's largest classic motor show

Scene change. Munich, a white building in Schleissheimer Strasse. In the third floor offices, six digital clocks indicate the time of day or night in cities such as Tokyo, Beijing, Cairo and Spartanburg.

This information is for the benefit of

coordination of international vehicle assignments. These clocks tell the staff that the Formula One show car is due to land in Malaysia in 13 hours, that night is falling in Goodwood while the sun is already coming up in Shanghai, so they can ensure that all the arrangements for ongoing transportation are actually carried out. The geographical range and duration of these assignments can vary significantly, ranging from one-day photo shoots in the BMW Group Mobile Tradition building all the way to trips to Australia or Asia lasting several weeks.

At BMW Group Mobile Tradition, all activities of vehicles from the Historical Collection, through enquiries by interested car fans to the participation of BMW models at major classic events, are centrally controlled and coordinated. Whether for use at exhibitions, motor shows, tourist excursions, vintage rallies, weddings or other activities, BMW Group Mobile Tradition has a wide range of vehicles at its disposal for mobile applications. It is responsible for ensuring the quality of this collection and for the international deployment of vehicles at exhibitions and on the road.

“History moves with us”

With its large number of cars and motorcycles, most of them fully operational, as well as aircraft, Formula One, motorcycle and car engines (see box), BMW Group Mobile Tradition safeguards and maintains an extremely valuable technical and cultural heritage. Responsibilities are divided across various areas. The Historical Archives assess the historical and cultural standing of the collection. On the basis of these insights, decisions

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The self-drive hire programme

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further hire options: Anette Froschmaier
tel +49 (0)89-38 22 09 85, fax +49 (0)89-38 22 08 53,
email: Anette.Froschmaier@partner.bmw.de

Rock Festival (USA) – more far-flung places such as Malaysia and Australia also form part of the geographical range. That's because Mobile Tradition is involved in supplying show cars to Formula One events as well. Model appearances in Pakistan, China, Saudi Arabia and Japan are similarly part of the service offered by BMW Group Mobile Tradition.

The number of vehicle assignments has steadily risen since 1993 (30). Last year, around 400 (100 of them involving Formula One cars) were organized. The majority of projects are commissioned by the BMW Group and its dealer network, e.g. for press events, new car launches, motor shows, film and photo shoots, and exhibitions. Around a quarter of enquiries come from the private sector of those interested in BMW's historical vehicles.
Apart from the supervised events, the enthusiasts and fans of vintage and more recent classic cars, a self-drive vehicle hire programme has been called into being.

Under the motto "Experience the soul of the BMW brand", private drivers have the opportunity to savour at first hand the Sheer Driving Pleasure afforded by BMW classics and to personally get behind the wheel of a BMW 3.0 CSi or a BMW Z1. Six cars and two motorcycles are currently available as part of this hire service.

For the handlers, some working days "on the road" start at three in the morning if vehicles have to be ready for the early start of a rally or exhibits need to be photographed or filmed in the dawn light. But the "wrap-up" procedure after the vehicles have returned is also labour-intensive. A detailed description of the condition of the vehicle and an overall summary of the assignment has to be drawn up by the workshop.

Flexibility in the Far East

At peak periods when two events involving BMW take place in direct succession – such as the Silvretta Classic and 2,000 km through Germany – it is possible for big gaps to appear in the halls of BMW Group Mobile Tradition due to the large number of classics out on the road.

At the wide-ranging events they attend, vehicle minders also have to be prepared for unusual situations cropping up. One frequently told story concerns a Formula One show car that returned from its sortie to Saudi Arabia seemingly covered in artistic decoration. When, prior to unloading the racing car, the handlers and logisticians noticed that customs control had used a green felt-tip pen to write on the cockpit wall in Arabic script, they decided to rename the model a "Formula One Art Car". Stories such as this are taken lightly by the handlers as it is very rare for genuine damage to be done to the cars.

At any rate, care in handling the vehicles is paramount. That goes for assignments in the Munich area as much as in faraway places, where the minders are also required to adapt to foreign cultures. The dispatching of Formula One show cars took one specialist all the way to China and Japan, where he had to coordinate the proper handling of the car at the Auto Shanghai and Tokyo Motor Show as well as at the Suzuka race track.

This trip to Asia, which lasted several weeks, involved a number of culinary and linguistic adventures as well as complicated "set-up" procedures – one Formula One show car was to be attached to the ceiling of the exhibition hall – and an interview with an Asian television team.

Moving into the future

Assignments such as this require the mechanic to undergo special training in dealing with the imponderables of such an elaborate venture. His cultural competence, adaptability and flexibility are also put to the test – not just during the shipping and unloading of the vehicle,

Customs clearance Arabian-style: green felt pen embellishment for a Formula One cockpit.

– This year, BMW dominated the Mille Miglia Storica with the 328 MM Coupé Touring. Neither capricious weather nor the challenging route managed to deter car or driver on the road to victory.
– The presence of BMW Group Mobile Tradition at the Techno Classica 2004 was once again a highlight for thousands of visitors who had an opportunity to talk shop about the meticulously kept cars and motorcycles.
– In Malaysia, the BMW Formula One show car was a star turn.

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V8 Zylinder

Der Achtzylinder für Automobil-Enthusiasten