

# Mobile Tradition live

Facts and background

## 6-Appeal

The history of the first BMW 6 Series, 1976 to 1989 Page 08-11

## 10 years of BMW Mobile Tradition

Fast growth: from launch in 1994 until today Page 12-17

## 80 years of BMW Motorcycles

From the R 32 until today: reviewing eight decades of motorcycle construction Page 18-22

## The armaments manager

Fritz Hille concentrated BMW on the construction of aeroengines in the Second World War Page 26-29

## The crisis in the motorcycle market

How BMW overcame the crisis in motorcycle construction during the post-war period Page 30-33

## Fit for the future

The International Council of BMW Clubs adopts new structure Page 34-39



Goodwood Festival of Speed: Dr Mario Theissen at the wheel of the BMW 328 Mille Miglia Coupé Touring. A high point from 10 years of BMW Mobile Tradition. Page 12

## Anniversaries in the year 2004

- 75 years ago | 19 September 1929: absolute world speed record by Ernst Jakob Henne Page 05
- 75 years ago | The first BMW automobile is launched Page 06
- 50 years ago | Delivery of BMW RS 54 Page 07
- 25 years ago | Opening of the BMW plant in Steyr Page 07
- 20 years ago | Laying the foundation stone for the Regensburg plant Seite 07

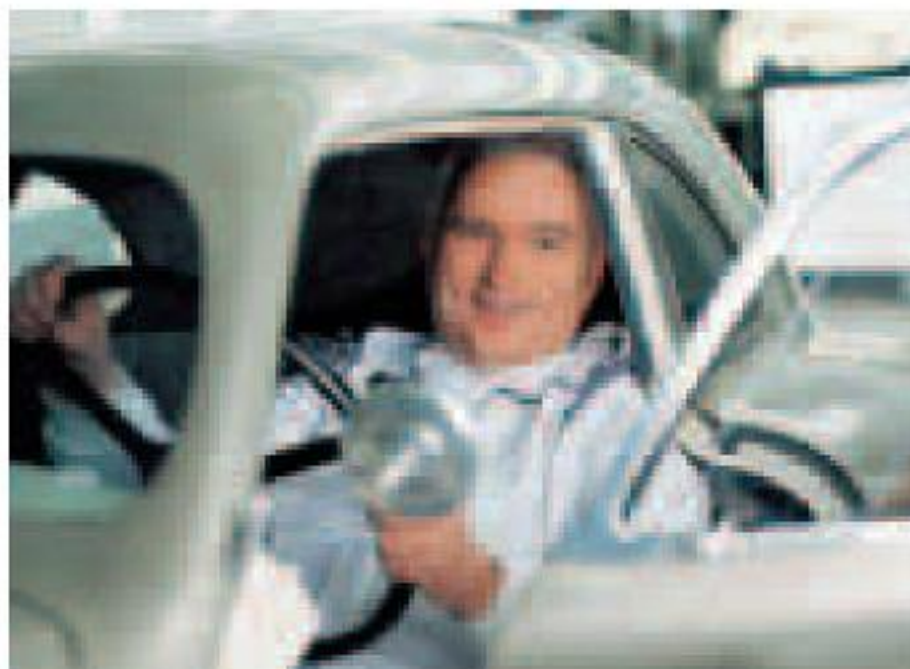
## BMW and the end of the motorcycle crisis



The upturn: the /5 Series ushered in the comeback.

The year 1969 marked a turning point in the history of BMW Motorcycles: the end of the 15-year motorcycle crisis that resulted in the downfall of virtually the entire German motorcycle industry. The motorcycle had twice proved to be the saviour of Bayerische Motoren Werke. The first time was after the end of the First World War and the second time was 1948, when the launch of the BMW R 24 signalled the first motorized vehicle after the end of the Second World War. In the year 1969, the launch of a completely new Series, the BMW /5 Series, heralded another upswing. Sportiness was trumps and the motorcycle was only supplied by BMW as a solo machine geared towards a new clientele: affluent riders who were using their motorcycle as a sports machine in addition to their own car. Read more about the recovery of the motorcycle market on Page 30.





Dear Friends of the BMW Group,

Ten years have gone by since BMW Mobile Tradition was established. In 1994, BMW merged everything that was connected with the history of the company and with its brands and products into one department. This is a good reason for us to look back on what was achieved in the course of those years. It wasn't easy to succeed along the path that today appears so obvious. Indeed mistakes were made along the way. But it gives us a certain pride when we are regarded as being leaders of the pack in presenting tradition and history. As far as we are concerned, tradition is an important factor in

strengthening our brand. We believe that our events and campaigns allow tradition to be experienced by the outside world as a vital part of history. You will find more about this subject that is so close to our hearts from Page 12.

Ten times as many years on which to look back bring us to another anniversary. Ernst Jakob Henne is celebrating his hundredth birthday on 22 February 2004. We will be celebrating with him, but above all we want to celebrate the debt of gratitude that we owe him for all that he achieved for BMW. Even today, Henne numbers among racing legends. He was a man who achieved numerous victories and broke countless world records. A special issue is therefore being published in February by Mobile Tradition live. We are celebrating Ernst Jakob Henne in the form of a documentary film, and a special exhibition is being staged in the BMW Museum. You are warmly invited to come to this event (see page 03 Facts). You will find this and many other exciting subjects in this issue.

Read and enjoy!

Holger Lapp

Holger Lapp, Director of BMW Group Mobile Tradition



"40 years of Isetta": One of the high points in 10 years of BMW Mobile Tradition. More on this subject from page 12.

## Contents Issue 01.2004

### 6-Appeal:

The history of the first BMW 6 Series Page 08

### 10 years of BMW Mobile Tradition:

A look back at milestones, anniversaries and events Page 12

### 80 years of BMW Motorcycles:

The most important milestones of a varied anniversary Page 18

### Fritz Hille – The armaments manager:

Hille was the Chairman of the BMW Board in World War II Page 26

### The crisis in the motorcycle market:

How BMW overcame weak sales in the 1950s Page 30

### Fit for the future:

International Council of BMW clubs adopts new structure Page 34

## Publication details

Responsible: Holger Lapp  
(see below for address)

Pictures: BMW Mobile Tradition,  
Historic Archive

BMW Group Mobile Tradition  
Schleissheimer Strasse 416 / BMW Allee  
80935 Munich

[www.bmw-mobiletradition.com](http://www.bmw-mobiletradition.com)



## Dates and events

### January/February 2004

15 to 17 January 2004 / Madonna di Campiglio (I), Winter Marathon Historic Alpine Rally, organizer: Marva, Dottore Franchi.

30 January to 1 February 2004 / Hamburg (D), Hamburg Motorcycle Days Regional fair.

6 to 8 February 2004 / Leipzig (D) Motorcycle Days Leipzig Regional fair.

### March 2004

3 to 7 March 2004 / Dortmund (D) / Motorcycles 2004 Regional fair for fans of historic and modern motorcycles. Everything that motorcyclists could possibly want at the start of the season.

### April 2004

1 to 4 April 2004 / Essen Techno Classica Exhibition, Essen Trade Fair, Hall 12, biggest classic car fair in the world. Organizer: SIHA ([www.siha.de](http://www.siha.de))

23 to 25 April 2004 / Cernobbio (I) Concorso d'Eleganza Villa d'Este Presentation of historic automobiles in northern Italy. The public day is on 25 of April in Villa Erba, Cernobbio.

## Facts | Fakten | Faits | Fatti

### 100 years of Ernst Jakob Henne: private view

**BMW Museum.** This year BMW racing rider Ernst Jakob Henne is celebrating his 100th birthday. A special Henne exhibition is being held in the BMW Museum to mark the occasion. Anyone interested in attending is warmly invited to the opening on Thursday 19 February 2004 at 8.00 p.m. the high point of the evening will be the premiere of the documentary film entitled Ernst Jakob Henne.

All visitors will also be presented with a copy of the Mobile Tradition live Special on



Ernst Jakob Henne hot off the press. It features a big selection of unpublished pictures and documents.

### Villa d'Este 2004

**Cernobbio.** The Concorso d'Eleganza Villa d'Este, first held in 1929, is the oldest traditional Concours d'Elegance still in existence that spans the entire range from classic dream car to the latest concept cars and prototypes.

All the vehicles taking part in this event must meet the strict criteria of the FIVA (Fédération Internationale des Véhicules Anciens). They are either presented in their original state or restored

to their original condition. BMW Group Mobile Tradition will here focus on the anniversary entitled "75 Years of BMW Automobiles" and the motto "75 Years of BMW Design History". The exhibition is supported by major designers who are exhibiting their drawings.

If you have any questions on the Concorso d'Eleganza Villa d'Este in Cernobbio, please contact Telephone: +39 (0)1 03 10 78 37.

### Techno Classica 2004

**Essen.** The Techno Classica from 1 to 4 April is a must in your appointment diary at the start of the season. Up to 100,000 visitors are again expected at the world's biggest classic-car fair in Essen with an extended exhibition area of 110,000 square metres. Alongside classic automobiles and motorcycles, spare parts and restoration will play a big role. BMW Group Mobile Tradition is exhibiting in Hall 12, where the BMW and MINI Clubs will also be profiled. The anniversary "75 Years of BMW Automobiles" will form the focal point on an exhibition area of 2,000 square metres. Automobile milestones will be presented in a historical context from the BMW 3/15 bhp of the 1920s to the 750iL of the 1980s. A special exhibition will be dedicated to "100 Years of Henne". It celebrates the 100th birthday of Ernst Jakob Henne in 2004, one of the most successful racing riders and world-record motorcyclist on BMW. The highlight in this exhibition will be the supercharged 750 cc BMW. In 1929, Henne achieved the first world record for BMW on this motorcycle in Munich, clocking up a speed of 216 km/h.

The Rolls-Royce Enthusiasts' Club will be celebrating 100 years of their marque in the neighbouring Hall 11.



## Looking back on CCA meeting

Oktoberfest is the name of the popular meeting of BMW friends in the US. This meeting has been held for almost 35 years at changing venues, and the scene from all parts of North America gather for this occasion. Austin was the venue in 2003 and despite doom and gloom in advance, the meeting was a big success.

**Austin, Texas.** Four days in the car, nights in draughty motels with lukewarm meals wrapped in cellophane and eating with plastic crockery – a real BMW CCA fan won't be put off when it comes to taking part in the annual highlight of the American club scene. After all, this is the famous and legendary Oktoberfest!

### Too far, too hot, too cold

For almost three and a half decades, the most ardent members of the US American BMW community have been meeting at this traditional event held at different venues. They come to share their passion with like-minded individuals. They meet up with old friends, test out the power and agility of their motorized "hobbyhorses" and quite simply have a good time.

Yes, some of them really do travel half-way round the world to get there – this year the delegate travelling the furthest distance came from Canada, driv-

ing right across the US to the venue in Austin. "There were rumours that no one would come this year," laughed Satch Carlson, who has regularly attended the meetings for many years now. "The story was that Austin is the wrong city. Too far, too hot, too cold, too expensive ... As far as we were concerned, it was 2,500 kilometres and quite apart from the distance involved, Austin was a fantastic destination."

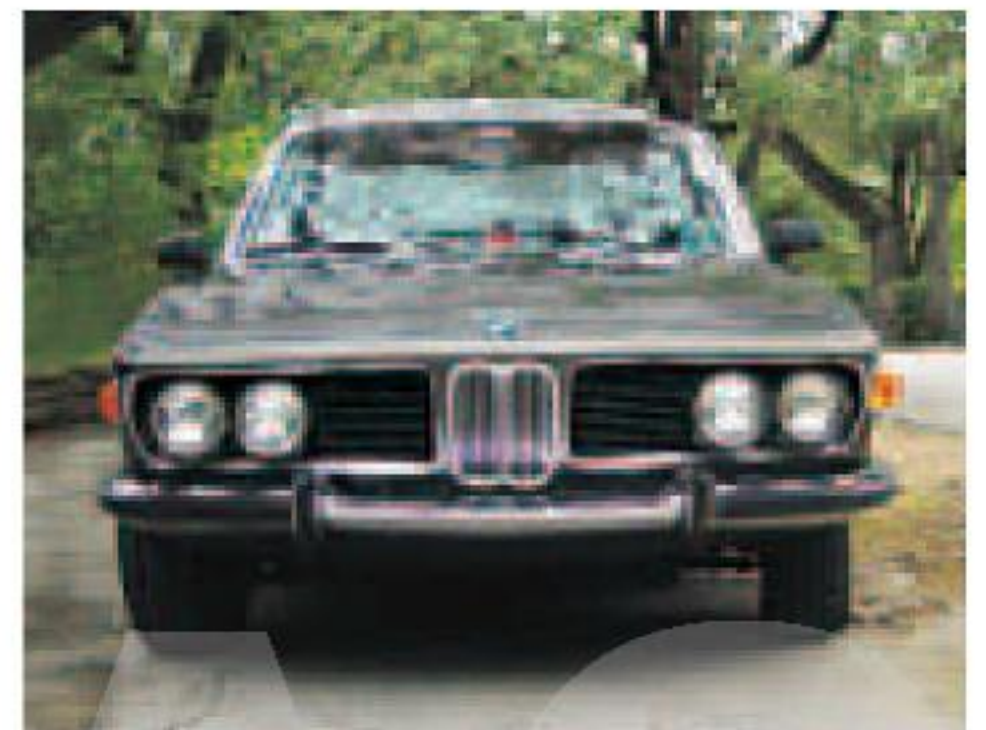
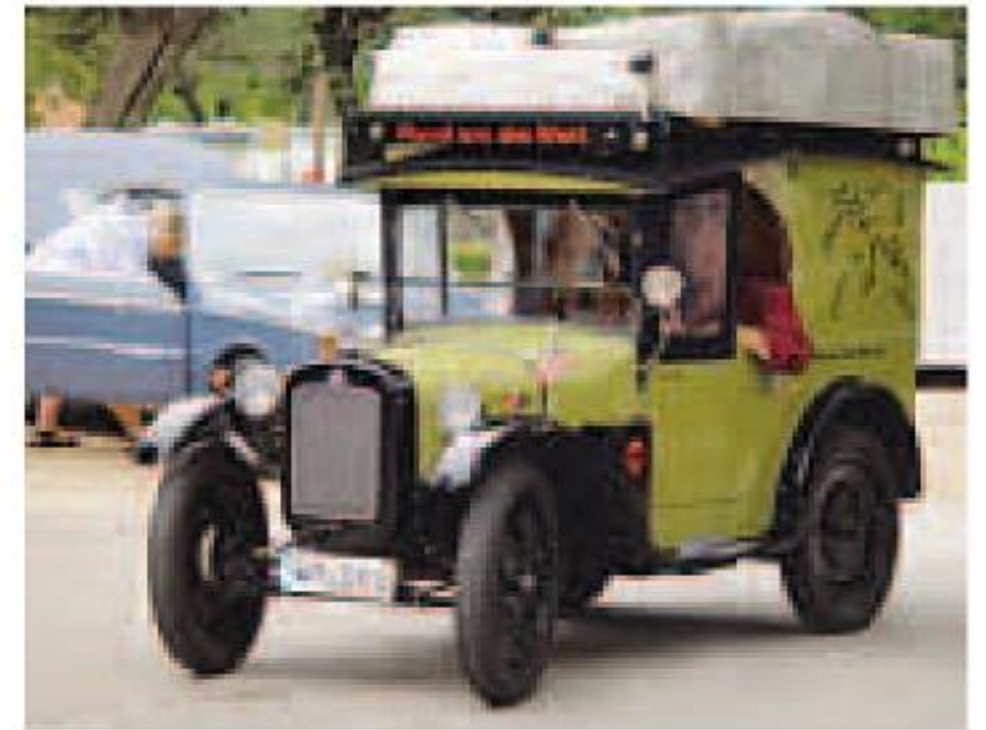
Even the organizers were sceptical at the beginning, wondering whether they would be able to rise to the challenge of dealing with the logistic arrangements for the event. After all, the CCA now boasts more than 66,000 registered members.

