







BMW

Bayerische Motoren Werke (BMW) AG



Type	Aktiengesellschaft (FWB: BMW)
Founded	1916
Headquarters	Munich, Germany
Key people	Norbert Reithofer Joachim Milberg (Chairman of Supervisory Board)
Industry	Automotive industry
Products	Automobiles, motorcycles, bicycles
Revenue	€53.20 billion (2008)
Operating income	▲ €921 million (2008)
Profit	▲ €324 million (2008)
Employees	100,040 (2008)
Divisions	BMW Motorrad
Subsidiaries	Rolls-Royce Motor Cars

Bayerische Motoren Werke AG (BMW), (English: *Bavarian Motor Works*) is a German automobile and motorcycle manufacturing company. Founded in 1916, it is known for its performance and luxury vehicles. It owns and produces the MINI brand, and is the parent company of Rolls-Royce Motor Cars.

Company history

After World War I, BMW was forced to cease aircraft (engine) production by the terms of the Versailles Armistice Treaty. The company consequently shifted to motorcycle production in 1923 once the restrictions of the treaty started to be lifted, followed by automobiles in 1928.

The circular blue and white BMW logo or roundel is often alleged to portray the movement of an airplane propeller, to signify the white blades cutting through the blue sky - an interpretation that BMW adopted for convenience in 1929, which was actually twelve years after the roundel was created. In fact, the emblem evolved from the circular Rapp Motorenwerke company logo, from which the BMW company grew. The Rapp logo was combined with the blue and white colors of the flag of Bavaria to produce the BMW roundel so familiar today.

BMW's first significant aircraft engine was the BMW IIIa inline-six liquid-cooled engine of 1918, much preferred for its high-altitude performance. With German rearmament in the 1930s, the company again began producing aircraft engines for the Luftwaffe. Among its successful WWII engine designs were the BMW 132 and BMW 801 air-cooled radial engines, and the pioneering BMW 003 axial-flow turbojet, which powered the tiny, 1944-45-era jet-powered "emergency fighter", the Heinkel He 162 *Salamander*, and was tested in the A-1b version of the world's first jet fighter, the Messerschmitt Me 262.

By 1959 the automotive division of BMW was in financial difficulties and a shareholders meeting was held to decide whether to go into liquidation or find a way of carrying on. It was decided to carry on and to try to cash in on the current economy car boom enjoyed so successfully by some of Germany's ex-aircraft manufacturers such as Messerschmitt and Heinkel. Therefore the rights to manufacture the tiny Italian Iso Isetta were bought using a modified form of BMW's own motorcycle engine. This was moderately successful and helped the company get back on its feet. The dominating shareholder of the BMW Aktiengesellschaft since 1959 is the Quandt family, which owns about 46% of the stock. The rest is in public float.

In 1992, BMW acquired a large stake in Californian-based industrial design studio DesignworksUSA, which the fully acquired in 1995. In 1994, BMW bought the British Rover Group (which at the time consisted of the Rover, Land Rover and MG brands as well as the rights to defunct brands including Austin and Morris), and owned it for six years. By 2000, Rover was making huge losses and BMW decided to sell the combine. The MG and Rover brands were sold to the Phoenix Consortium to form MG Rover, while Land Rover was taken over by Ford. BMW, meanwhile, retained the rights to build the new MINI, which was launched in 2001.

Chief designer Chris Bangle announced his departure from BMW after serving on the design team for nearly seventeen years. He will be replaced by Adrian van Hooydonk, Bangle's former right hand man. Bangle was famously (or infamously) known for his radical designs such as the 2002 7-Series and the 2002 Z4.

Production

Total world production in 2006 was 1,366,838 vehicles produced in 5 countries.

Country	Make	Cars (2006)	Models
Germany	BMW	905,057	Others
United Kingdom	Mini	187,454	All Minis
	Rolls-Royce	67	All Rolls-Royce
Austria	BMW	114,306	BMW X3
USA	BMW	105,172	BMW X5, X6
South Africa	BMW	54,782	BMW 3-Series
Total		1,366,838	

Since 2006, production in Chennai, India has begun.

Motorcycles

BMW began building motorcycle engines and then motorcycles after World War I. Its motorcycle division is now known as BMW Motorrad. Their first successful motorcycle, after the failed Helios and Flink, was the "R32" in 1923. This had a "Boxer" twin engine, in which a cylinder projects into the air-flow from each side of the machine. Apart from their single cylinder models (basically to the same pattern), all their motorcycles used this distinctive layout until the early 1980s. Many BMWs are still produced in this layout, which is designated the R Series.

