

# BMW GROUP EVENT FORUM.

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



BMW Welt, BMW Museum,  
BMW Group Classic  
#everysecondjoy

[bmw-welt.com/eventforum](http://bmw-welt.com/eventforum)

**BMW  
GROUP**

THE NEXT  
100 YEARS



Rolls-Royce  
Motor Cars Limited



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BAYR. MOTOREN WERKE

# BMW GROUP CLASSIC.

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



# INTRODUCTION.

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 m<sup>2</sup> 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.







**EVENT LOCATIONS.**





# AIRCRAFT ENGINE HALL.

**A SPACE FOR LARGE EVENTS.**

**Room area.**  
700 m<sup>2</sup>

**People.**  
Max. 400

**Room rental fee.**  
€ 6,000 / day\*

\*Net package deals for the use of the area, excl.  
setup, technical equipment, staff and catering.



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.**

##### **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.





# WORKSHOP SPACES.

SPACE FOR UNUSUAL IDEAS.



The three workshop spaces in the listed heritage gatehouse 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.



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.

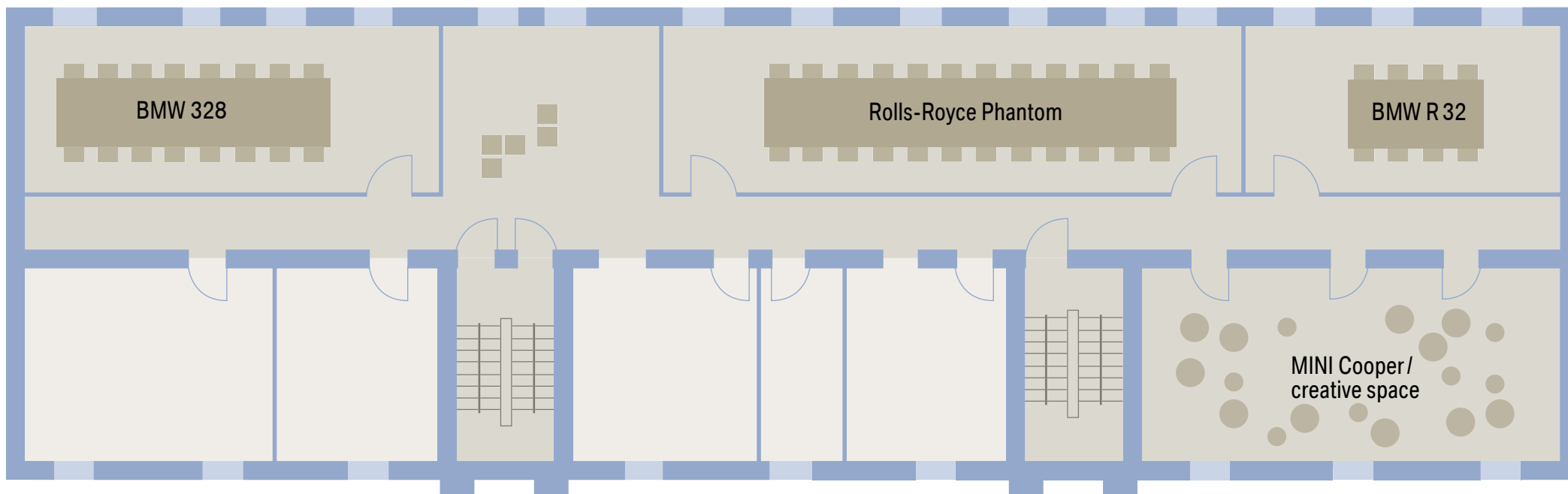


Workshop space BMW 328.



Workshop space R 32.





ROOM	BMW 328	ROLLS-ROYCE PHANTOM	BMW R 32	MINI COOPER
Area in m <sup>2</sup>	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 / day* € 400 / half day*	€ 900 / day* € 450 / half day*	€ 700 / day* € 350 / half day*	€ 200*

\* Net package deals for the use of the area incl. setup and technical equipment. Catering not included.





Käfer

**CATERING.**  
CULINARY EXPERIENCE  
AT PREMIUM LEVEL.



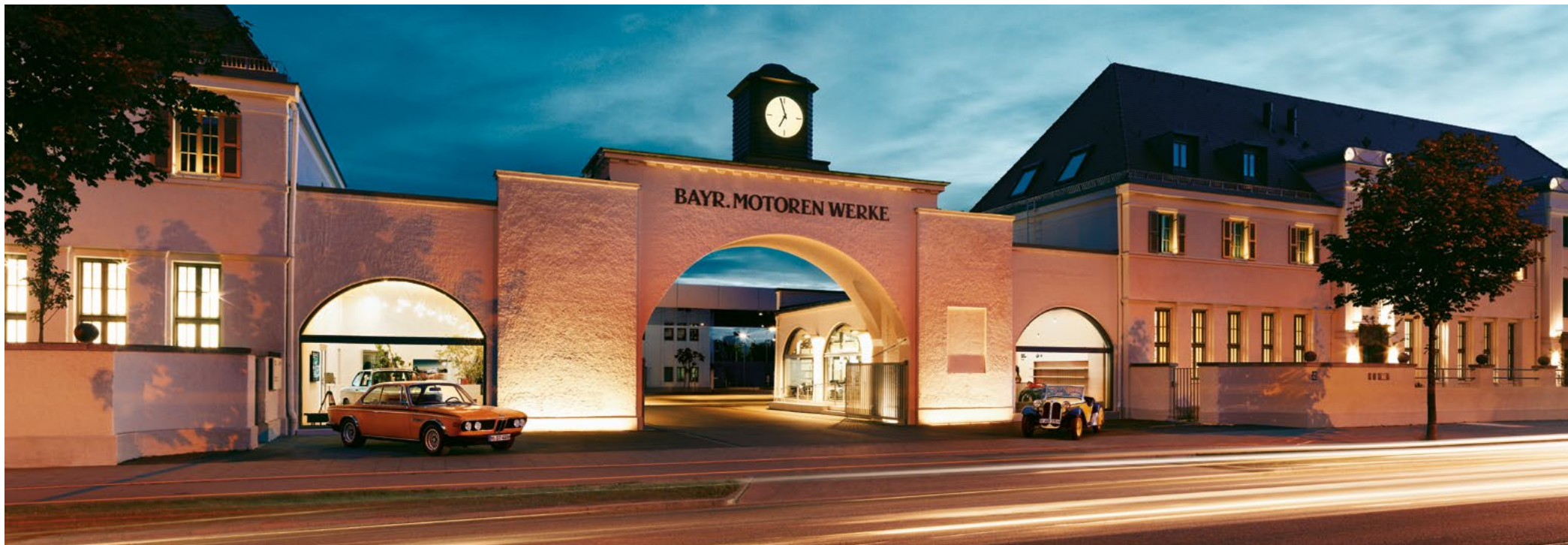
Enjoy special moments of indulgence at your event. Our exclusive partner Feinkost Käfer caters for the gastronomic well-being of our visitors and guests with enviable attention to detail. They have a well trained eye for those little extra touches and will look after any particular wishes or requirements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





# CONTACT.

FOR YOUR UNIQUE EVENT.



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Germany

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

Do you have any open questions that you would like to discuss in more detail with us? Then please contact us – we would be delighted to advise you. You can obtain further information on the Internet about the BMW Group Event Forum at **bmw-welt.com**

You can also find a request form for your event at “Event Forum”.  
We look forward to hearing from you!