The departing CCA President Michel Potheau succeeded in persuading the presidents of the clubs in Houston, Lone Star and Tejas to join forces and mount the Oktoberfest 2003. Hundreds of BMW enthusiasts from all over America answered the call in October to celebrate their passion for automobiles in Austin, Texas, under the marvellous sunshine.

### Gymkhana and Zymöl

The five days saw participants taking part in a whole raft of traditional disciplines, ranging from the CCA Club Race to the fun Gymkhana competition and the Zymöl Concours d'Elegance. Here the gleaming examples of BMW Tradition included a Dixi from 1928 and a 1969 2002ti, going for a spin in top form.

Not all the items on the programme are uncontroversial. The rules and sequence of events are not infrequently the subject of considerable debate, because the American Oktoberfest fans take the history of their event extremely seriously. However, fun is never far away when they gird their loins for the Gymkhana, competing for the fastest time to tighten their seat belts, change the oil or tighten loose wheel nuts – all under the watchful eye of the strict



Polishing is one of the most important disciplines at the CCA Oktoberfest: After a drive to the venue lasting several days and passing right across the continent, the BMW gems have earned some tender loving care. Top: star at the Zymöl Concours d'Elegance: Dixi from 1928.

stewards. Then there are also some "ordinary" rallies as well, such as autocross, time trials and a number of races in different classes. Delegates were also able to take time out and have some fun on the go-cart circuit and there are innumerable discussions among BMW experts about tuning, maintenance and other tricks of the trade.

"Time simply flew past," Satch Carlson still enthuses today. "And it certainly wasn't a ghost city: 453 members came and – and left as 453 friends."



After what was often a long journey to the venue, everything needs to be put in order.



## BMW Anniversaries in the year 2004



Ernst Jakob Henne, immortalized like this: as a motorcycle world record holder who rides a motorcycle so fast that the cameras of the time couldn't record it. The press gave him the nickname "the white phenomenon".

### 75 years ago

#### 19.09.1929 – absolute world speed record by Ernst Jakob Henne

In September 1929, BMW made world headlines when Ernst Jakob Henne increased the absolute world speed record for motorcycles by almost 10 kilometres to 216.9 km/h over a stretch of the Ingolstadt Landstraße near Munich. Ernst Henne, who will be celebrating his one hundredth birthday on 22 February of this year, had already won the German Championship in the 500 cc and 750 cc class. He had also demonstrated his talent and will to win in long-distance classics like the Targa

Florio in Sicily. However, his record run in 1929 was just the start of a chase after ever higher speeds, which also involved riders like Englishmen Wright and Fernihough, and Italian rider Taruffi.

This head-to-head racing only came to an end when Henne achieved 279.5 km/h on 28 November 1937. This record stood for a total of 14 years. When Ernst Henne ended his motor-sport career after achieving his best time ever, he had achieved 76 world records for BMW.

### Announcement

Ernst Jakob Henne is celebrating his one hundredth birthday this year. BMW would like to congratulate the world-famous racing motorcyclist who won countless races and broke innumerable world records. To celebrate the occasion, BMW is releasing a film dedicated to him and a special issue of Mobile Tradition live.

The film entitled 100 Years of Ernst Henne and the Mobile Tradition live Ernst Henne Special will be published on 21 February. They will document the exceptional stature of Ernst Henne as a racing motorcyclist and highlight the major impact he had on the development of BMW history.





“75 years of the BMW automobiles”: This BMW 3/15 bhp, dubbed Dixi, was the first automobile that BMW built in volume production.

## 75 years ago

### 75 years of the BMW automobiles

After a late start at the end of the 1920s, the history of BMW automobiles speeded up. Following on from the first small car built under licence from Austin, BMW manufactured their first car produced according to their own design in 1932, and the first six-cylinder model came in 1933.

Legendary sports cars like the BMW 328, modern saloons like the BMW 326 and luxury cars like the BMW 335 forged the profile of the BMW brand up until the beginning of the war. After the destruction and dismantling of the plants in Munich and the nationalization of the BMW automobile works in Eisenach, conditions for a new beginning after 1945 were about as unfavourable as they could be.

Despite these constraints, BMW surprised the automobile world in 1951, with a new car in the luxury class: the legendary Type 501 dubbed “Baroque Angel”. A difficult period ensued where BMW was seeking a new identity. Despite all the commercial problems, it generated legends like the BMW 507 and the lovable Isetta bubble car.

A significant upturn only materialized with the launch of the New Class, and the classic BMW lines of the 3 Series to the 8 Series were developed. Today, the BMW Group with the newly integrated brands MINI and Rolls-Royce is one of the most successful and exclusive automobile manufacturers in the world.

## Announcement

BMW has been manufacturing automobiles for the past 75 years. Those cars not only reflect their times, they were always a few steps ahead of their time. The film *The Barn Discovery* is being launched in spring 2004 to celebrate this anniversary for 75 years of BMW automobiles. It profiles twelve striking cars from BMW history in the form of a feature film.

At the same time, the Mobile Tradition live Special 75 Years of BMW Automobiles will present these twelve models – from the Dixi and the Baroque Angel, through the Isetta and to the M1. The history of the model and a mixture of historic and current photographs mean that the volume and film are already collectors' items.



## 50 years ago

## Delivery of the BMW RS 54

BMW presented the first prototype of a commercial racing car for the 1954 season at the International Bicycle and Motorcycle Show (IFMA) in 1953.

The company was linking up with its pre-war tradition, because there were already small production series of racing motorcycles based on the R 5 and R 51 models in the 1930s and these were sold to private motorcyclists. However, by contrast with these pre-war models, the new motorcycles were vertical drive-shaft ohc machines with the designation RS 54 and

they were not a sporty variant of a production model, but a sporty racing development that displayed many similarities with the works racing motorcycle.

A total of 24 RS 54 motorcycles were hand-built and sold to talented trainee riders. The RS 54 played a key role with private motorcyclists in the 500 cc class. The strength of the flat engine continued in motorcycle sidecar racing until the 1970s, winning numerous World Championship titles and national championships.



Hans Bartl on a BMW RS 54.

## 25 years ago

## BMW in Steyr

On 21 December 1978, Steyr-Daimler-Puch AG and BMW AG concluded a shareholders' contract for the erection of a new engine factory at Steyr in Austria. The new company was called BMW-STEYR Motoren Gesellschaft m.b.H. and was entered in the commercial register on 8 March 1979. Dr Eugen Egger of Steyr-Daimler-Puch and Volker Doppelfeld of BMW took on executive management of the new company.

The new manufacturing facility was intended to house the development and production of diesel engines. The establishment of the joint-venture and site of the new production facility was prompted



High-ranking visitors (from left): Dr Bruno Kreisky, Eberhard von Kuenheim, Dr Eugen Egger.

by the competence of Steyr-Daimler-Puch in diesel engine technology, the qualified workforce in Steyr, a favourable infrastructure and proximity to the BMW manufacturing facility in Bavaria.

On 21 June 1979, the Federal Austrian Chancellor Dr Bruno Kreisky wielded a spade to make a symbolic start on the building work, thereby signalling the launch of the new plant building.

The joint-venture came to an end in 1982. Steyr-Daimler-Puch pulled out of the joint-venture. Since that time, BMW alone has been responsible for managing the plant under the designation "BMW Motoren Gesellschaft m.b.H., Steyr".

## 20 years ago

## Laying the foundation stone for the Regensburg plant

At the start of the 1980s, the BMW Board of Management were faced with a key decision for extending automobile assembly capacities. The main plant in Munich had reached the limits of its capacity and its position in the city did not permit any expansion. Development of the plant in Dingolfing had already been completed. Instead of embarking on a further phase of expansion there, BMW decided to build a new plant near Regensburg, in north-east Bavaria. The plant would be conveniently located for the plants in Landshut, Dingolfing and

Munich, so a plant near Regensburg could easily be integrated within the network of BMW plants. Another factor in favour of the plant was its location on a green-field site, i.e. it could be planned and built without any of the restrictions associated with a plant in the vicinity of a residential district.

On 2 April 1984, the Bavarian Minister President Franz-Josef Strauß laid the foundation stone for the first phase of the plant, which was initially intended to occupy 142 hectares. "Plant 6", as the facility was known internally at BMW, was completed in



Franz-Josef Strauß laying the foundation stone.

May 1987, after nearly three years of construction work. Production work now got underway on automobiles in the 3 Series.





## 6-Appeal – the history of the first BMW 6 Series, 1976 to 1989

When the new BMW 645Ci was launched last year, BMW forged a link with the past that prompts aficionados of historic vehicles to break into rapturous praise. BMW was already setting new benchmarks in engineering and design when the first 6 Series was launched in 1976. Models such as the 630CS and the 633CSi were not just elegant and successful. The M635CSi with a top speed of 255 kilometres an hour was the fastest BMW four-seater BMW of all time. Later models were limited to 250 kilometres an hour.

by Walter Zeichner

14 years after production of the first BMW 6 Series came to an end, BMW recently introduced a new generation of Gran Turismo Coupés with the Type 645Ci. The design and innovative technologies have set new benchmarks, emulating the illustrious example of the 630CS and 633CSi models launched in 1976. The first BMW 6 Series is already one of the rarest models from the recent past and all the cars in the entire series are now approaching the status of automobile classics.

The company had already been considering a new, big BMW Coupé at the start of the 1970s when BMW was already very successful in this exclusive market segment with the Type 2800 CS

to 3.0 CSi Coupés. The 02 Series and the new big saloons with six-cylinder engines in the E3 Series enabled BMW to create a secure commercial base that made it possible to originate a new series in the luxury car class. Motorcycle business had been in the doldrums for some time now but even this sector started to flourish at the start of the 1970s (see page 30).

When designer Paul Bracq joined the company in 1970, BMW gained a man who was to reinvent the “face” of the brand. The first BMW 5 Series from 1972 created a style that belonged exclusively to BMW for some time to come, and design elements were presented with the BMW Turbo showcar

launched in 1972 that pointed way into the future. They were to shape the projected big BMW Coupé series.

The team under BMW development boss Bernhard Osswald took the floor assembly and chassis of the new 5 Series as the technical basis for the new Coupé line with the development code E 24. Independent wheel suspension with front spring suspension struts, semi-trailing arm, coil springs and torsion anti-roll bar at the rear of the car made the 5 Series models exceptionally sporty saloons with secure handling characteristics, in the typical BMW mould. This chassis therefore had the potential to accommodate the significantly enhanced engine performance





Left: The M635CSi was the fastest BMW four-seater of all times with a top speed of 255 km/h. Today, speed is limited to 250 km/h. Right: Invitation for journalists to the press conference on 8 March 1976 for the launch of the coupé.



for this B column ensured that it receded into the background.

A range of, high-capacity six-cylinder engines had been available to BMW since the end of the 1960s to provide a suitable power unit for the luxury coupé. These engines developed muscular power with silky smoothness, they ran quietly and the engines were extremely robust. A 185 bhp three-litre carburettor engine was finally selected for the start of the new series. This was fitted with a Solex dual-barrel, two-phase carburettor and an injection variant with 3.2 litres displacement and generating power of 197 bhp, familiar from the most powerful BMW saloon at the time, the Type 3.3 Li.

Incidentally, capacity constraints meant that the bodies for the new BMW 6 Series were not manufactured at the BMW Plant in Munich but were produced at specialist coach-builders Karmann in Osnabrück. Karmann had been producing the components for the bodies of the previous coupés since 1965. Final assembly was also carried out at Karmann.

#### Presentation in an exclusive setting

After the usual long testing and trial phase, the new series was launched in the public arena around four months after the last BMW 3.0 CSi had rolled off the production line. BMW selected what was traditionally the most exclusive setting for launches – the Geneva Motor Show. This had always been the stage

for the most extravagant creations in international automobile construction. Journalists were presented with a thick press kit announcing the new 630CS and 633CSi Coupés with stylish words and phrases: “Here the flair of the ‘genuine’ BMW experiences a rebirth.” This referred to the impressively effortless handling, the power that could be generated at any time, and the convincing driving culture. The soft sound of the closing door gives no less pleasure than the purring of the engine as the car hugs the road. These two six-cylinders epitomize their class. Coupés with the driving experience of a saloon, whether the driver wants to take a sporty approach to the road or have a leisurely drive through the countryside. They can accelerate quickly, cruise for hours on end, or power to top speed when required.”

The new 6 Series Coupé was nearly the same height but significantly wider and longer than its predecessor. It provided more interior space, particularly in the rear passenger compartment. Comfort was a higher priority in the first BMW 6 Series Coupés, but driving performance was not quite up to the dynam-

that was anticipated. The new coupés were also supposed to exceed significantly the standards set for space and comfort in the previous E 9 Series.

During development work, particular attention was paid to the aspect of passive safety. Intensive crash tests and ultramodern, computer-aided calculations and analyses resulted in a safety standard for the coupé passenger cell that was way ahead of the competition.

The 6 Series Coupé did not feature the solution without a B column which permitted the side windows to be opened fully. It was an elegant solution, but at that time it was by no means unproblematic from the perspective of safety. However, matt-black paintwork

#### 6 Series chassis and engine

1. Energy-absorbing crash zones front and back.
2. Cross members in the area of the instrument panel, behind the rear seat bench and as a rear-window shelf.
3. Braces above the front and rear windows.
4. Particularly stiff longitudinal members.
5. Integrated rollover bar, strong B columns.
6. Stiff cardan tunnel and front bulkhead, no penetration of engine and gearbox into the passenger compartment.







Karmann stand in Geneva 1976.

ic standard of the 3.0 CSi. However, the move away from a pure sports coupé to a sporty luxury coupé was evident in some fascinating details in the interior. The middle section of the instrument panel, was designed in the clear, functional style of the new BMW generations and slanted towards the driver in the same way as in the new 3 Series, in line with ergonomic design principles. The steering wheel position and seat height could be adjusted precisely to match the wishes of the driver. Bronze-tinted safety glass reduces glare through the strikingly large windows and provides an exclusive visual accent.

#### Big success – despite high price

The two 6 Series Coupés could be supplied with a ZF three-speed automatic transmission right from the start. This luxury detail was ideally suited to the character of the car and was ordered by one third of 630CS customers. BMW tuned the chassis individually in the two models and the 633 CSi was delivered with a tauter setting for the shock absorbers to provide a more sporty response.

The Check Control System introduced in the 6 Series was an innovation in the automobile world. This was the first time that the driver was able to call up seven vehicle statuses at the touch of a button and with the aid of electronic sensors. If drivers pressed the “Test” button on the left of the instrument panel, LEDs lit up to provide information on levels for coolant, oil, washer water, the brake-fluid level, condition of brake linings and operation of the brake lights and tail lights.

A basic price of DM 40,600 for the BMW 630CS and DM 43,100 for the injection variant meant that the cost of purchasing one of the new 6 Series

Coupés in 1976 was significantly higher than the price of comparable previous models. And if customers wanted to order some of the special luxury equipment, such as automatic transmission, leather seats, electric sliding roof or the air-conditioning system, the price quickly approached the

DM 50,000 threshold.

Despite the fact that purchasers had to make these high investments, sales of the first BMW 6 Series cars were very good. Even in the first year of manufacture, 4,916 BMW 630CS and 633CSi Coupés were shipped to customers.

As was usual for BMW, it wasn't

to 100 km/h didn't exactly leave drivers with the sense that they were lacking performance. This mixture of high performance and comfort proved such a winner that this model remained in the programme until production of the entire series ceased in 1989.

A year later, the carburettor version of the 6 Series, the 630CS, was replaced by the 628CSi with 2.8 litre 184 bhp injection engine. This new “entry-level version” was supplied at a basic price of DM 46,000 until 1987, but it failed to achieve anything like the popularity of the more powerful sister models.