During the Second World War, BMW produced the BMW R75 motorcycle with a sidecar attached. Featuring a unique design copied from the Zündapp KS750, its sidecar wheel was also motor-driven. Combined with a lockable differential, this made the vehicle very capable off-road, an equivalent in many ways to the Jeep.

In 1983 came the K Series (affectionately known as "The Flying Brick"), (Correction, "The flying brick" was the nickname of The BMW K1 model), shaft drive but water-cooled and with either 3 or 4 cylinders mounted in a straight line from front to back. Shortly after, BMW also started making the chain-driven F and G series with single and parallel twin Rotax engines.

In the early 1990s, BMW updated the airhead Boxer engine which became known as the oilhead. In 2002, the oilhead engine had two spark plugs per cylinder. In 2004 it added a built-in balance shaft, an increased capacity to 1170 cc and enhanced performance to 100 hp (75 kW) for the R1200GS, compared to 85 hp



(63 kW) of the previous R1150GS. More powerful variants of the oilhead and hexhead engines are available in the R1100S and R1200S, producing 98 hp (73 kW) and 122 hp (91 kW), respectively.

In 2004, BMW introduced the new K1200S Sports Bike which marked a departure for BMW. It is both powerful (the engine is a 167 hp (125 kW) unit derived from the company's work with the Williams F1 team) and significantly lighter than previous K models. It was BMW's latest attempt to keep up with the pace of development of sports machines from the likes of Honda, Kawasaki, Yamaha, and Suzuki. Innovations include a unique electronically adjustable front and rear suspension, and a Hossack-type front fork BMW calls Duolever.

BMW was one of the earliest manufacturers to offer anti-lock brakes on production motorcycles starting in the late 1980s. The generation of anti-lock brakes available on the 2006 and later BMW motorcycles pave the way for the introduction of sophisticated electronic stability control, or anti-skid technology - a first for production motorcycles - later in the 2007 model year.

BMW has been an innovator in motorcycle suspension design, taking up telescopic front suspension long before most other manufacturers. Then they switched to Earles Fork, front suspension by swinging fork (1955 to 1969). Most modern BMWs are truly rear swingarm, single sided at the back (compare with the regular swinging fork usually, and wrongly, called swinging arm).

Some BMWs started using yet another trademark front suspension design, the Telelever, in the early 1990s. Like the Earles Fork, the Telelever significantly reduces dive under braking.

Motorcycle clubs

BMW motorcycles have invoked worldwide interest from clubs. The two largest BMW motorcycle clubs in the world, the BMW Riders Association and the BMW Motorcycle Owners of America are headquartered in the United States.

Automobiles

Large-scale production models

New Class

The *New Class* (German: *Neue Klasse*) was a line of compact sedans and coupes starting with the 1962 1500 and continuing through the last 2002s in 1977.

Powered by BMW's celebrated four-cylinder M10 engine, the New Class models featured a fully independent suspension, MacPherson struts in front, and front disc brakes. Initially a family of four-door sedans and two-door coupes, the New Class line was broadened to two-door sports sedans with the addition of the *02 Series* 1600 and 2002 in 1966.

Sharing little in common with the rest the line beyond power train, the sporty siblings caught auto enthusiasts' attention and established BMW as an international brand. Precursors to the famed BMW 3 Series, the two-doors' success cemented the firm's future as an upper tier performance car maker.

New Class four-doors with numbers ending in "0" were replaced by the larger BMW 5 Series in 1972. The upscale 2000C and 2000CS coupes were replaced by the six-cylinder BMW E9, introduced in 1969 with the 2800CS. The 1600 two-door was discontinued in 1975, the 2002 replaced by the 320i in 1975.

1 Series

The 1 Series was launched globally in Autumn 2004 and shares many structural, chassis, powertrain, hardware and electronic elements with the larger 3 Series. The model was started to provide a lower point of entry into the BMW range as the 3 Series moved gradually up-market. Initially launched as a 5-door hatchback, a 3-door version was also launched in July 2007. The 1 Series is priced between the MINI and the current E90 3 Series. Because the coupe is the only rear wheel drive vehicle in its class, it is somewhat considered the successor to the BMW 2002.

The 1 Series coupe (E82) and convertible (E88) went on sale in the United States in model year 2008 as the 128i and the 135i. Other countries received the 120i and 125i in both platforms. The convertible, unlike the 3 Series convertible, uses a soft-top instead of a folding hardtop. This is lighter, cheaper to manufacture and preserves more trunk space than the folding hardtop would allow.

The 1 Series is the only car in its class to offer rear wheel drive, perfect (50:50) weight distribution and highly advanced independent aluminum suspension.



3 Series

The BMW 3 Series is a compact executive car manufactured since model year 1975. The 3 Series is currently in its fifth generation, the E90. Current models include the sport sedan (E90), station wagon (E91), coupe (E92), and convertible (E93). Since its first generation, the 3-Series is considered to be the benchmark, and the 3-Series' competitors are often judged on how close they come to this car. In some countries, it has even outsold significantly cheaper models, most notably Ford Mondeo in the UK. The 3 series is one of BMW's most important models, as it accounts for a majority of its worldwide sales.



5 Series

A mid-size executive car. For model year 2008, BMW has revised the 5 Series with a slightly redesigned interior, subtle exterior details, and new motor options.

- The M5 is the Motorsport division's version of the 5 Series. The new M5 (built on the E60 5 series chassis) is powered by a F1-inspired V10 engine, producing 507 hp (378 kW) and is mated with a 7-speed SMG transmission, which is capable of a top speed of about 330 km/h (production variants are restricted to 250 km/h, or 155 mph). BMW has also recently added a 6-speed manual transmission for 2007 and newer models.



6 Series

The 6 Series is BMW's grand touring luxury sport coupe, based on the 5 Series' platform. Currently available as the 650i in coupe (E63) and convertible (E64) models in the United States, elsewhere available in a diesel and petrol straight-6 option - 630i & 635d. The BMW 6 Series returned in 2004 after a 15-year absence from BMW's model lineup.

- M6: A high performance version of the 6 Series. Developed by BMW's M Division, it is powered by the same 5.0 L V10 507 hp (378 kW) engine seen in the BMW M5. It is currently available in Russia, Europe, North America, South America, Australia and South Africa.



7 Series

BMW's full-size flagship executive sedan. Typically, BMW introduces many of their innovations first in the 7 Series. For example, the somewhat controversial iDrive system debuted in the 7 Series. The 7 Series Hydrogen, featuring one of the world's first hydrogen fueled electric engines, is fueled by liquid hydrogen and emits only water vapor. Since the infrastructure for refueling hydrogen fueled engine is not widely available, the V12 engine also runs on gasoline. Numerous engines power the 7 Series worldwide. BMW offers diesel, straight 6, V8 and V12 motors, as well as the Alpina tuned supercharged V8. It is also available in a bulletproof version.



X3

BMW's second crossover SUV debuted in November 2003 as a Model Year 2004 (called SAV or Sports Activity Vehicle by BMW) and is based on the E46/16 3 Series platform. For 2007, the X3 is powered by the N52 inline 6 cylinder engine that debuted on the 2006 E90 3 Series. In 2007 a face lift was given to the X3, including an X-drive update, suspension adjustments, an engine upgrade, and aesthetics inside and out.

As well in 2007 the BMW X3 range extended with smaller engines including the 4-cylinder petrol and diesel option. These options now becoming available to countries across Europe, America, Asia and Australia.

Marketed in Europe as an off-roader, it benefits from BMW's xDrive all-wheel drive system.



X5

The BMW X5 (E53) is a mid-size luxury SUV (SAV) sold by BMW since 2000. It features all-wheel drive and a line of straight-6 and V8 engines. For non-U.S. models there is a 3.0 L diesel engine.

The BMW E70 automobile platform replaced the BMW E53 as the X5's underpinnings in November 2006. The E70-based X5 SAV features many new technological advancements including BMW's iDrive system as standard equipment and, for the first time in a BMW, an optional third row seat.

The current generation incorporates safety innovations for the crossover segment, such as a unique rear framing section to protect 3rd row occupants from injury due to an impact.

The U.S. E70 features either a 3.0si(253 hp) or a 4.8i(350 hp) powertrain. In most parts of a 3.0d(232 hp) is offered and in North America and most parts of Europe a 3.0sd(282 hp) powertrain is available. For the 2010 model year the X5 will receive the new iDrive system and the BMW individual audio system along with various other minor updates. Another addition for 2010 will be the X5 M with 408 kW/555 hp from an all new Twin Turbo V8, it is the first production engine in the world with a common exhaust manifold encompassing both rows of cylinders and Twin Scroll Twin Turbo Technology. It has a more aggressive bodykit and a lowered ride height



The Branding for the X5 from late 2008 onwards follows the new BMW branding scheme, for example the X5 3.0sd is now called the X5 XDrive 35D and the 4.8 i is called the X5 XDrive 48I.