#### Even more powerful – thanks to Paul Rosche

A revised version of the BMW 6 Series was launched at the Geneva Motor Show in March 1982. On-board



A BMW 635CSi under the tent roof at Munich's Olympic Park.

long before further model variants complemented the new BMW Coupé line. The summer of 1978 witnessed the launch of the 635CSi. This was a new top model, easily recognizable by the front spoiler, rear spoiler in the shape of a strip of hardened rubber, and strips of trim along the side that are typical of that design era.

The new 3.5 litre short-stroke engine packed power of 218 bhp and was derived directly from the M49 racing engine: from 1973 onwards, this had powered the legendary BMW 3.0CSL lightweight coupé from one victory to the next. A top speed of 220 km/h and 7.3 seconds for the classic sprint from 0

computer and service interval display provided drivers of the 6 Series with an even more sophisticated level of electronic information. The revised models had a redesigned instrument panel and a three-spoke steering wheel in a sporty design. The power developed in the engine was transferred to the road by a five-speed gearbox, and a sports gearbox was available which had a shorter gear ratio. The current 6 Series had meanwhile been fitted with modest but effectively reworked front spoilers and bumpers. More importantly, the chassis had been developed further and now used the double-joint front axle familiar from the new 7 Series.



However, the most fascinating variant of the first BMW 6 Series was already poised on the starting grid at that point. "Racing engine guru" Paul Rosche was leading a team at BMW Motorsport GmbH, today M GmbH, that was working intensively on the potential offered by the 6 Series. In the end, the power unit of the new top model was the 3.5 litre four-valve S38 engine which had powered the BMW M1 super sports car in a similar form. The engine could generate 286 bhp with a compression of 10.5:1, almost 35 percent more than the most powerful model to date. As anticipated, the driving performance of this motor-sport 6 Series version, designated M635CSi, left nothing to be desired on the road. Passengers were forced back into their seats during acceleration from 0 to 100 km/h in 6.4 seconds, and a top speed of 255 km/h made this 6 Series the fastest BMW four-seater to this day – later the top speed in all models was limited to 250 km/h.

Big brake discs in 4-piston fixed caliper disc brakes, gas shock absorbers and lowering of the car by 11 millimetres meant that the enormous increase in power could be transformed effortlessly and safely into sheer driving pleasure. Between the start of 1984 and 1989, only 5,855 BMW M635CSi cars were supplied. They appealed to coupé drivers with a penchant for sporty performance and the willingness to pay a basic price of DM 89,500. When production came to an end, the price had climbed to DM 108,000, and only the 7 Series with a twelve-cylinder engine was more expensive at this point in time.

Right: BMW 630CS from the year 1976.  
Bottom: M6 for the US market, 1989



Design drawings for the 6 Series Coupé.



Although the M635CSi was the last new model in the 6 Series, the evolution of the series had by no means been concluded. In 1985, BMW launched the first four-speed automatic with three electronically controlled shift programmes. The driver was able to turn a knob to programme the automatic transmission for particularly smooth or dynamic gearshift. At the same time, the 6 Series Coupés were available with regulated catalytic converter and oxygen sensor. The M635CSi could also be supplied in this environment-friendly version, but in the final analysis only 117 purchasers opted for this variant with only 260 bhp.

Electronic Damper Control (EDC) was an option available from spring 1988 as the final important innovation in the production history of the first BMW 6 Series. This uses a complex sensor system and a computer which calculates

optimum shock-absorber characteristics to suit changing road conditions, speeds and the load being carried by the vehicle. The shock absorber settings are changed by means of control valves.

#### Also respected by racing drivers

When the last of a total of 86,216 coupés from the first BMW 6 Series rolled off the production line on 14 April 1989, the history of the most successful BMW Coupé to date was brought to an end. The 6 Series combined ride comfort, exclusivity and sportiness like no other BMW model series had done before.

The BMW 635CSi was even a success on the racing circuit. Racing drivers like Hans-Joachim Stuck, Dieter Quester, Gerhard Berger and Marc Surer proved in the mid-1980s that the 6 Series prepared by skilled tuners was quite capable of achieving spectacular wins, such as the 1983 European Touring Car Championship.





# 10 years of BMW Mobile Tradition

In 1994, BMW AG decided to merge all activities associated with the history of the company's brands and establish BMW Mobile Tradition. Since 1994, this new unit has been establishing the foundations for the continuous increase in respect for tradition within the BMW Group. A review of ten years of successful activity, outstanding events, amusing anecdotes and fascinating personalities.

by Sinja Lohse

BMW Mobile Tradition will be ten years old in 2004. Staff at BMW Mobile Tradition have been working on fostering the company's brand and product history since 1994.

An extremely committed team has succeeded in building up a widely acknowledged reputation over the course of these ten years. Its achievement is recognized by classic-car enthusiasts, journalists, historians – and not least by the automobile sector. The approach of the BMW Group to the issue of tradition is nowadays regarded as exemplary.

This was not always the case. It took time for an awareness of the historical dimension and its significance to

develop within the company and indeed management hierarchy. Gradually it was appreciated that fostering the historical heritage of an industrial company in fact opens up important opportunities.

The time was ripe in 1994. BMW AG merged all the various sections which were dealing with the history of the company, its products and its brands into an independent organizational and structural unit. The aim was to communicate the strengthening profile of our corporate history to the outside world.

The story actually begins a few years earlier. In 1986 a seminal event prompted people within BMW AG to address the issue of corporate history

seriously. This year was the centenary anniversary of the automobile. In 1886 Daimler-Benz had presented the first "motor car" to the world. And 100 years later it was decided to celebrate this milestone in the history of automobile construction. As one of the big automobile manufacturers with a rich cultural heritage, BMW had no desire to stand on the sidelines. Historic vehicles from Bayerische Motorenwerke were supposed to be prominent participants in the rally that was being held to celebrate this momentous occasion.

Preparations for the celebration started in 1983 and this is what initiated the first discussions about the status of history at BMW. The Chairman of the





Board of Management and the Head of Public Relations decided to build up an in-house collection of historic vehicles. Of course, the company had already played a pioneering role in this area by setting up the BMW Museum, but there was no department in the company addressing the issue of company history. Any documents were collected and archived but this basic archive was little more than a storage depot. It was certainly not a proper corporate archive.

Things started to get serious for the centenary of the automobile. BMW wanted to take part in the rally with its own vehicles. Up to that point in time, the collection had numbered around 30 cars and 20 motorcycles, but the condition of these vehicles was generally anything but excellent. The head of the workshop maintained the vehicles with outside staff. It wasn't exactly easy in a basement workshop with two lifting platforms and a tiny office.

#### Grinding to a halt after one kilometre

When the time came, BMW sent four vehicles to the centenary rally: Huschke von Hanstein was at the wheel of a BMW 328 Mille Miglia Roadster, Graf Görtz drove a BMW 507 and Rudolf Scholz a white 328. The fourth car, a Wartburg Sport, was handed over to the editorial board of magazine *Motor Klassik*, but was then taken back on account of defects.

The rally started off and then fate took a hand. The cars started off and had scarcely got up speed when all four ground to a halt at the same time after they had only travelled one kilometre. This was not exactly designed to impress the journalists. And at BMW, too, the fact that all four cars had given up the ghost at the same time caused some consternation, even though nobody had had any illusions about the state of the vehicles.

Subsequent investigations produced a real whodunit mystery: five litres of water had been poured into

each of the four tanks alongside standard fuel. To this day, the mystery has never been solved.

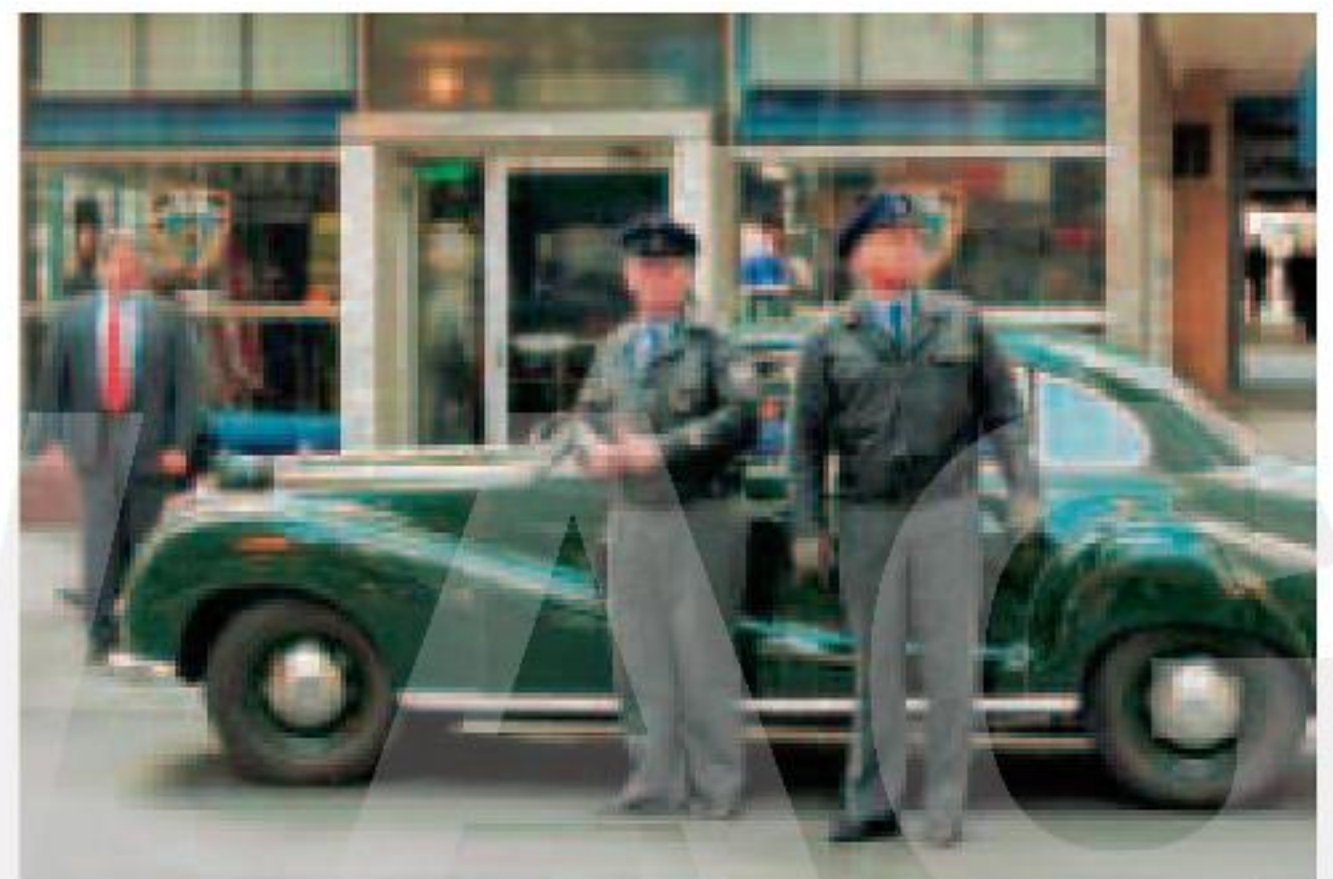
However, the aftermath of the scandal and the negative reporting by journal *Motor Klassik* made considerable waves at BMW and caused lasting damage to our reputation on the classic-car scene. In the end, the disaster highlighted the issue of tradition, which had been set to be buried almost as soon as it was born. It had been made manifestly clear that the subject of history and tradition needed to be taken more seriously than had been the case so far, in order for it to bear any worthwhile fruit. A dedicated restoration workshop was set up in 1987.

The archive was located in Hanauerstraße before it was moved to Pommernstraße, whereas the workshop was located in Heidemannstraße. The vehicles were meanwhile stored in a BMW underground garage and they only saw the light of day when they were needed for events. The organization of spare parts procurement was linked up with sales while the museum was affiliated with Press and Public Relations. There was no unified department or concept dealing with the historical perspective.

In 1991, when it gradually emerged that in future, tradition needed its own organizational and physical roof, the company started to look around for a suitable site. In the same year, the executive management decided to put the vehicle collection on a professional and stable footing. The aim was to make the collection provide a comprehensive reflection of the developments that had shaped the company over the years. The aeroengines from the Rapp Works constituted the starting point, followed by the motorcycles, the cars and the numerous specials such as motorcycles



BMW 501/3 Isar 12 used by the Police: In front of the Doric-columned Propyläen gateway on Munich's Königsplatz in 1955 (above), and for the purposes of tradition in New York in 2000 (below) – the Munich Police officers G. Milmer und U. Grüllmayer.



for the authorities, Art Cars or racing cars.

#### Mobile – not static

The aim right from the start was to have a collection that was mobile rather than static. The exhibits must be ready to take to the road and participate in events like the Mille Miglia, the Goodwood Festival of Speed or the Concorso d'Eleganza Villa d'Este. There was no interest in just having static exhibits at events or in museums. The names put forward for the new entity reflected this desire. They ranged from "Rolling BMW Museum" through "Mobile BMW Tradition" to "BMW Mobile Tradition". The new name was complemented by the new slogan "History moves with us".

Mobile Tradition is indebted to the person who at that time was responsible for space allocation in the Research and Innovation Center at BMW, known as FIZ. He tipped us off about a military army building that was no longer being used and was located right next to the FIZ.

Successful cooperation: Holger Lapp, Head of BMW Mobile Tradition (on the left) with Paul Rosche, legendary design engineer of BMW racing cars, and a team from BMW Mobile Tradition.



The government asset management organization was approached immediately because the location was absolutely ideal. It turned out that BMW had been planning to purchase the piece of land for some time, and in 1995 the company decided to use the building for the future merger of all departments related to tradition. This was just one year after the decision had been taken to set up BMW Mobile Tradition. The building was finally ready in 1997 and also became known as the "BMW History Workshop". Since then, it has provided an appropriate environment fitted out for everything associated with tradition: the vehicle collection, all documents and artefacts in the archive, and the staff dedicated to tradition.

**Repairs in the bushes**

When BMW Mobile Tradition was established in 1994, the vehicle collection already numbered a respectable 140 cars, 80 motorcycles and 200 engines – a vehicle fleet that could only be housed properly when Building 85.0 was acquired. The majority of vehicles were brought together at one location from 1997 onwards and were opened up to a select group of people comprising designers, journalists and historians. The collection today has 556 cars, 217 motorcycles and 333 power units (volume production engines and motorsport engines).

This upgrading in the course of 1997 significantly improved the image of BMW Tradition to the outside world. This was essential because the reputation had sunk to an all-time low, particularly in classic-car circles, after the fiasco in 1986. The mockery handed out by representatives of the veterans'

club about the notoriously unreliable "classic" BMW vehicles was a continual topic of conversation at events and had generated the unofficial order to the BMW team that cars should be "taken off into the bushes" for running repairs at the slightest hint of any defect. Regrettably, any BMW with an open bonnet provided further grist to the mill of all the detractors and journalists. In 1995, one year after BMW Mobile Tradition was established under the leadership of Christian W. Eich, Mobile Tradition made a considerable splash in and beyond the scene. The occasion



A warm welcome: Christian W. Eich, first Head of BMW Mobile Tradition (right) and participants in a classic-car rally.

was the 40th anniversary of the BMW Isetta. BMW succeeded in bringing 250 Isettats from all over Europe to the Four-Cylinder head-office tower. This number of Isettats in the mid-1990s caused an absolute sensation. The positive contribution to the BMW image encouraged the company to address another tricky subject: the provision of original parts for classic cars. This was a pressing problem for a large

number of enthusiasts. Initial contacts were made with parts sales and agreement was quickly reached. Parts should continue to be made available even beyond the period of 15 years after a series was discontinued. BMW Mobile Tradition was to be responsible for handling and parts were recoded and transferred to the IT system of BMW Mobile Tradition.

**40 truckloads of parts**

The snag was that a rethink was required because the original plan had been quite different. Structural changes had released space and capacities at the Munich BMW regional centre, which had offered to take over the global sale of parts for historic vehicles. However, it quickly transpired that the existing structures of the regional centre in Munich were not up to the job of running a global sales operation for parts and that fast – very fast action – was required.

This was because at that very moment chaos threatened in the form of 40 truckloads of parts. They were rolling from the BMW plant in Dingolfing towards the regional centre, where they were scheduled to deliver hundreds of tons of parts. When they pulled up outside the gate of the regional centre that was now not going to be selling the parts, it was difficult

to know exactly what to do. The senior logistics experts at BMW were brought in and asked for advice. After a little while, they came up with a solution. The parts were diverted to Garching, to the satellite storage facility of the Dingolfing plant. Ever since, global sales have been operated from there. Naturally enough, the situation caused a stir until an amusing explanation was found: "The first truck got the address wrong and all the other





trucks played follow my leader.” However, this initial problem was soon forgotten because the situation was a lot more stable. There was a rapid and steady growth in service business. A total of 185,000 automobiles and 65,000 classic motorcycles will be provided with spare parts over the course of 2004. The number of dealers is equal to that for new cars. The ambitious nature of the BMW service is indicated by the fact that customers can research all 20,000 parts 24 hours a day on the Internet in the Historic Parts Catalogue, and check their availability. BMW is the only automobile and motorcycle manufacturer in the world offering this service.

**Success with accessories**

In 1995, the service was extended to initially to include articles for fans on the 40th anniversary of the Isetta. After a series of internal negotiations, Mobile Tradition received the go-ahead to

**Historic Collection**

Portfolio /Year	1993	1998	2004
Automobiles incl. prototypes and specials	153	250	556
Motorcycles	79	136	217
Motorsport vehicles incl. motorcycles	25	70	121
Engines, other models and power units	97	248	333
<b>Total</b>	<b>354</b>	<b>704</b>	<b>1,227</b>

release their own accessories line, following the example set by BMW Motorcycles. The first accessories catalogue had about 12 pages with 20 products, a modest beginning compared with the 150 products featured on around 120 pages in the 2003 catalogue. Apart from the standard range, BMW Mobile Tradition also supplies anniversary accessory ranges to celebrate, for example 40 years of Isetta, 60 years of the BMW 328, or 80 years of BMW Motorcycles.

BMW Mobile Tradition definitely set out to show the flag when it exhibited for the first time at the IAA Frankfurt Motor Show in 1997. Proactive press work started up a year later. BMW also celebrated the first 75 years of motorcycle production in 1998 with a big exhibition at the BMW Museum and an impressive classic motorcycle cavalcade along Leopoldstraße to Munich’s Odeonsplatz. Executive management underscored the importance of the venture in 1999 when the

Impressive array: A look at the vehicle collection in its current home, the History Workshop in Munich.



- 1997**: Launch of parts business for historic motorcycles
- 1998**: Start of active press work
- 1998**: Anniversary 75 years BMW Motorcycles
- 1999**: The Group function for Mobile Tradition is confirmed
- 2000**: Fatal accident sustained by Christian W. Eich





Show effect: Isetta Pyramid celebrating the 40th anniversary of the Isetta bubble car, irreverently known as “snogging ball”.

Board of Management officially confirmed the Group function of BMW Mobile Tradition. Since then it has been the official custodian of the history of the brands in the company.

**Tragic setback**

Unfortunately, disaster struck the emerging department when head of department Christian W. Eich died together with his family at the tragic accident in Paris when Concorde crashed to the ground. Eich was a passionate enthusiast when it

came to historic vehicles and he had devoted himself to building up the BMW Mobile Tradition department with massive commitment. He established the foundations that would allow it to carry out its mission successfully.

His successor, Holger Lapp, took up his position on 1 January 2001. The breadth of functions was a positive surprise: “I was primarily expecting old vehicles and dusty documents on shelves. The high academic aspirations of the archive were as much of a surprise to me as the fact that Mobile Tradition had its own dedicated exhibition and event organization and also published several series of books.”

Lapp’s goal was clearly defined at the outset: to strengthen the level of awareness both outside and inside BMW itself in order to demonstrate its key importance for the profile of the company. “Not many people realize the depth of tradition enjoyed by the brands. Hardly anyone knows about the company’s origins as a manufacturer of aeroengines. The tradition encompasses aeroengines, world altitude records and many different technical innovations in the sphere of engines and chassis.

All these milestones support the brand value”. The “realignment and ongoing development” of BMW Mobile Tradition was presented at the highest level and confirmed at a meeting of the Board of Management

Marking time: the Isetta miniature and watch celebrating its 40th birthday is a rarity today.

on 19 November 2001. The organization was clearly structured and established. Plugging a number of significant gaps in the collection was a number one priority. Another issue at the top of the agenda was identifying the core BMW achievement.

Purchase of the BMW 328 Mille Miglia winning car from 1940 was a key success in this endeavour. Holger Lapp’s first contact with the owner, Jim Proffit, was made in Spartanburg after the 2001 Council Meeting for the umbrella organization of the BMW Club scene. Holger Lapp remembers the occasion: “I flew to see him in Long Beach after the meeting in order to keep up the contact. Jim picked me up from the airport in a historic GMC pickup and took me to stay overnight on the ocean liner Queen Mary.

We talked things over in a very relaxed manner and renewed our contact in more depth at the Mille Miglia 2002. Our ideas on price for the car were rather far apart. We parted as friends and everyone thought that was the end of the matter.”

**Back home after 60 years**

Proffit drove in the Mille Miglia and his car was then transported to Munich. When Jim Proffit arrived there some weeks later to pick the car up, he had changed his mind. He greeted Holger Lapp by asking him where his cheque book was.

A difficult transfer of funds ensued involving lots of lawyers and bureaucrats before the car actually returned to the fold of the company which had manufactured it more than 60 years previously.

The winning car in the 1940 Mille Miglia is now the most important item in the vehicle collection, alongside the winning car from the Formula 1 final in 1983. In 2003, BMW Mobile Tradition



Annual event of the Association of German Industrial Archives



Holger Lapp becomes new Head of BMW Mobile Tradition

Board of Management defines new direction and further development



2002, year of the cult car: 02 Series event



Purchase of the Quandt BMW 3200 CS Convertible

2000

2001

19 November 2001

2002

2002



took some further significant steps aimed at raising the profile and increasing awareness in the public domain as well as within the company.

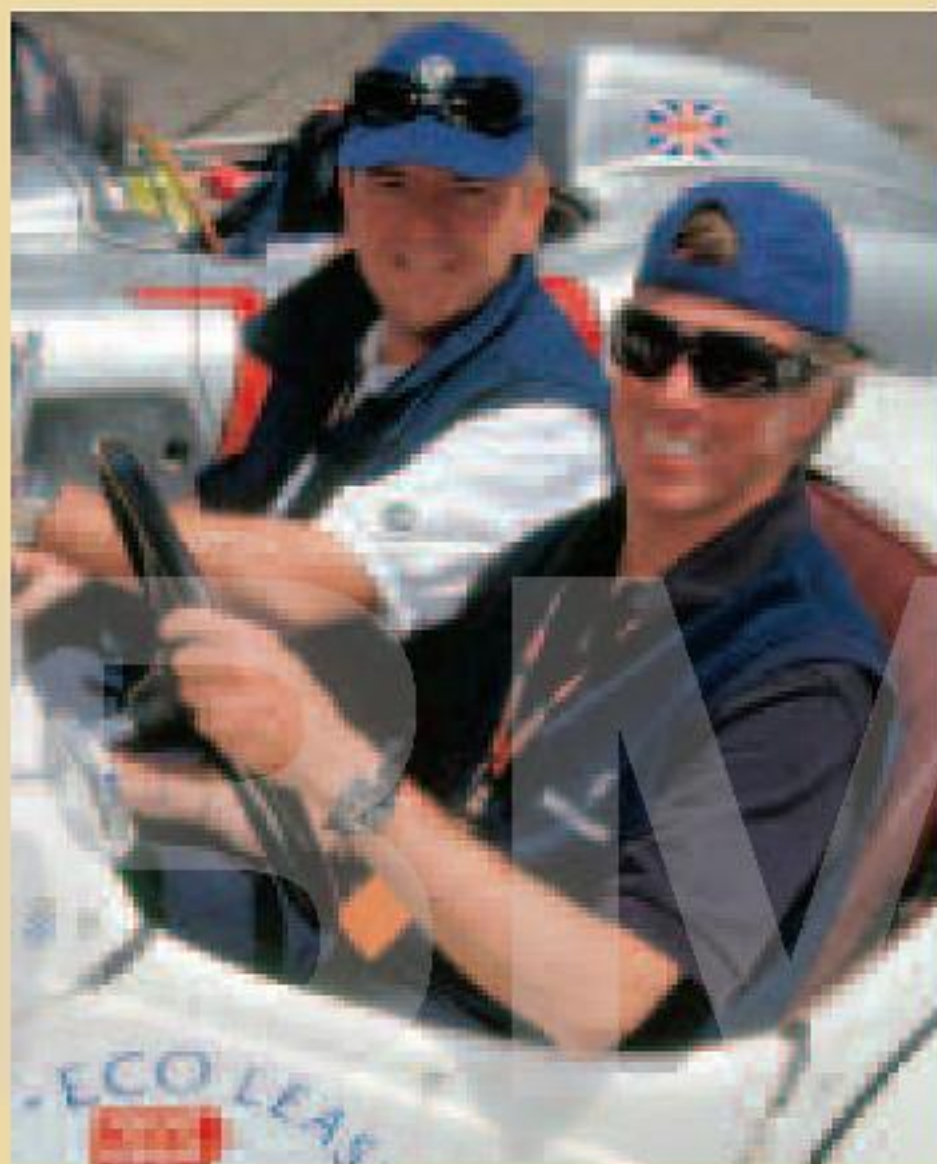
Once a comprehensive communication concept had been drawn up, a series of new or substantially expanded publications were presented, including the anniversary calendar, a comprehensive accessories catalogue, an electronic newsletter for the international BMW Clubs and not least this journal – Mobile Tradition live. The first image

artefacts, the archivist is keeping in telephone contact with Ernst Henne and his wife, who live on the Canary Islands. Innumerable photos and written documents, 100 trophies, even Henne’s famous teardrop helmet and his white racing suit are finding a home in the BMW Archive.

They are being catalogued and will form part of the exhibition to celebrate Ernst Henne’s 100th birthday. Acquisition of the Georg “Schorsch” Meier supercharged 500 cc motorcycle

as a museum in mid-2004. The year 2004 brings with it a new organization for the BMW Club scene. There are more than 250,000 members and the BMW Clubs reinforce all the activities associated with the historical perspective. The BMW Clubs are key multipliers of the brand and in future need to be incorporated much more effectively in the overall commitment and communication.

Holger Lapp outlined the goals for the year 2004: “The mission for the year



Magic moments: Sat.1 TV-Moderator Kurt Lotz and Prinz Leopold of Bavaria (far left), Mille Miglia winner Giuliano Cané (centre), Holger Lapp with Jim Proffit in front of the BMW 328 Mille Miglia Touring Coupé.

films were also shot and other films are in the pipeline for 2004.

The archive was able to report a sensational addition in 2003. Famous racing driver Ernst Jakob Henne announced his intention of handing over documents and artefacts recalling his time at BMW to the History Archive. A member of staff was granted access to his Munich flat in order to look at the material.

While the researcher is making a selection of items relevant to BMW from the wealth of photos, trophies and other

and events surrounding the anniversary of 80 years of BMW Motorcycles meant that the history of BMW Motorcycles could be placed in context in 2003.

An independent project team is planning and originating the expansion and the concept for the new BMW Museum scheduled to open in 2007. The “satellite bowl” that forms the legendary old museum remains a significant element in the new museum.

Two lightweight halls are being erected in Munich’s Olympic Park to act

2004 will be to build up the areas of tradition enjoyed by MINI and Rolls-Royce. They will remain distinctive brands with their own history. Building up BMW Mobile Tradition Worldwide will also be a priority.”

“Tradition provides fantastic support for brand value. And no other company has such a linear tradition as BMW. Our aim is to demonstrate that link more clearly and communicate this more extensively over the course of 2004.”

Purchase of the Mille Miglia Coupé from Jim Proffit, winners’ car MM 1940

Establishment of the project group New Museum



Purchase of BMW supercharged motorcycle from owner John Surtees

Worldwide parts supply via the Internet



80 years of BMW Motorcycles: events and exhibitions

Special exhibition 100 Years of Ernst Jakob Henne in the BMW Museum

2003

July 2003

2003

2003

2003

2004





## 80 years of BMW Motorcycles

As far as BMW Mobile Tradition is concerned, the year 2003 was all about the 80-year history of the BMW motorcycle. 28 September 1923 saw the German Automobile Exhibition presenting the first BMW motorcycle with the designation R 32. This marked the beginning of a success story, a story celebrated in style with the presentation of the anniversary model BMW R 1150 R Rockster Edition 80, and the special event "80 Years of BMW Motorcycles" at a number of different events in the course of 2003.

by Andreas Jancke

"The future of the motorcycle began 80 years ago," is the motto today. At the start of the 1920s, Bayerische Motorenwerke was known for its aeroengines and under the leadership of General Director Franz-Josef Popp and engineer Max Friz, the solid foundations were laid for a success story: the rise from one small motorcycle manufacturer among many to the world's leading supplier of motorcycles today.

When the plants started up motorcycle production, they laid the commercial basis for entering automobile production in 1929. BMW started up motorcycle production relatively late. Restricted by the constraints of the Versailles Treaty, the company was compelled to give up aeroengine production after the First World War. In the quest for new sales openings, the board therefore decided to start producing motorcycles.

There were already numerous motorcycle factories in Germany at the beginning of the 20th century. A further difficulty was that the foreign competition had already begun to import their motorcycles into Germany. The starting point couldn't real-

ly have been less favourable. Nevertheless the launch of the first BMW motorcycle created a stir, not least because of one factor that was to turn even the early motorcycles into legends:

### Consistent features: Boxer engine and cardan shaft

With the assistance of engineer Max Friz, the first step was taken in transferring the good reputation of BMW engines to the two-wheeled sector. At the start of the 1920s, the head engineer had started work on a tubular frame construction for the BMW R 32. The motorcycle represented quality and reliability, and this was due in part to the innovative drive concept. It featured a transverse Boxer engine with power being conveyed to the rear wheel by a shaft.

Even if Friz and his colleagues were not the first to mount Boxer engines in motorcycles, the finished product was a particularly impressive achievement. Using limited resources, they developed a motorcycle with independent technical solutions and a future-proof design. The decision to install a transverse



The BMW R 26 was built from 1956 to 1960. A total of 30,236 motorcycles were manufactured turning it into a real sales hit for BMW.

engine and use a drive shaft was occasioned by practical considerations because this allowed the cylinders to be cooled more efficiently by the slipstream. The cardan shaft required much less maintenance when transferring power to the rear wheel than belt or chain drives. Combined with other details and the tubular frame construction, these solutions gave the R 32 an inimitable profile.

It could scarcely be imagined at the time that the concept introduced 80 years ago would over the years gradually become the distinctive feature of BMW motorcycles and consistently define the BMW line. The basic features of the drive principle have not changed since that date: even the most recent BMW models have been designed in this tradition.

### Successes in motorsport

Already early on, BMW motorcycles were used in motorcycle racing, for on and off road scenarios, and in acceleration and braking trials. The race to clock up more and more records was a consistent feature of those years. These successes on the race track contributed in no small measure to the sales successes and product innovations celebrated in the early years.

Right from the start, BMW made an above-average commitment to motorcycle racing. Like other motorcycle manufacturers, Bayerischen Motoren Werke needed to raise their profile, and taking part in races was a standard and well-tried means of achieving this aim. Big successes came the company's way right from the start and they built up the reputation of BMW for quality and performance.