X6

A crossover coupe SUV released by BMW in December 2007. The X6 is stated as the Sports Activity Coupe (SAC) by the BMW. Great design with the combination of a SUV and a coupe.

From 2008 the BMW X6 SAC was available as a X6 xDrive 35d, X6 xDrive 35i or a X6 xDrive 50i.

With high under-pinnings and luxury features from the BMW 6 Series, the BMW X6 seats only four persons in total. The rear seats share a centre console based from the BMW 3 Series Coupe (E92).

An all new version of the 550i/650i's engine (N62) is being used in the X6 with twin turbo technology from the 135i/335i. The standard engines 340 bhp (250 kW) will be increased to 410 bhp (310 kW). The advanced twin turbos will be placed in the 'v' of the V8 engine, therefore the exhaust and intake manifolds will be in the un-traditional position - exhausts top of the engine and engine intakes directed to the outer sides of the 'v'.

Like the BMW X5 (E70) the BMW X6 will also have an upcoming M version, being the BMW X6 M. Seen in the 2009 MotoGP as one of the pace cars.

Z4

A 2-seater roadster and coupe which succeeded the Z3. From 2006 the Z4 Roadster is available as a 3.0i (3.0 L I6 with 215 hp), a 3.0si available with the new generation 3.0 L I6 with 255 hp (190 kW), a 2.5si with a 2.5 I6 with 218 bhp (163 kW) or a 2.0i with a 150 bhp (112 kW) 2.0 L I4. The Z4 coupé is available only in the high-performance 3.0si trim powered by the 3.0 L 255 hp (190 kW) I6. The Z4 (E85 Roadster/E86 Coupe) was built at the Spartanburg plant. Its successor, also named Z4 (E89) - this time a coupé-convertible with folding hardtop- will be built in Regensburg alongside the (E93) 3-Series Cabrio.

- Z4 M models The new M Roadster and M Coupe have been released with an E46 M3 motor (3.2 L, 333 hp) and also features the M braking, suspension, and styling characteristics.



BMW M

M3

Based on the 3 Series, the M3 defined an entirely new market for BMW: a race-ready production vehicle. Since its debut, the M3 is heralded in enthusiast circles, in large part due to its unique geometry and award winning engines. The newest platform became available the Autumn of 2007 in Europe, and second quarter of 2008 for the U.S. in Coupe (E92), and later the Cabriolet (E93), and Sedan (E90) variants.

Transmission available in 6-speed manual or 7-speed M DCT DriveLogic (Double Clutch Transmission).



M5

Based on the 5 Series, the M5 is the M division's 507 hp (378 kW) V10-powered version of the E60 5 series which accelerates to 62 mph (100 km/h) in 4.7 seconds.



M6

The M6 is the M division's version of the 6 Series. The M6 shares its drivetrain with the M5. The V10 produces 508 hp (379 kW) and 383lb/ft (520Nm) of Torque. The production M6 debuted at the 2005 Geneva Motor Show. It is currently available in a coupe and a convertible version. There is speculation that an M6 CSL version is to be released in the future.

The vehicle is based on the 6 Series coupe and convertible, which were launched in 2004.

Carbon fiber and other light materials are used in places like the bumpers and roof that are far from the centre of gravity and/or high up, so that they not only reduce the overall weight but improve the handling by reducing the moment of inertia and the centre of mass height.

The previous generation was launched in 1983, but ended in 1989 with around 5,855 sold.



Z4 M

The Z4 M is powered a slightly detuned 3.2-litre BMW M3(E46) straight-six engine. Performance figures are: 3,246 cc displacement, 330 bhp (246 kW) at 7,900 rpm, 262 lb·ft (355 N·m) of torque at 4,900 rpm, 8,000 rpm redline. Output per litre is 103 bhp (77 kW), and power-to-weight ratio is 9.9 lb/bhp. Acceleration to 60 mph (100 km/h) comes in 4.8 seconds and top speed is limited electronically to 155 mph (249 km/h).



Prototypes

- 1990 BMW M8 Prototype: A high-performance version of the 8 Series coupe that was designed to compete with the likes of Ferrari. It was never put into production because of the lack of a market for such a car.
- 1999 Z9: a concept car designed by Adrian van Hooydonk that marked a departure from BMW's traditional conservative style, causing some controversy among BMW enthusiasts. This later on became the 6-series.
- BMW 750hL: showcased at Expo 2000 at the BMW World exhibit. A 7 Series sedan powered by a hydrogen fuel cell engine. As of March 2007, there are as many as 100 750hL vehicles worldwide for testing & publicity purposes. See the BMW website.
- 2001 BMW X-Coupe
- 2007 BMW CS Concept: Was set to be turned into a production vehicle, but later canceled.
- 2008 Concept 1 series tii: A high-performance tuned version of the 1 Series. "tii" references the 2002tii model.
- 2008 BMW GINA: concept based on the structure of a Z8 with a light fabric skin and hydro-electric technology to allow the shape to change.
- 2008 BMW Concept X1: BMW first Sports Activity Vehicle in the compact class.