The legendary world speed records of Ernst Henne and the spectacular performances of Georg "Schorsch" Meier deserve particular mention at this point. For example, in 1929 Henne set up a speed record of 279.5 km/h on the Frankfurt-Darmstadt autobahn, and this stood for 14 years. Meier, also known as the "Man of Iron", caused a sensation on Europe's racing tracks with the 55 bhp BMW supercharged motorcycle.

The world speed record by Ernst Henne in 1929 – presented in a stylized picture on the title page of the magazine Motor und Sport.

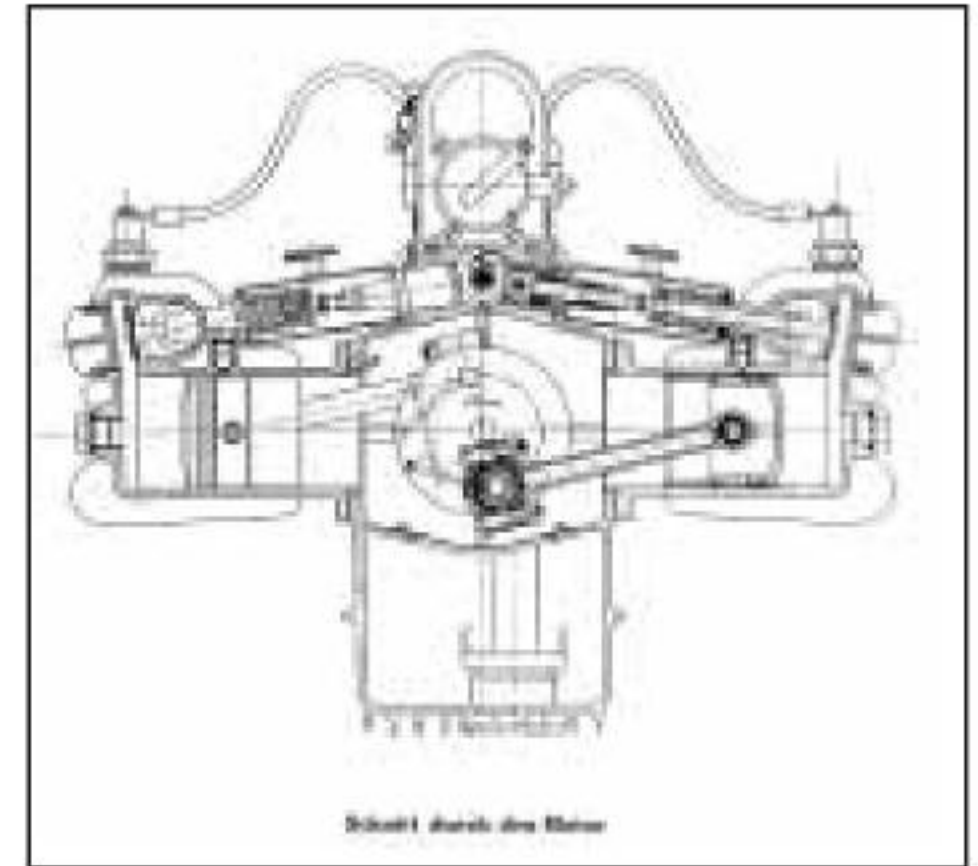
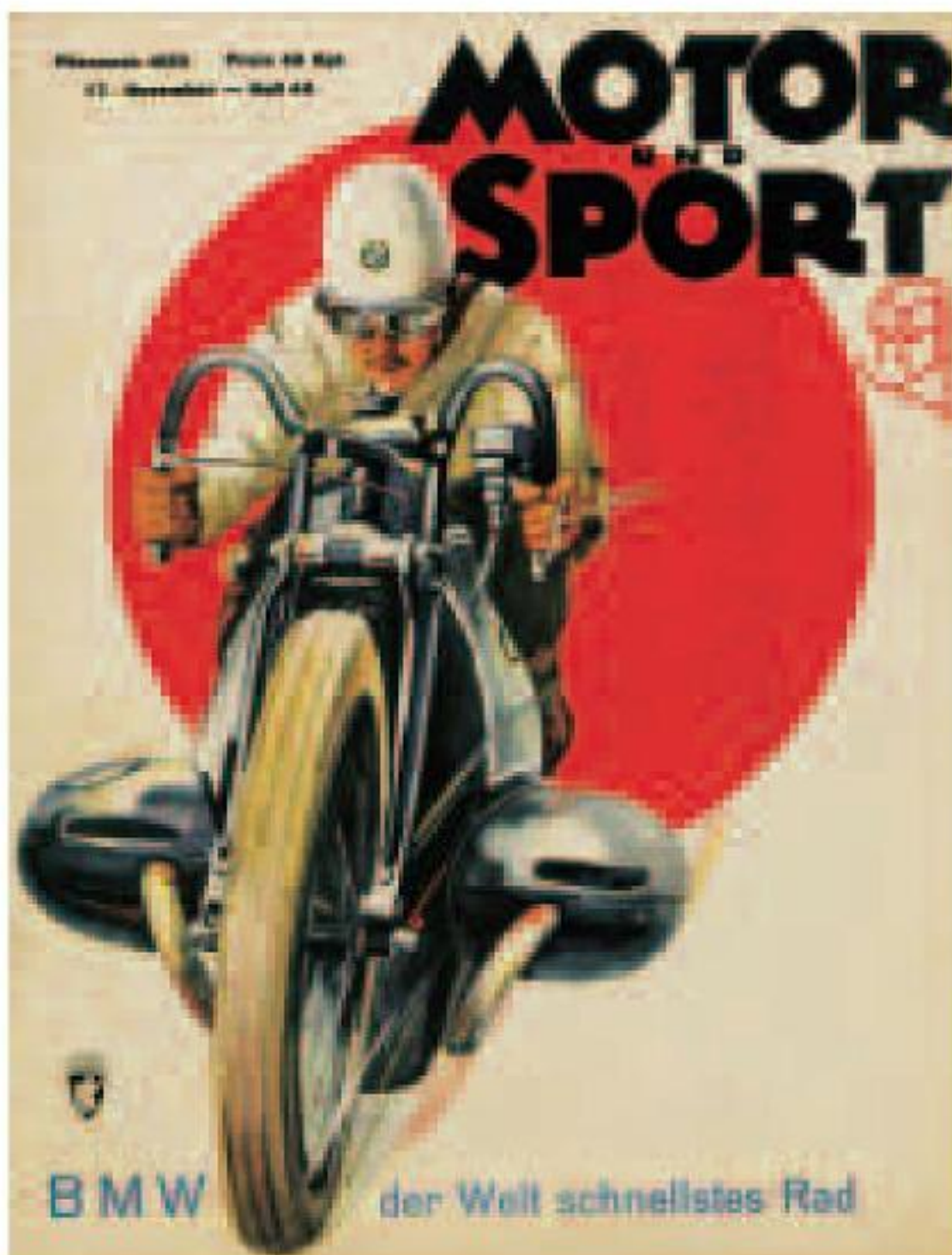
But the dominance of the BMW Enduros in the Paris-Dakar race and the numerous sidecar world championships underpinned the significant role that BMW was used to playing in international motorcycle racing. These successes and the slogans like "The fastest motorcycle in the world" gave BMW the world-class rating as a motorcycle manufacturer and a huge payoff in image.

The demonstrations of strength and indestructibility together with the evidence of technical maturity and mechanical perfection brought the desirable spin-offs: motor racing attracted public attention and resulted in the transfer of new knowledge to volume production.

### Milestones in volume production

In each of the past eight decades, the development work of the BMW engineers yielded outstanding motorcycle types. The objective was to bring about a continual improvement in driving safety for sheer driving pleasure.

Complex chassis designs, the introduction of new classes of motorcycle and the development of ABS and catalytic converters for motorcycles are some of the key innovatory features that set BMW Motorcycles apart. The quality of finish and high level of operational safety underpinned the excellent reputation BMW Motorcycles gained in the course of volume production.



The principle of the two-cylinder Boxer engine is highlighted by the cross-section of the core of the BMW R 32.

After the unpredicted success of the R 32, BMW was the first motorcycle manufacturer in the world to introduce a hydraulically damped telescopic front wheel fork in the motorcycles R 12 and R 17 in volume production. This principle introduced in the 1930s has been applied to virtually all motorcycles up to the present day.

The sales success of the BMW R 25/3 contributed to the sense of making a new start in the post-war period and enabled BMW to play its part in the economic miracle. A production run of 47,700 motorcycles between 1950 and 1956 made this machine the most popular BMW model, a record that held until the 1990s.

Thanks to the successful sales, the following decades saw the company embarking on a period of commercial expansion. The export of BMW Motorcycles soon extended beyond Europe and Great Britain to other overseas countries.

Production was transferred to Berlin-Spandau in 1969 and the /5 models saw BMW developing a completely new series for volume production. The motorcycle was no longer being used solely as a means of transport. Increasingly, people were taking to two wheels as a sporting hobby. This brought a change in design. The new benchmarks set by the models in the early 1970s undoubtedly attracted a great deal of attention.

The motorcycles were not just built to be faster, and more powerful models like the R 90 S



and R 100 RS were the first motorcycles in the world to be provided with a sporty cockpit and full fairing as standard. These two models were described as milestones in motorcycle history. Together with their outstanding engine performances, the extensive and at that time unusual extras (metallic paintwork, fairings, improving the aerodynamics and offering protection against the weather) constituted a breakthrough at that time.

The 1980s were characterized by the G/S (G stands for off-road Gelände, S stands for road Straße and the K Series. While the touring Enduros catered for the new sector of road and off-road motorcycles, the introduction of the K Series in 1983 celebrated the first-time use of a longitudinal in-line engine with three and four cylinders and electronic ignition. The Enduros in the G/S Series were successful in the Paris-Dakar Rally and introduced the first single swinging arm – the BMW monolever with the rear wheel being powered on one side – into volume production.

At the end of the 1980s, BMW created further sensations with trailblazing innovations that gradually found their way into volume production. One such innovation was the BMW Paralever System launched in the R 100 GS. A year later,



BMW stand at the Techno Classica 2003 in Essen: line-up of successful BMW models.

first motorcycle in the world with digital engine electronics and the avant-garde design created a sensation.

Apart from production of the 1,000,000th BMW motorcycle (a K 75 RT) on 18 March 1991, BMW delivered the world's first regulated three-way catalytic converter for motorcycles at the start of the 1990s. This environmental offensive continued with the introduction of catalytic converters supplied as standard.

70 years after the R 32, the first model with the new Boxer generation was launched: the R 1100 RS. The introduction of a whole range of new models resulted in a string of new sales records for BMW. Looking back on this period, the year 2000 heralded a new era for ecological responsibility and modern safety

Over a period of 80 years, the solutions, concepts and models presented by BMW Motorcycles have enriched and raised standards in the motorcycle sector. Permanent development work, the courage to make technical innovations, and consistent striving for perfection have created an outstanding motorcycle brand which now supplies all products from a single source.

The history of the division has developed with the establishment of volume production, the successes in motorcycle racing and the continual expansion of the range of services offered.

It provides customers with a comprehensive range that supplements motorcycles with motorcycle accessories, rider equipment, trips and training, and even extends to organizing major events like the Biker Meeting in Garmisch-Partenkirchen.

#### 80 years of BMW Motorcycles – the fans and the brand

The 80-year anniversary was celebrated in style by BMW. The issue of finding a suitable framework didn't remain unanswered for long. The eightieth birthday of the BMW Motorcycles brand once again provided an impressive demonstration of the resoluteness and loyalty shown by the fans. The special exhibition entitled "80 Years of BMW Motorcycles" presented a wide range of exhibits and BMW Mobile Tradition took visitors on a journey through time from the beginnings of BMW Motorcycles to the new era of BMW machines.

A number of locations were considered as a venue for this exhibition over the course of the year. There was no question about the company's own museum highlighting the anniversary for visitors at its venue on Petuelring in Munich over the year. On the other hand, BMW Mobile Tradition enhanced its profile to emphasize the two-wheeled anniversary on occasions such as regular exhibitions at international fairs and events like the legendary Daytona Bike Week in the US.

In April 2003, the BMW stand at Essen's Techno Classica was dedicated to the motorcycle (although not exclusively). Apart from the Bavarian Open – a presentation of BMW Convertibles – three key birthdays were celebrated: the



Four-valve super sports models with 100 bhp, avant-garde full fairing and refined aerodynamics: BMW K1 from 1990.

BMW was the first manufacturer in the world to launch an electronic and hydraulic Anti-lock Braking System (ABS) for motorcycles. That same year, the company presented the highlight of the IFMA: the striking K 1. This was the

systems. All current models have been equipped with the regulated catalytic converter since 1995 and the development of ABS has been consistently driven forward at BMW. This mission is being continued in the 21st century.



Big leap forward: Hubert Auriol achieved overall victory in the Paris-Dakar Rally in 1981.



25th anniversary of the BMW M1, 20 years of Formula 1 World Championship and 80 years of BMW Motorcycles. Visitors to the most important classic-car fair in Europe had ample opportunity to look at the historic exhibits from BMW motorcycle history at close quarters. The stand covered 2000 square metres and was designed in the style of a mountain landscape.

A juxtaposition of the BMW R 32 and BMW's latest model – the R 1150 Rockster – demonstrated the hallowed BMW design principle of the Boxer engine and cardan shaft to visitors without a technical background. The highlight of the Essen motorcycle exhibition was the presentation of a very rare BMW supercharged motorcycle that had returned to the BMW fold just in time for the anniversary.

In line with the impressive roar of the supercharged rarity, July of this year saw an event that was spectacular for loudness and speed. At the Goodwood Festival of Speed in Great Britain, the mobile aspect of historic mobility has traditionally been in the foreground. This illustrious event allowed the audience to see BMW vehicles in the grounds of Lord March away from the restrictions of fairs and museums. They were able to inspect interesting details from BMW's long history of motorcycles and experience live the imposing engine sound and dynamic driving of selected gems from the BMW collection.

Experiencing Tradition Live was the slogan of the event that made the hearts of BMW motorcycle enthusiasts beat fastest of all: the Biker Meeting 2003 in Garmisch-Partenkirchen. Even if

BMW Motorcycles was only issuing invitations to the event for the third time in 2003, it was quite obvious that the International BMW Motorcycle Biker Meeting has now become established as a highlight in the motorcycling scene.

Most of the brand's fans travelled to the meeting on their own motorcycles. The venue for the event was located at the valley station of the famous rack-and-pinion railway up to the Zugspitze – Germany's highest mountain – and the fans flocked to the site in droves. The numerous visitors totalled more than 24,000 bikers and 4,000 onlookers and during the three days they enjoyed a wide range of leisure and sports activities, rounded off by the local culinary specialities and the rich cultural heritage of the entire region.

#### Anniversary celebrating 80 years of BMW Motorcycles

The programme for the meeting offered guided tours through the foothills of the Alps, test drives with the latest models, fashion shows, parties in the marquee, a traditional Bavarian break-

## 80 years of pioneering spirit: the BMW R 1150 R Rockster Edition 80

80 years of BMW motorcycle history provided a rich setting for surveying an illustrious historic tradition. The know-how that has been collected by the engineers at BMW Motorcycles over the years was demonstrated by a very special model, shown at the Biker Meeting. To celebrate the birthday, BMW launched a special edition of the BMW R 1150 Rockster in a limited production run.

The motorcycle was placed in the exhibition tent

and proved a real eye-catcher for every visitor. The Edition 80 forges the link to the 80th anniversary celebration of BMW Motorcycles. The trade press had already heaped praise on the series model. It was dubbed a "Naked Bike with Attitude", with "Wild visual appeal, fabulous running characteristics, excellent handling and an unfettered desire to hit the open road." The Edition 80 is already being treated as a classic: stunning appearance thanks to the special

paintwork in metallic sapphire black and matt Alpine white, athletic design and intelligent engineering, and a chassis tuned to sporty performance. It goes without saying that the classic, Boxer engine provides the power.

The production run is limited to 2,003 motorcycles. Each machine has a badge on the fork bridge with engraved serial number and every motorcycle was handed over with a celebration folder including a certificate of authenticity.



Titbits for the anniversary celebration: BMW R 1150 R Rockster Edition 80.

#### Technical data:

Engine, model:	Air/oil cooled two-cylinder, four-stroke Boxer engine
Capacity :	1,130 cc
Output:	62.5 kW (85 bhp) at 6,750 rpm
Max. torque:	98 Nm at 5,250 rpm
Emission control:	Fully-controlled three-way catalytic converter
Vmax:	Approximately 197 km/h
Consumption:	4.6 l / 100 km at const. 90 km/h 5.7 l / 100 km at const. 120 km/h



fast with local Weißwurst (white, calves' meat sausages), followed by a bikers' church service. The event was focused on BMW and its 80-year anniversary.

The historic perspective was highlighted with the historic exhibition. Staff from BMW Mobile Tradition were available to proffer advice, lend a helping hand and provide any expertise that might be required. They were also able to enlighten visitors with little anecdotes and stories about special exhibits.

After shooting a film on the Silvertta Classic, a film team from BMW Mobile Tradition had moved on to Garmisch in order to carry out some interviews and make an immortal record of the event and its scintillating atmosphere.

The driving characteristics and engine sound of a number of exhibits, such as the pre-war supercharged motorcycle were presented on site and filmed. This exemplified the maxim of BMW Mobile Tradition: living history involves automobiles and motorcycles being used and admired for their smooth-running operation.

A classic motorcycle cavalcade formed the crowning finish to the varied programme as 80 historic BMW motorcycle models threaded their way through the town centre of Garmisch-Partenkirchen. Any motorcycle from the R 32 (year of manufacture: 1923) to the R 100 RS (year of manufacture: 1976) was allowed to take part. The procession of highlights from the model history of the brand featured riders dressed in outfits that were in keeping with the era of the bike. The cavalcade was led by head of BMW Motorcycles, Dr. Herbert Diess.

### 2004 – The Man on the Machine

Following last year's extensive celebrations with the spotlight on BMW Motorcycles, the new year sees BMW Mobile Tradition focusing on a man who rode those motorcycles to world championship standard. The 100th birthday of Ernst Henne provides an opportunity to celebrate this living legend and world record holder of 30 years' standing.

## Prize draw: 80 years of BMW Motorcycles

"1923. BMW invents heart beat." This slogan marks the origin of 80 years of BMW motorcycle history: the R 32 from 1923. Those models of yesteryear are still running today, principally thanks to the tender loving care and attention provided by BMW Mobile Tradition. BMW Mobile Tradition also offers a wide range of exclusive miniatures and accessories to satisfy enthusiasts for motorcycles on a small scale.

Some of these accessories are being offered in a prize draw to celebrate the 80th birthday of the brand. You can take part in the draw by answering the following question:

**What is the model number of the 1,000,000th motorcycle, which rolled off the production line in 1991?**

Send an e-mail with your answer to:  
info@bmwmobiletradition.com

Or send a postcard to:  
BMW Group  
Mobile Tradition  
Key word: Prize Draw  
Schleissheimer Strasse 416  
80788 München  
Germany

### And here are the prizes:

- 1 x BMW R 100 RS watch, no. 1
- 1 x BMW engine miniature powered by solar cell, no. 2
- 10 x Miniatures of the superbike, BMW R 90 S, no. 3
- 10 x Miniatures of the BMW R 25/3, no. 4
- 20 x Copies of the valuable R 32 art poster, no. 5



The final date for entries is 31 March 2004.  
BMW employees and their families are excluded from entering the prize draw.



## From the idea to success: the development of BMW automobiles 1918-1932

75 years ago on 22 March 1929, the first BMW left the assembly hall and launched one of the most fascinating chapters in automobile history. This anniversary sees another book being added to the Dimensions series published by BMW Group Mobile Tradition: Dimensions 4 provides an impressive development history of BMW automobiles between 1918 and 1932.

Another highlight in the Dimensions series published by BMW Group Mobile Tradition is being launched in spring. It presents the history of the development of automobile construction at BMW between 1918 and 1932. This book is being published to celebrate the 75th anniversary of 22 March 1929, the day on which the first BMW left the assembly lines to start one of the most fascinating chapters in automobile history.

The book will appear in March 2004 and will be followed by a series of other print publications on this topic. It presents the multifaceted early days of BMW automobile history in fascinating depth and detail.

Authors Rainer Simons and Walter Zeichner carried out a great deal of intensive research and succeeded in bringing to light some surprising details and remarkable anecdotes from the early days of the aeroengine, motorcycle and automobile manufacturer. The volume is divided into seven sections with more than 400 pages and documents the outcome of many years of work in the archives. It offers extensive information from unpublished sources and is narrated in a vivid and amusing manner.

The punctilious research has been richly rewarded. Moreover, the authors have brought these events from a past era to life with previously unpublished pictures.

The work presents one of the key developments in the history of Bayerische Motoren Werke and sheds new light on this important era. The two authors are united by their common interest in automobiles even though they approach the subject from different perspectives. Munich-born Walter Zeichner had been follow-



The same interests: authors Rainer Simons (left) and Walter Zeichner in the BMW 3/15 bhp.

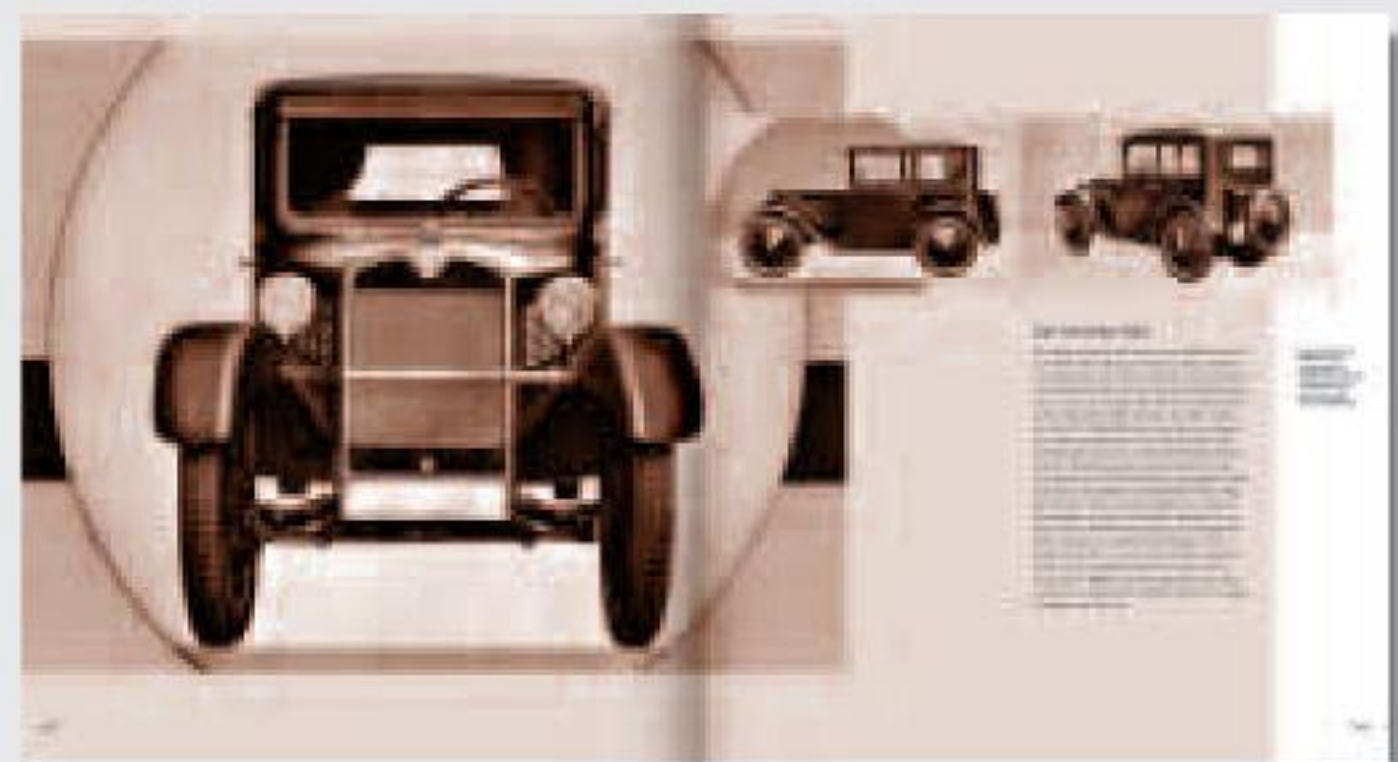
ing the subject of automobile history for more than thirty years before he turned his hobby into a professional activity. Since then, his name has appeared on numerous books published on the subject of automobiles and in particular on classic BMW vehicles.

He has been working for BMW Mobile Tradition since 1995 and there he has been responsible for automobile history in the History Archive since 2000.

Zeichner has considerable expertise in producing informative and interesting stories by connecting up his technical

knowledge with the historical context. Rainer Simons complements this process with technical details and focuses on the mechanical operation of all the parts and vehicles featured.

The mechanical engineer has been working as a senior engineer for the University of Munich for the past 27 years. He has been combining his passion for engineering history and company documents with his professional qualifications for the past 30 years and the BMW Archive has benefited from this close cooperation.



The book will be available from April and can be obtained from your BMW partner or from Heel Verlag GmbH, Gut Pottscheidt, D-53639 Königswinter, Tel.: +49 (0) 2 22 39 23 00.



# Mobile Service

The desire for unrestricted mobility has always ranked high among car owners. Guaranteeing this mobility as far as possible was therefore always one of the top priorities in the manufacture of BMW vehicles. Although the familiar high level of quality at BMW ensured that breakdowns were few and far between, a decision was taken almost 20 years ago that BMW would provide a service for such cases.



Handing over the first two BMW Mobile Service cars for the vehicle collection of BMW Group Mobile Tradition (from left): Peter Quintus, Head of Technical Market Support BMW Group, Stefan Schenk, Head of Mobile Service BMW Group, Holger Lapp, Head of BMW Group Mobile Tradition and Bernd Scherer, Head of Service BMW Motorcycles.

The BMW Roadside Service was established to provide a service that catered for the exception to the rule. This service now forms part of the tradition at the BMW Group and has been renamed the “Mobile Service of the BMW Group”. The Mobile Service of the BMW Group (formerly BMW Roadside Service) has now been in existence for almost 20 years and has built up an excellent reputation by providing reliable service to customers of BMW. And the service isn’t just operating in Germany – international operations have been strengthened since 1999. The Mobile Service units are crash-proof and conform to CI regulations, and there are now 650 units operating in more than 50 countries. First-class cooperation with Holger Lapp, head of BMW Group Mobile Tradition, means that the history of BMW’s dedicated roadside assistance service will now be preserved for posterity, because the roadside assistance service also constitutes part of the tradition.

Mobile service vehicles of the Type K100LT, C1, R1100RT and 530D Touring were recently handed over and have joined the comprehensive vehicle collection. They will bear living testimony to the history of the BMW roadside assistance service for generations to come. This history already started with the first automobile

model at BMW, the BMW 3/15 Dixi, even if the service was not as comprehensive and well-structured as it is today. The Dixi breakdown vehicle of the pre-war period promised “Emergency Parts” and was the precursor to a white and blue BMW 2000 estate car from 1970. This roadside assistance vehicle delivered its services within the framework of the organization preceding the BMW Mobile Service. This car also forms part of the historic collection of vehicles. Fast breakdown assistance providing a high level of service with typical BMW equipment provides satisfaction to BMW customers across the world – even though assistance provided by the service fleet is the result of the customer’s car breaking down. Two examples suffice to highlight typical instances of breakdowns and the impressive service capability provided by the Mobile Service of the BMW Group:

## Example 1: Mr Müller and his dog

“Mr Müller was going shopping in his 320i Touring. As always, his dachshund stayed in the vehicle as a guard dog. Mr Müller therefore never locked his car. When the dog saw his master coming back, he leapt around the car in joyful anticipation and



triggered the central locking system – the vehicle was locked. Mr Müller didn't have a second key with him. He called the Mobile Service and asked them to help him open his car again. Service Agent Moser was on the spot after 25 minutes, but established that it wasn't possible to open the door from outside without a lot of effort and the risk of causing damage to the car. During the course of conversation, it transpired that the dachshund – like all dogs – liked sausages. This gave Moser an idea. If the dog could activate the switch once, then he could do it a second time. They quickly got hold of a sausage and the BMW assistant was soon getting the dog charging to and fro in the car after the sausage until it fortuitously hit the central-locking switch and the car doors were open again. Everyone involved was extremely impressed at the creative approach taken by BMW Mobile Service – and the dachshund was delighted with his sausage. Mr Müller promised that in future he would always take a second key with him. Or if necessary, park close to a butcher!"

#### Example 2: Mr Maier and his colleagues

"Out on a tour riding his BMW R80RT along the A7 autobahn one Sunday, G. Maier suddenly found he had no more power. Maier just managed to get to the next service station. He was very embarrassed about the breakdown. He was driving the only BMW motorcycle, all the other riders on the tour were riding other motorcycles. Maier rang up the BMW Mobile Service to ask for help. The data about the breakdown were recorded and 10 minutes later Maier received a call from Mobile Service agent Obermaier who was responsible for that area. 20 minutes later and Obermaier was at the site of the breakdown. The defective carburettor membrane was replaced on the spot and the motorcycle was ready to get going again. Maier's friends were having a good laugh the whole time about the "rubber cow's" defect. That is, until the Mobile Service agent asked them who would come out and fix their motorcycles if they had a problem one fine Sunday? Their jokes suddenly seemed a bit hollow and they went all quiet. They could see that they really didn't have anyone to help them and suddenly appreciated the premium service offered by BMW to its customers. That was when Maier started to enjoy his breakdown. He grinned at his friends and went back to having sheer driving pleasure."

#### A good worldwide reputation

Examples like these reinforce the good reputation of the BMW roadside assistance service – alongside the fact that the service agents are professionals able to handle all sorts of breakdowns with any type of BMW. The roadside assistance service is available 24 hours a day. In order to guarantee this availability, the Call-out Control Centre for Germany and Austria operates in three shifts. Highly qualified experts – all of them experienced master car mechanics – provide advice over the phone. They give Help for Self Help in order to get customers on the move again immediately in the case of minor defects. If this isn't enough, the ELOS II intelligent fleet management and deployment system sends the next available Mobile Service unit to provide assistance. A fleet of 143 Mobile Service units operates in Germany and Austria with almost 1,000 Mobile Service agents.

The current models used for Mobile Service units are based on the 5 Series Touring and on the X5. By comparison with the Mobile Service units operating in 1984, today's vehicles have

extremely sophisticated equipment. Navigation system, telephone with speech input system, Xenon light, level regulation and many other features are standard in today's vehicles. Meanwhile, the new Group Tester One (GT1) including the ELOS Mobil II hardware and software serves as a communication platform and diagnostic tool. This accelerates the process of providing roadside assistance. The professional fault diagnostic system also allows data to be forwarded to the Quality Assurance Department if necessary and contributes to the overall BMW aim of reliability. The ELOS II System also allows our customers to make payments by EC card at the roadside. This BMW standard of roadside diagnostic capability for all BMW vehicles is currently the benchmark of roadside assistance for all automobile manufacturers. The ELOS II System operates nationwide in all German and Austrian Mobile Service units. International operations require other deployment, fleet management and positioning systems because of specific national infrastructures. The BMW X5 has been replacing the proven BMW 5 Series Touring model as the international BMW Mobile Service unit since the fourth quarter of 2003.