Out of production

- M1: a 1970s mid-engine sports car, designed in conjunction with Lamborghini. As Lamborghini went into bankruptcy the production was shifted to the largest independent motor vehicle company in Germany, Karmann in Osnabrueck.
- Z3: a 2-seater roadster. Appeared in the James Bond film GoldenEye
 - M coupé and roadster: high-performance hard-top and soft-top versions of the Z3.
- 8 Series: a fast, high-technology coupé of the 1990s.
- Z1: a late 1980s two-seater with innovative modular construction; only 8,000 were made. Best known for its vertically sliding doors.
- Z8: a roadster and halo car with design based on the classic 507 roadster from the 1950s. Appeared in the James Bond film The World Is Not Enough, marking the last time Bond would drive a BMW. Only 5703 were built, the last 555 being a special edition built by Alpina but sold directly from BMW. It was built on an aluminum space frame design.

Classics

BMW made many cars over the years which have had great impact on the world of motoring.

- 2002
- 3.0 CSL
- M1
- M3
- M5
- M6 (e24) First production line M car. Supercoupe capable of over 150 mph (240 km/h)
- M Roadster
- Dixi, 3/20, 303, 309, 315, 319, 320, 321, 325, 326, 327, 328, 329, 335
- Isetta, 600, 700
- 501, 502, 503, 507
- 3200 CS, 2000 CS, 2002 Turbo
- New Sixes (2500/2800/Bavaria/2.5/2.8/3.0/3.3): Predecessor to today's 7 Series
- New Class (1500/1502/1600/1800/1802/2000/2002): Predecessor to the 3 Series

Series generations

Internally, BMW associates an "e-code" for each generation of a series ("E" stands for *Entwicklung*, German for *development* or *evolution*). These "chassis codes" only change to signify a major redesign of a series, or the introduction of a new series. *BMW AG* reported in September 2006 that BMW would switch to the letter "F" for their future models, beginning with the F01 7 Series replacement.

- BMW E3 — (1968–1977)

2.5, 2.8, 3.0, 3.3 "New Six" sedans

- BMW E9 — (1969–1975) 2800CS, 3.0CS, 3.0CSL "New Six" Coupés
- BMW E12 — (1974–1981) 5 Series
- BMW E21 — (1976–1983) 3 Series
- BMW E23 — (1977–1986) 7 Series
- BMW E24 — (1976–1989) 6 Series
- BMW E26 — (1978–1981) M1
- BMW E28 — (1981–1987) 5 Series
- BMW E30 — (1984–1991) 3 Series (1982-1983 E30 sold in Europe)
- BMW E31 — (1989–1997) 8 Series
- BMW E32 — (1986–1994) 7 Series
- BMW E34 — (1988–1995) 5 Series

- BMW E36 — (1992–1999) 3 Series
- BMW E36/5 — (1995–1998) 3 Series Compact (US market known as "318ti")
- BMW E36/7 — (1996–2002) Z3 Series Roadster
- BMW E36/8 — (1998–2002) Z3 Series Coupé
- BMW E38 — (1994–2001) 7 Series
- BMW E38/2 — (1994–2001) 7 Series long wheelbase
- BMW E38/3 — (1998–2001) 7 Series Protection
- BMW E39 — (1995–2003) 5 Series
- BMW E46/5 — (2000–2004) 3 Series Compact
- BMW E46/4 — (1998–2005) 3 Series Sedan
- BMW E46/3 — (1999–2005) 3 Series Touring/Sports Wagon
- BMW E46/2 — (1999–2006) 3 Series Coupé
- BMW E46/C — (1999–2006) 3 Series Convertible
- BMW E52 — (2000–2003) Z8
- BMW E53 — (2000–2006) X5
- BMW E60 — (2004–present) 5 Series
- BMW E61 — (2004–2007) 5 Series Touring/Sports Wagon
- BMW E63 — (2004–present) 6 Series Coupé
- BMW E64 — (2004–present) 6 Series convertible
- BMW E65 — (2001–2007) 7 Series short wheelbase
- BMW E66 — (2001–2007) 7 Series long wheelbase
- BMW E67 — (2001–2007) 7 Series Protection
- BMW E68 — (2005–2007) Hydrogen 7
- BMW E70 — (2007–present) X5
- BMW E71 — (2008) X6
- BMW E81 — (2007–present) 1 Series (3-door)
- BMW E82 — (2007–present) 1 Series Coupé
- BMW E83 — (2004–present) X3
- BMW E85 — (2003–present) Z4
- BMW E86 — (2006–present) Z4 Coupé
- BMW E87 — (2004–present) 1 Series (5-door)
- BMW E88 — (2008) 1 Series Convertible
- BMW E89 — (2009) Z4
- BMW E90 — (2005–present) 3 Series
- BMW E91 — (2005–present) 3 Series Touring/Sports Wagon
- BMW E92 — (2006–present) 3 Series Coupé
- BMW E93 — (2007–present) 3 Series Convertible
- BMW F01 — (2008) 7 Series
- BMW F02 — (2009) 7 Series long wheelbase