Friendly handshake: Holger Lapp and Peter Quintus

### History of BMW Mobile Service

1984	Foundation of BMW Roadside Service in Munich.
1985	BMW 5 Series (E28) as the first official mobile service unit with 55 partners. The breakdown and mobility assistance is extended to motorcycles.
1989	BMW 5 Series Saloon (E34) is the successor to the BMW E28 as Mobile Service unit.
1991	Expansion of the Mobile Service fleet by 10 motorcycles of Type K100 LT.
1993	Launch of the ELOS 1 fleet management system (deployment, guidance and positioning system).
1996	BMW 325tds Touring replaces the 5 Series Touring as Mobile Service unit.
1997	Ten BMW R1100RT are deployed as successors to the BMW K100LT
1999	BMW 530D Touring replaces the 325tds Touring as Mobile Service unit. Expansion of the motorcycle breakdown service with the deployment of 40 multitrailers.
2000	Introduction of BMW 3 Series Compact for the BMW Mobile Service Motorcycle.
2001	Renamed Mobile Service in the course of internationalization.
2002	Introduction of ELOS Mobil II based on Group Testers One. Equipped with roadside diagnostic capability. Delivery of American mobile service fleet based on BMW 5 Series.
2003	Introduction of new safety clothing for Mobile Service agents.
2004	Introduction of the BMW X5 as Mobile Service unit.





## Fritz Hille – the armaments manager

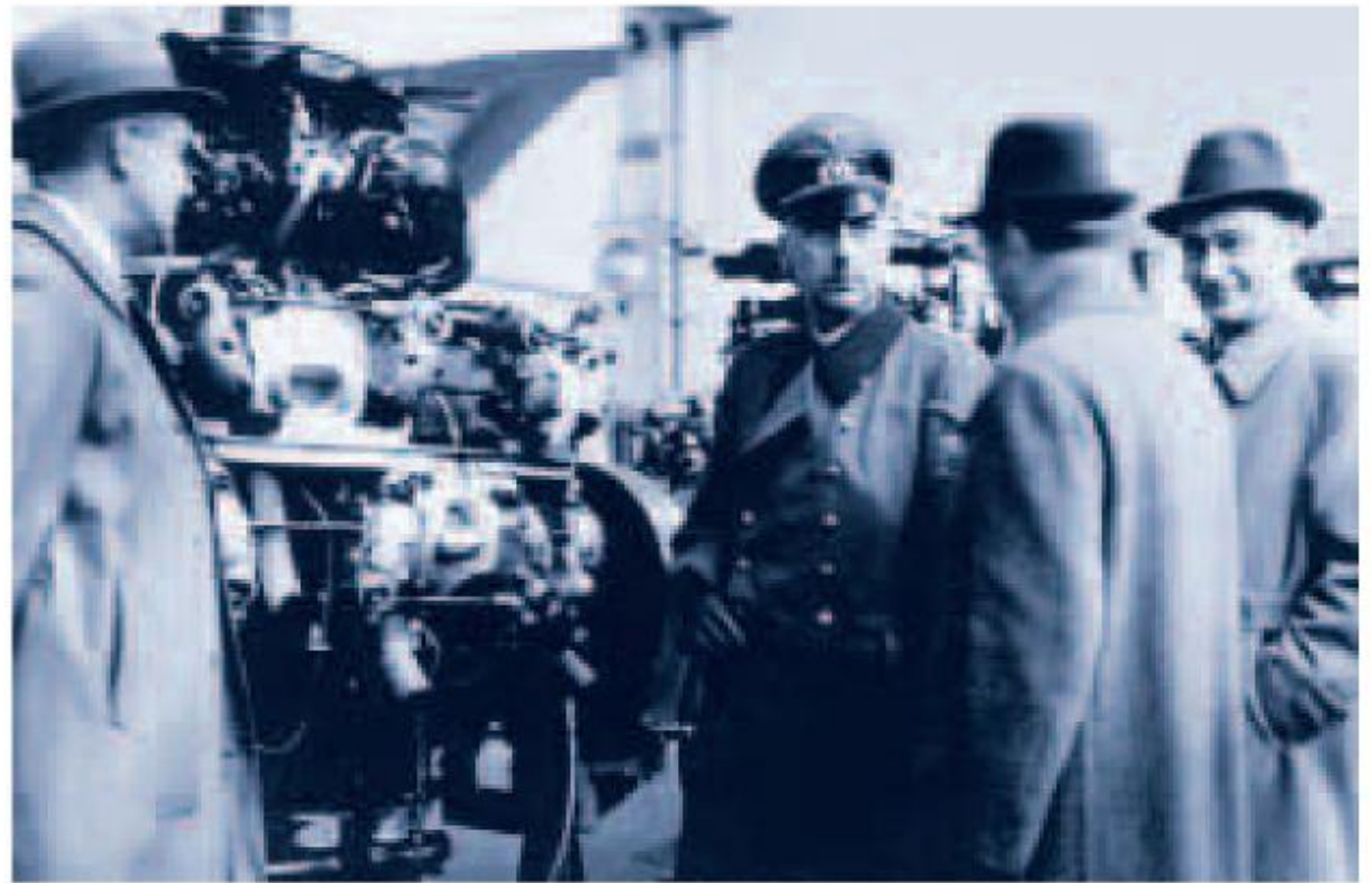
Fritz Hille, successor to General Director Franz Josef Popp as Chairman of the Board of Management of BMW in 1942, embodied a new type of “business manager” as required by the then armaments minister Albert Speer for concentration of the entire German economy on the production of goods “important for the war effort”. Hille was an aircraft specialist and the route to the top was only opened up to him because his predecessor Popp was removed from his position. Hille then focused BMW completely on armament production.

by Dr Florian Triebel





Fritz Hille 1942 attending a special BMW exhibition at Munich's Stachus square. The BMW aeroengine IIIa is in the foreground.



Fritz Hille (right) inspecting a BMW 801 aeroengine at the Allach plant near Munich in 1942 or 1943.

The newly appointed armaments minister Albert Speer reacted to the first setbacks in 1941/42 for German troops in the Second World War with a far-reaching reorganization of the German war economy.

The objective of this restructuring was to optimize the output of industrial products for the war machine by instituting tighter central control of the economy. A considerable number of industrial leaders who had gained their formative entrepreneurial experiences during the First World War and the Weimar Republic were opposed to the technocrats surrounding Albert Speer who were responsible for implementing this restructuring.

In Albert Speer's eyes, these industrialists were acting too hesitantly, conservatively or obstructively in the tense situation. His authorities were therefore endeavouring to replace company managers like this by younger and less scrupulous "business leaders". A typical case can be seen in the change at the top of the BMW Group, when Franz Josef Popp (see Mobile Tradition live 03/2003) was replaced by Fritz Hille in the year 1942.

### Expert on the aircraft industry

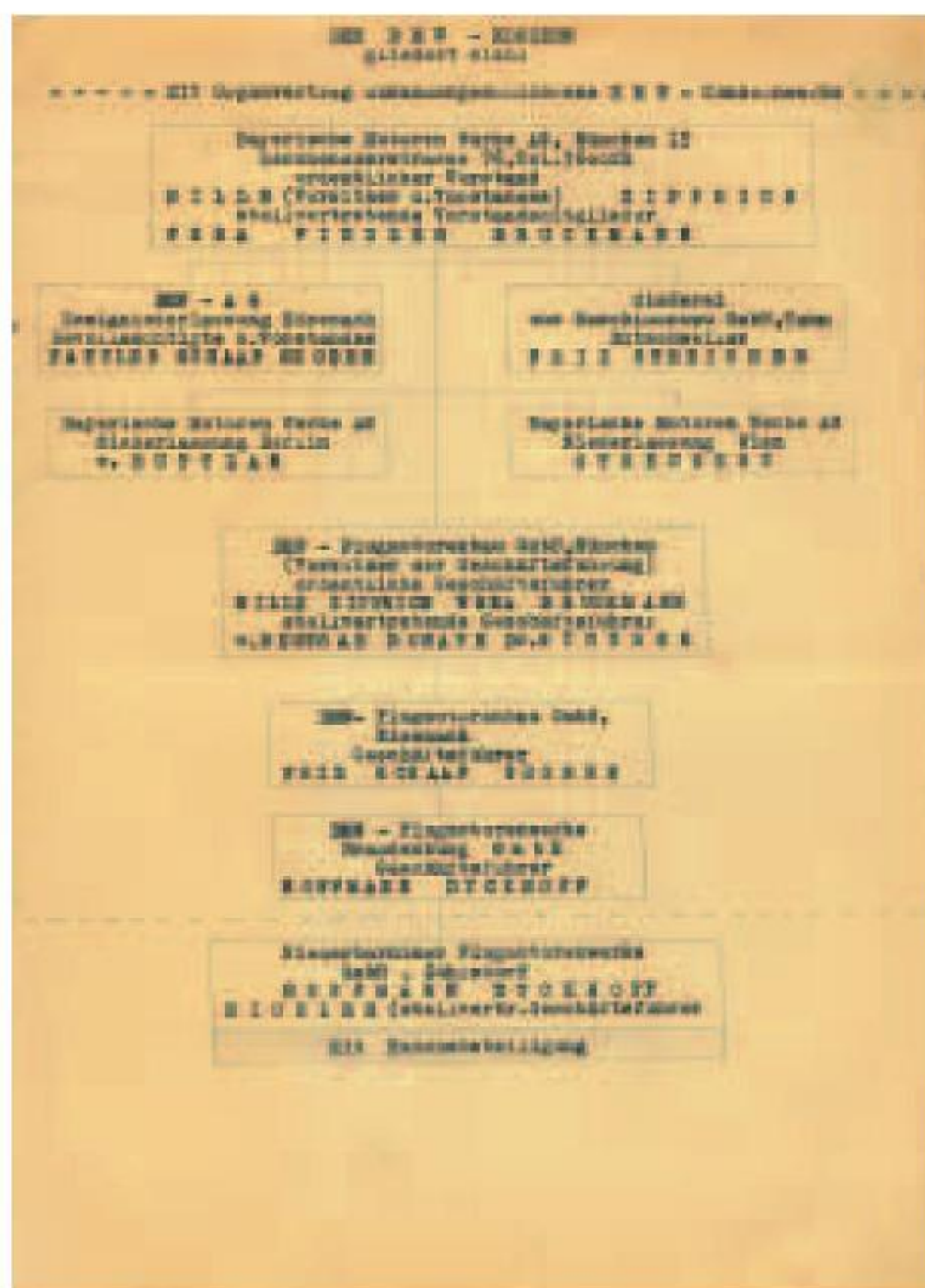
Born in Berlin in 1891, Hille did a business apprenticeship at a commercial college in 1912. After he had served in the First World War from 1914 to 1918, he joined the

Deutsche Werke in Berlin as an assistant to the Board of Directors. He then held posts at AEG and Siemens before moving to Augsburg and joining Bayerische Flugzeugwerke (later Messerschmitt AG) in 1926 to take up a position as commercial Member of the Board of Management. In 1930, he took up the same function at the Heinkel-Flugzeugwerke in Warnemünde. In November 1935, Hille came to Munich and replaced Franz Klebe as commercial

Member of the Board of Management of BMW AG. At the same time he took over from Klebe the function of Managing Director of BMW Flugmotorenbau GmbH Munich. The Supervisory Board and Board of Management had deliberately selected Hille because of his experience in the aircraft industry. From 1935 onwards, BMW participated through its aeroengine division in developing the German Luftwaffe, contributing to a build-up that had been laid down by the National Socialists in their rearmament programme. Hille was an acknowledged expert in the aircraft industry and the BMW executive management therefore believed he was the right man to stand beside Popp at the head of the Group.

### BMW without competition

With Hille at the helm as the Member of the Board of Management responsible for aircraft and aeroengines and as Managing Director of Flugmotorenbau GmbH, BMW pushed forward the expansion of development and production capacities for aircraft engines. The production and development of air-cooled aeroengines in particular was



Organizational chart of the BMW Group after Fritz Hille became Chairman of the Board of Management.





Model of the aeroengine works in Munich Allach 1943/1944. From 1940 onwards, it was used as an assembly plant for production of the successful BMW 801 aeroengine.

treated as a top priority. The 132 prototype manufactured from 1933 meant that BMW was the only German company in a position to supply a tested power unit of this type in the mid-1930s.

Financial support from the Reich enabled the new plants in Munich-Allach and the aeroengine works in Eisenach-Dürrerhof to achieve the higher production figures demanded by the government departments. In 1939 BMW joined forces with Brandenburgische Motorenwerke to take over the aeroengine division at Siemens. This meant they had taken over the only competitor in the German Reich engaged in the development and production of air-cooled aeroengines.

### Differences in the Board of Management

This expansion meant that BMW was now structured along completely different lines. Within the space of a few years, the small aeroengine and motorcycle factory in Munich with the associated automobile factory in Eisenach had become a powerful armaments concern with several works integrated in a large development and production network. This expansion was driven forward and managed by Fritz Hille, but in conjunction with technical production problems,

it increasingly raised issues of competency and management. These problems resulted mainly from the highly divergent opinions in the Board of Management about the management style and organization of the concern.

While Hille saw opportunities for sales and profits by linking BMW more closely into the air armament activities of the Reich, Franz Josef Popp regarded the one-sided emphasis on armament

Popp was afraid that this branch of production would be shifted from the centre to the edge of the Group and would then be closed down in the same way that automobile manufacture had been shut down at Eisenach in 1941 because of the "war effort". Popp saw better opportunities for rescuing this product sector after the war had ended and peace had come, if motorcycle development and production could be retained in Munich.

## Fritz Hille focused BMW on the construction of lucrative aeroengines and rocket engines.

production with a great deal of scepticism. The General Director was able to draw on the experiences of Bayerische Motoren Werke GmbH from 1917 to 1919, when the fledgling company was manufacturing nothing but aeroengines and had found it very difficult to switch to peacetime production.

Popp therefore put a brake on the efforts of his colleague on the Board of Management to integrate BMW ever more closely into lucrative dependence on air armaments. In line with this was his vehement opposition to the transfer of motorcycle production to Eisenach as proposed in 1941 by his colleague Hille on the Board of Management in consultation with the aviation authorities.

The reservations and concerns expressed by Popp against a one-sided concentration on aeroengine production to support the war effort meant that Popp engendered significant ill-will at the Reich Air Ministry against himself and hence also against BMW. General Field Marshal Erhard Milch was responsible for air armament and he expressed his criticism of Popp in increasingly sharp tones.

Fritz Hille was afraid that this sentiment against the General Director of BMW would increasingly be directed against the company. From 1939 onwards, Hille repeatedly turned to the executive members of the Supervisory Board for support on this issue, Directors Emil Georg von Stauff and Hans Rummel from Deutsche Bank. In his dealings with the two Members of the Supervisory



Board, Hille made no secret of the fact that in his opinion the significant coolness demonstrated towards BMW by the Reich Air Ministry was due to Popp's hesitant and uncooperative behaviour. In the spring of 1941, he made a proposal to the Members of the Supervisory Board that Popp should be removed from the executive management of the aero-engine companies in order to get BMW out of the crossfire of criticism.

### Influence in the Supervisory Board

The situation worsened in January 1942, when Popp disclosed in a letter to the German Industrial Council that BMW would not be able to deliver the numbers of the aero-engine 801 required by the government agencies, because BMW had not received the resources that had been promised – in particular production capacities at the Opel plant in Rüsselsheim and at the Volkswagen plant.

This letter was taken as an affront in the Reich Air Ministry. Fritz Hille supported the sentiment against Popp when he informed the Members of the Supervisory Board that in his opinion internal company capacities could be made available by regrouping manufacture, in particular transferring motorcycle production to the plant in Eisenach.

This would enable the company to comply with the demand made by General Field Marshal Milch and an attempt would be made in the first

instance to meet the requirements of the government departments by “entrepreneurial self-help”. The company would only be justified in transferring responsibility for underproduction to other, external factors if this approach failed to deliver what was required.

He argued that this was precisely what Popp had done without BMW making any efforts to solve the problems by “entrepreneurial self-help”. In his letters to the Members of the Supervisory Board, Hille thereby opposed Popp's strategy of retaining motorcycle production in Munich at any price.