Motor sport

BMW has been engaged in motor sport activities since the dawn of the first BMW motorcycle.



Sponsoring

- Formula BMW - A Junior racing Formula category.
- Kumho BMW Championship - A BMW-exclusive championship run in the United Kingdom.

Formula car

- Formula One - BMW has won 19 Grands Prix as an engine supplier. BMW won its first race as a constructor on 8 June 2008 at the Grand Prix of Canada with Robert Kubica driving.
 - BMW Sauber F1 Team - current BMW works Formula One team
 - WilliamsF1 - former Formula One partner from 2000-2005, and designer of BMW's Le Mans winning sports car
 - Brabham - Former Formula One partner, winning the Drivers Championship in 1983
 - Arrows - used BMW engines from 1984 to 1986
 - Benetton - used BMW engines in 1986 with which Gerhard Berger took his first F1 victory.

Sports car

- Le Mans 24 Hours - BMW won Le Mans in 1999 with the BMW V12 LMR designed by Williams Grand Prix Engineering. Also the Kokusai Kaihatsu Racing team won the 1995 24 Hours of Le Mans with a McLaren F1 GTR race car.
- Nürburgring - BMW won the 24 Hours Nürburgring 18 times and the 1000km Nürburgring twice (1976 and 1981).
- 24 Hours of Daytona - BMW won 1 time (1976)
- Spa 24 Hours - BMW won 21 times
- McLaren F1 - Successful mid-1990s GT racing car with a BMW designed engine. It won the BPR Global GT Series in 1995 and 1996 and the 24 Hours of Le Mans in 1995.

Touring car

BMW has a long and successful history in touring car racing.

- European Touring Car Championship (ETCC) - Since 1968, BMW won 24 drivers' championships^[*citation needed*] along with several manufacturers' and teams' titles.
- World Touring Car Championship (WTCC) - BMW won four drivers' championship (1987, 2005, 2006 and 2007) and three manufacturers' titles (2005–2007).
- DTM (Deutsche Tourenwagen Meisterschaft) - the following won the DTM drivers' championship driving BMWs:
 - 1989: Roberto Ravaglia, BMW M3
 - 1987: Eric van der Poele, BMW M3
- The DRM (Deutsche Rennsport Meisterschaft) was won by Harald Ertl in a BMW 320i Turbo in 1978
- British Touring Car Championship (BTCC) - BMW won the drivers' championship in 1988, 1991, 1992 and 1993 and manufacturers' championship in 1991 and 1993.

- Japanese Touring Car Championship (JTCC) - BMW (Schnitzer) flew from Europe to Japan to compete in the JTCC and won the championship in 1995.
- Mille Miglia - BMW won Mille Miglia in 1940 in with a 328 Touring Coupé. Previously in 1938 the 328 sport car also obtained a class victory.

Rally

- RAC Rally - The 328 sport car won this event in 1939.
- Paris Dakar Rally - BMW motorcycles have won this event 6 times.
- Tour De Corse - The BMW M3 - E30 won this event in 1987

Culture

The term "Beemer" started as a slang term for the acronym "BMW," adapted from Beezer, the early-20th century British pronunciation of BSA (as /'bi:sə/ or /'bi:zə/), whose motorcycles were often racing BMWs. Over time, the term became closely associated with BMW motorcycles.

In the United States, the term "Bimmer" was later coined to refer (exclusively) to BMW automobiles. As such, use of the word "Beemer" to refer to a BMW automobile is frowned upon by some BMW enthusiasts, because it is the term used for motorcycles. Although the distinction is arbitrary, the media, movies, and people still use the term "Beemer" to refer to the automobiles.

The initials BMW are pronounced [be: ɛm 've:] in German. The model series are referred to as "Einser" ("One-er" for 1 series), "Dreier" ("Three-er" for 3 series), "Fünfer" ("Five-er" for the 5 series), "Sechser" ("Six-er" for the 6 series), "Siebener" ("Seven-er" for the 7 series).

Environmental record

The company is a charter member of the U.S. Environmental Protection Agency's (EPA) National Environmental Achievement Track, which recognizes companies for their environmental stewardship and performance. It is also a member of the South Carolina Environmental Excellence Program and is on the Dow Jones Sustainability Group Index, which rates environmentally friendly companies. BMW has taken measures to reduce the impact the company has on the environment. It is trying to design less-polluting cars by making existing models more efficient, as well as developing environmentally friendly fuels for future vehicles. Possibilities include: electric power, hybrid power (combustion, engines and electric motors)hydrogen engines.

Based on a research made by Clean Green Cars, BMW is the least-polluting premium brand with average 160 g/km CO2 output. In addition, BMW already offers 49 models with EU5/6 emissions norm and nearly 20 models with CO2 output less than 140 g/km, which puts it on the lowest tax group and therefore could provide the future owner with eco-bonus offered from some European states.

At brand level, too, BMW does better than its main competitors in the premium segment by significantly more than half a litre of fuel consumption with an average level of 160 g CO2/km. The vehicles of the next best competitor have a CO2 emissions level of 16 grams more than the models of the brand BMW, with the next competitor after this at a level which is as much as 28 g higher than the brand BMW - equal to a whole litre of diesel. Between 2006 and 2008, the brand BMW achieved a reduction in fuel consumption of 16%, more than doubling the reduction attained by the next best premium segment competitor. At the same, BMW vehicles are still well ahead of their competitors in terms of average engine output.

However, there have been some criticisms directed at BMW, and in particular, accusations of greenwash in reference to their BMW Hydrogen 7. Some critics claim that the emissions produced during hydrogen fuel production outweigh the reduction of tailpipe emissions, and that the Hydrogen 7 is a distraction from more immediate, practical solutions for car pollution.

Bicycles

BMW has created a range of high-end bicycles sold online and through dealerships. They range from the Kid's Bike to the EUR 4,499 Enduro Bike. In the United States, only the Cruise Bike and Kid's Bike models are sold.

Nomenclature

BMWs follow a certain nomenclature in the naming of their vehicles; usually a 3 digit number is followed by 1 or 2 letters. The first number represents the series number. The next two numbers traditionally represent the engine displacement in cubic centimeters divided by 100.

The system of letters can be used in combination, and is as follows:

- A = automatic transmission
- C = coupe
- c = cabriolet
- d = diesel[†]
- e = eta (efficient economy, from the Greek letter 'η')
- g = compressed natural gas/CNG
- h = hydrogen
- i = fuel-injected
- L = long wheelbase
- s = sport^{††}
- sDrive = rear wheel drive
- T = touring (wagon/estate)
- t = hatchback
- x / xDrive = BMW xDrive all wheel drive

[†] historic nomenclature indicating "td" refers to "Turbo Diesel", not a diesel hatchback or touring model (524td, 525td)

^{††} typically includes sport seats, spoiler, aerodynamic body kit, upgraded wheels, etc.

For example, a BMW 760Li is a fuel-injected 7 Series with a long wheelbase and 6.0 liters of displacement.

However, there are exceptions. The 2007 BMW 328i is a 3 Series that has a 3.0 liter engine. The E36 and E46 323i and E39 523i had 2.5 liter engines. The 2007 BMW 335i also has a 3.0 liter engine; however it is twin-turbocharged, which is not identified by the nomenclature.

The 'M' - for Motorsport - identifies the vehicle as a high-performance model of a particular series (e.g. M3, M5, M6, etc). For example, the M6 is the highest performing vehicle in the 6 Series lineup. Although 'M' cars should be separated into their respective series platforms, it is very common to see 'M' cars grouped together as its own series.

When 'L' supersedes the series number (e.g. L6, L7, etc) it identifies the vehicle as a special luxury variant, featuring extended leather and special interior appointments. The L7 is based on the E23 and E38, and the L6 is based on the E24.

When 'X' is capitalized and supersedes the series number (e.g. X3, X5, etc.) it identifies the vehicle as one of BMW's Sports Activity Vehicles (SAV), featuring BMW's xDrive.

The 'Z' identifies the vehicle as a two seat roadster (e.g. Z1, Z3, Z4, etc). 'M' variants of 'Z' models have the 'M' as a suffix or prefix, depending on country of sale (e.g. 'Z4 M' is 'M Roadster' in Canada).

Previous X & Z vehicles had 'i' or 'si' following the engine displacement number (denoted in liters). BMW is now globally standardizing this nomenclature on X & Z vehicles by using 'sDrive' or 'xDrive' (simply meaning rear or all wheel drive, respectively) followed by two numbers which vaguely represent the vehicle's engine (e.g. Z4 sDrive35i is a rear wheel drive Z4 roadster with a 3.0L twin-turbo fuel-injected engine).

Community

From the summer of 2001 until October, 2005, BMW hosted the BMW Films website, showcasing sporty models being driven to extremes. These videos are still popular within the enthusiast community and proved to be a ground-breaking online advertising campaign.

Annually since 1999, BMW enthusiasts have met in Santa Barbara, CA to attend Bimmerfest. One of the largest brand-specific gatherings in the U.S., over 3000 people attended in 2006, and over 1000 BMW cars were present. In 2007, the event was held on May 5.

Controversy

Nazi connections

Günther Quandt, whose family became major shareholders of BMW 15 years after the war, was a member of the Nazi Party from 1933. After Hitler's election he was appointed to the position of Leader of the Armament Economy, which was a title given to industrialists who played a leading role in the Nazi war economy. Quandt's factories supplied ammunition, rifles, artillery and batteries for the Nazis and, it is claimed, used slave labourers from concentration camps in some of his factories. Quandt's first wife, Magda, later married the Nazi propaganda chief, Joseph Goebbels.

A documentary aired on German TV in 2007 claimed that Quandt not only utilized slave labour, but also sidestepped postwar recrimination. BMW itself was not implicated in the documentary, and the firm has made no comment about the Quandts, but claims to have confronted its own wartime history via independent research projects. The Quandt family responded by pledging to fund a research project into the family's Nazi past and its role under the Third Reich.

Former Danish freedom fighter Carl Adolf Sørensen (b. ca. 1927) has been asked to meet with the Quandt family and possibly receive compensation, but has repeatedly refused to do so on the grounds that it is too late. In 1943, as a 17 year old, he and 39 other resistance fighters were sent to Germany where they worked with dangerous chemicals, some dying within a few months, and only four of the group are still alive (as of May 2009).^[30]

2009 job cuts

In February, 2009, BMW cut 850 jobs at their plant near Oxford, England. The third of the workers that were agency staff did not receive any redundancy pay. Agency staff expressed their fury at being given just one hour's notice of the redundancies.

The joint general secretary of the union Unite, Tony Woodley, attacked the decision:

“ It is tough enough for workers in those car companies who have seen their market collapse in recent months, but BMW makes a top-selling product in Mini and owed it to their staff to treat them better. Sacking an entire shift like this, and targeting agency workers who have no rights to redundancy pay, is blatant opportunism on BMW's part and nothing short of scandalous ”

Related companies

- AC Schnitzer: A tuning company specialising in BMW vehicles.
- Alpina: A Motor Manufacturer in its own right, who creates vehicles based on BMW cars.
- Automobilwerk Eisenach
- Breyton: A tuning manufacturer specialising in BMW cars.
- Dinan Cars: A tuning company specialising in BMW and Mini cars
- G-Power: A tuning company specialising in BMW vehicles.
- Glas
- Hamann Motorsport: A Motor Styling and Tuning Specialist who creates vehicles based on BMW cars.
- Hartge: A tuning company specialising in BMW, MINI and Range Rover cars.
- Land Rover: Sold to Ford, now bought by Indian automaker Tata; the current Range Rover was developed during BMW's ownership of the company and until recently was powered by their 4.4 L V8 petrol (gasoline) engine and BMW 3.0 L I6 diesel engine.
- MINI: A small hatchback; inspired by the original Mini, which was the British competitor to the Volkswagen Beetle.
- MK-Motorsport: A tuning company specialising in BMW cars.
- Racing Dynamics: A tuning company and motor manufacturer specialising in BMW Group vehicles.
- Rolls-Royce Motor Cars Limited
- Rover: Owned by BMW from 1994 to 2000, BMW retained the Mini after selling off the rest of the company (see MG Rover Group).











BMW Concept X1



BMW logo in chronological sequence: 1927, 1933, 1954, 1974, 1979, 2007

P0034964 BMW Group