Given that Popp had affronted the government departments and given the dispute with the BMW Board of Management about continuing production strategy, Popp could no longer be retained on the BMW Board. Hille's correspondence with the Members of the Supervisory Board underscored the fact that BMW would be seriously damaged in the armament industry if the company management followed Popp's suggestions. Popp reluctantly followed the request of the Supervisory Board to move to the Supervisory Board of the company and make way for Hille.

### Chairman of the Board of Management

After Popp left the Board of Management, Hille became Chairman of the Board of Management of BMW. Under his direction, motorcycle production was transferred in



Fritz Hille collecting for the National Socialist Winter Relief Organization at Karlsplatz Stachus in Munich. 1942 or 1943.

its entirety to Eisenach and production there ceased in 1944. The BMW Group under Hille's management concentrated on aeroengine production and the development of rocket engines for air armaments. The development and production capacities were working under the difficult conditions of the second half of the War but operated well under a lot of pressure and increased the output of aeroengines despite the adverse circumstances.

Fritz Hille received a number of awards for his commitment to the National Socialist war effort, including the title of “Defence Business Leader”. He headed the BMW Board of Management until February 1945.

After the collapse of the National Socialist regime, Fritz Hille was initially arrested by the Allies and placed under house arrest. In 1947, he was put on trial for his role in the armaments industry.

As early as 1948, he received an offer from Siemens AG to take up a position as a Member of the Supervisory Board but he turned the offer down on health grounds. One year later, he died as a result of the consequences of a serious disease.

Fritz Hille (2<sup>nd</sup> from right) takes part in a plant inspection after an air raid. The camouflaged building of the Allach plant is shown in the background. The photograph was taken in 1943 or 1944.





# Crisis in the motorcycle market

The year 1969 marked a turning point in the history of BMW Motorcycles. This wasn't just the year when the entire motorcycle production line was transferred from Munich to Berlin and a fully redeveloped series was launched. 1969 also marked the end of a two-wheeled crisis that had lasted 15 years and caused the downfall of almost the entire German motorcycle industry.

by Fred Jakobs

The motorcycle had already twice proved to be the saviour of Bayerische Motoren Werke. It had come to the rescue after the end of the First World War, when the entire business of the Munich aeroengine manufacturer had collapsed because of the terms of the Versailles Treaty. It then came to the rescue again in 1948, when the R 24 was launched as the first motorized vehicle to come onto the market after the end of the Second World War.

And business in two-wheeled vehicles was booming. In 1951, when the first BMW post-war automobile was launched, over 25,000 motorcycles rolled off the production line in the Munich assembly buildings. These were no longer just single-cylinder models. BMW had also re-established itself in the market for motorcycles powered by bigger engines with the Boxer models R 51/3 and R 67. In 1952, the BMW R 68 – Germany's first "100 mile racer" – returned the company to the top ranks of international motorcycle construction.

Sales figures were also going in the right direction. BMW celebrated a new production record in 1954 with nearly 30,000 motorcycles, and by the end of the year there were 2,341,795 two-wheelers registered in Germany.

The motorcycle business was the foundation which enabled the company to survive because automobile business was in deep trouble during this period.

This meant BMW was hit all the more severely by the motorcycle crisis, particularly in the German market. The new full swinging arm models R 50 and R 69 were launched in 1955, but production figures fell for the first time since the war, and they went down by a massive 20 percent. Moreover, the following years were even worse. Only 5,429 motorcycles were built in 1957. This means that the production of motorcycles at BMW had fallen by nearly 82 percent in the course of just three years.

## Problems – not just at BMW

What was the reason for the collapse? It couldn't be anything to do with the model range, the new full swinging arm chassis were irreproachable, as was confirmed by the specialist test engineers in the trade press.

A look at the rapidly falling sales figures of the other German manufactures from Adler to Zündapp demonstrates that the entire motorcycle industry was battling with structural problems. In



order to be able to identify the cause of this problem, it's necessary to go back a few years.

A big motorcycle industry had developed in the early post-war years up until around 1950. A lot of new manufacturers came into the market alongside great and familiar names from before the war like DKW, NSU, Zündapp and BMW. These were particularly engaged in selling motorcycles in the smaller capacity classes up to 125 or



1948: The winner of the first BMW motorcycle from post-war production, an R 24.



The NSU Fox, a typical motorcycle from the 1950s. (Photo: NSU GmbH)



Government agencies keep BMW business going: R 51/3 police version in 1954.





Dynamic riding instead of financial difficulties: The crisis in the motorcycle industry was finally overcome with the BMW /5 Series.

– the R 69 with a purchase price of around DM 4,000. An additional factor was that the first road blocks and night-time prohibitions for motorcyclists were put in place and these were regarded as pure bullying tactics by the motorcycle community. It's true that there were still dedicated riders who wanted to remain loyal to their motorcycle but the mass market aspired to the automobile.

This development was a death sentence for numerous motorcycle manufacturers. The production volumes of manufacturers of small models in particular collapsed and there were quite simply too many companies operating in this segment dependent on low profit margins.

The crisis gradually also overtook companies producing the full range, and manufacturers who had specialized in the mid-range and top models. Even BMW as a premium manufacturer was hit by the crisis in the mid-1950s, but complete collapse of motorcycle production was avoided.

The increasingly important business with government agencies took on added significance as a means of providing a degree of planning certainty. Production of the Isetta had started up at assembly lines in Munich in 1955, and it was possible to transfer most of the staff and machinery not required in motorcycle production to produce the new car. The fact that the engine for the Isetta was based on the motorcycle single-cylinder engines made it easier to transfer staff and re-equip the production systems.

maximally 250 cc. These enjoyed enormous popularity and for a time made up more than 90 percent of the German motorcycle market.

And when NSU included the moped "Quickly" in motorcycle production statistics, the company advanced to the "Biggest motorcycle company in the world". The motorcycle boom associated with the economic miracle was actually all about small propelled bicycles or mopeds from today's perspective. They were mainly used as a very simple mode of transport for short journeys like the daily trip to work or down to the sports club. The "really heavy motorcycles", i.e. the class with a capacity of 500 cc and more, made up less than 5 percent of the sales figures.

The so-called economic miracle was in full swing during the 1950s, and gradually the automobile became the status symbol of the emerging post-war generation. It didn't matter whether it was the Goggomobile from Glas, the Zündapp "Janus" or the Isetta from

BMW. German industry produced a large number of simple – today rather comical – models that met the minimum requirement for providing a mobile roof over the driver's head.

The market share of very small cars with a capacity of less than 500 cc went up tenfold between 1950 and 1954 to around 11 percent of the entire automobile market. People were willing to overlook the low power, after all, the Isetta's 13 bhp still provided more power than most of the motorcycles and scooters registered in those years.

#### The masses aspired to the automobile

Just as the status of the automobile rose, the image of the motorcycle fell through the floor. Numerous editorials and readers' letters in the motorcyclists' journal *Motorrad* bear testimony to the arrogance motorcyclists encountered during this period. It didn't matter whether the motorcyclist was riding an Adler M 100 priced at just under DM 900 or the BMW flagship of those years



When you could still ride a bike without a helmet: BMW /5 Series from the year 1969.





The motorcycle comeback began in the mid-1960s. BMW soon started promoting this comeback in advertisements. Advertisement from 1970.

1960s to the big US market. So survival had been secured. Moreover, the BMW 700 launched in 1959 and the New Class, launched with its first models in 1961 enabled BMW to place its business on a solid economic footing. But the successful development of automobile production also had a downside for motorcycles. As the car business flourished, the status of motorcycles lost significance in the company as a whole.

Technical and financial resources and most importantly qualified staff were deployed more profitably in the automobile business than in the motorcycle sector. Many would have been happy to part company with this “burden from the past without any growth prospects”.

However, BMW remained faithful to the motorcycle. After all, wasn't it true that the sporty image of the company was based on motorcycles. Another point in its favour was that the motorcycle had revitalized BMW twice in the history of the brand and succeeded in rescuing the company from extinction.

#### Light at the end of the tunnel

Although the motorcycle business had been retained, there was virtually no investment in new models. It's true that the engineering of the series launched in

Rebellion, adventure and freedom were the new values for the motorcycle. Press photo of the R 75/5 from 1969.

1955 with a full swinging arm was updated in 1960. The new flagship, the R 69 S, with 42 bhp had a top speed of 175 km/ and was one of the fastest motorcycles on the market, but the appearance of the motorcycles remained basically unchanged until 1969.

Most of the competitors in the class relevant to BMW were in the British market, and by comparison with these machines BMW motorcycles looked distinctly old-fashioned. The beginning of the 1960s also saw Honda increasing the pressure as the first Japanese motorcycle manufacturer to enter the European market. It was soon to cause big problems especially for the British motorcycle industry.

The first light at the end of the tunnel appeared in the mid-1960s. Although the number of motorcycles overall continued to fall, with only 348,000 motorcycles registered in Germany – the number of registrations for motorcycles increased in 1967 for the first time in 15 years when new registrations went up from 2,945 to 3,764. This modest figure strengthened the belief of BMW managers in their assumption that the downward trend in Europe had been brought to an end and that business would start to pick up again – a development that had been evident for a number of years in the US.

“The economic miracle has made us Europeans rather complacent and lazy, and pressed the motorcycle increasingly into the background, but it's by no means dead! Quite the contrary, it's about to undergo a renaissance.” This introduction to an internal brochure prepared

Success and motorcycle are no longer mutually exclusive from the 1960s: R 75/5 from 1969.



#### Stability through export

If motorcycle business failed to recover in subsequent years, at least BMW was able to prevent a further slide downwards. Apart from business with government agencies, exports took on increasing significance. The fact that annual production figures stabilized between 5,000 and 10,000 in the period between 1957 and 1969 was particularly due to exports to France and Switzerland, and during the







the motorcycle as a genre, as it was being presented by the Japanese.

At around the same time, the motorcycle was also being associated with the concepts of "adventure", "rebellion" and "freedom". Dennis Hopper's film *Easy Rider* was premiered in 1969 and the film's song "Born to be Wild" became the anthem of an entire generation of motorcyclists.

This movement turned the motorcycle into the symbol of unconventionality, a sporty alternative that enabled individuals to express themselves apart from the mass culture of the automobile. The countries in western Europe had meanwhile become so affluent that the answer to the question "Motorcycle or car?" in many cases came out as "Motorcycle and car". Two-wheelers and four-wheelers were no longer competitors, they complemented each other.

#### The climate improves

In this improving motorcycle climate, BMW launched the /5 Series in 1969 as a completely new design: sportiness was the trump card, the motorcycle was only sold as a solo motorcycle and the prospectus indicated the kind of new customers the motorcycle was aimed at: the photos showed athletic men who were wearing a sports jacket and showing off their BMW in front of their opulent house. Economic success and riding motorcycles were no longer contradictory. The motorized two-wheeler had once again climbed the social ladder. And the customers were demanding performance: the R 75/5 was the top model in the

Stronger and more sporty: The BMW R 90 S launched in 1973 demonstrates the development of the motorcycle.



The "new" customers increasingly demanded more performance: BMW R 75/5 taking off.

range, and this was the first time in the history of BMW that the top model had been at the top of the sales rankings.

The figures were right: Sales figures exceeded 10,000 from 1970 onwards and in 1976 the record of 30,000 motorcycles achieved in 1954 was beaten. The newly equipped BMW Motorcycle plant in Berlin-Spandau soon reached its limits and it was necessary to extend the plant for the first time.

In the mid-1970s, it was clear that the motorcycle boom was not just a short-lived fashion. Both manufacturers and customers were once again committed the motorcycle – and BMW had finally survived the crisis on two wheels.

European dealers for this change and encouraged them to stick with the motorcycle. "The motorcycle is again on the agenda, not as a utility vehicle but as an extremely exciting, technical item of sports equipment."

And at the end of the 1960s and the start of the 1970s, there was a real model offensive in Europe: the Triumph Trident, the BSA Rocket 3 and the Norton Commando from England, the Moto Guzzi V7 Special and the Ducati 750 GT from Italy – each manufacturer launched a new top of the range model in the 750 cc class.

However, none of the European brands succeeded in making the breakthrough. A manufacturer from the Far East had the big hit: in 1968 Honda launched the CB 750 with a 67 bhp ohc in-line engine and this machine put all the previous production motorcycles in the shade. This move was to open up a veritable competition of performance, particularly among the Japanese manufacturers.

BMW rose to the challenge and was to benefit from the positive reappraisal of







## BMW Clubs – fit for the future with new structure

The International Council of BMW Clubs adopted a new structure for the worldwide BMW Club organizations in autumn 2003. The BMW Club scene had undergone exponential growth in recent years and the aim was to support the clubs with uniform and transparent structures. Four regional sections under a newly elected Presiding Committee will now provide support for the clubs across the world.

by Dr Thomas Tischler

The annual meeting of the International Council of BMW Clubs was held from 11 to 14 September 2003 in Rottach-Egern on Lake Tegernsee. This council is the umbrella organization of all the officially accredited BMW Clubs across the world. It meets once a year to decide on the strategic direction, goals and activities for the coming year.

### Status quo and future challenges

The invitations to the meeting are issued by BMW Mobile Tradition. The Chairman and Vice-Chairmen were due to be elected in 2003. There were delegates from the international umbrella organizations of Europe, the US, Canada, Australia, New Zealand, South

Africa and Japan, as well as delegates from BMW classic car clubs and BMW Mobile Tradition.

Almost 75 years after the first BMW automobile was built and the first BMW Club was founded in Düsseldorf, the BMW Group is on an unprecedented growth curve of expansion. The worldwide family of BMW Clubs is also working towards meeting the challenges of the future. Currently more than 200,000 BMW enthusiasts from all over the world are organized into a network of official BMW Clubs.

The BMW Club organizations from the US are the biggest national community with one automobile and two motorcycle umbrella organizations list-

ing around 115,000 members in total.

BMW Club Europa e.V. is the umbrella organization of the community of BMW Clubs in Europe. This organization has been in existence for over 40 years and currently embraces 30,000 members in 190 clubs and 25 countries. Other important BMW Club organizations are located in Africa (see also page 39), Canada, Japan, New Zealand and Australia. BMW Clubs are currently being established in eastern Europe, Asia and Latin America.

### Features of the new BMW Club structure

The new structure reflects the increasing shift in global sales markets. 14 new





Participants at the International Council Meeting 2003 (from left): Eric Bergera (observer, BMW Car Club of the Philippines), Gordan Boltz (delegate, BMW Riders Association International USA), Ian Branston (Chairman International Council, BMW Clubs Australia), Holger Lapp (delegate, BMW Group Mobile Tradition), Jörg-Dieter Hübner (delegate, BMW Group Mobile Tradition), Larry Koch (BMW USA), Derrick Watterson (delegate, BMW Clubs Africa), Gerry Hodges (delegate, BMW Car Club of New Zealand), Damian Cook (observer, BMW Clubs Australia), Raymond C. Zimmerman (observer, BMW Motorcycle Owners of America), Dr Thomas Tischler (delegate, BMW Group Mobile Tradition), Dr Bernhard Knöchlein (Vice-Chairman Vintage, BMW Veteranenclub Deutschland e.V.), James Westmacott (observer, BMW Club of Canada), Noriyoshi Kitada (observer, BMW Clubs Japan), Dorothee Grau (International BMW Club Office, BMW Group Mobile Tradition), Dr Philip Abrami (Vice-Chairman Cars, BMW Clubs Canada), Don Hamblin (delegate, BMW Motorcycle Owners of America), Yoriko Czerny (interpreter for Noriyoshi Kitada, Japan).

members from the regions referred to above applied to join the fold at this year's meeting of BMW Clubs. The BMW Club delegates attending the meeting and BMW Group Mobile Tradition, which is responsible for the club organizations, agreed that this wave of new clubs and the shifts in global sales markets required a new forward-looking structure for global organization of BMW Clubs. The new international

BMW Club structure includes changes in the regional distribution of clubs, introduction of an additional club section and the allocation of delegates (see below).

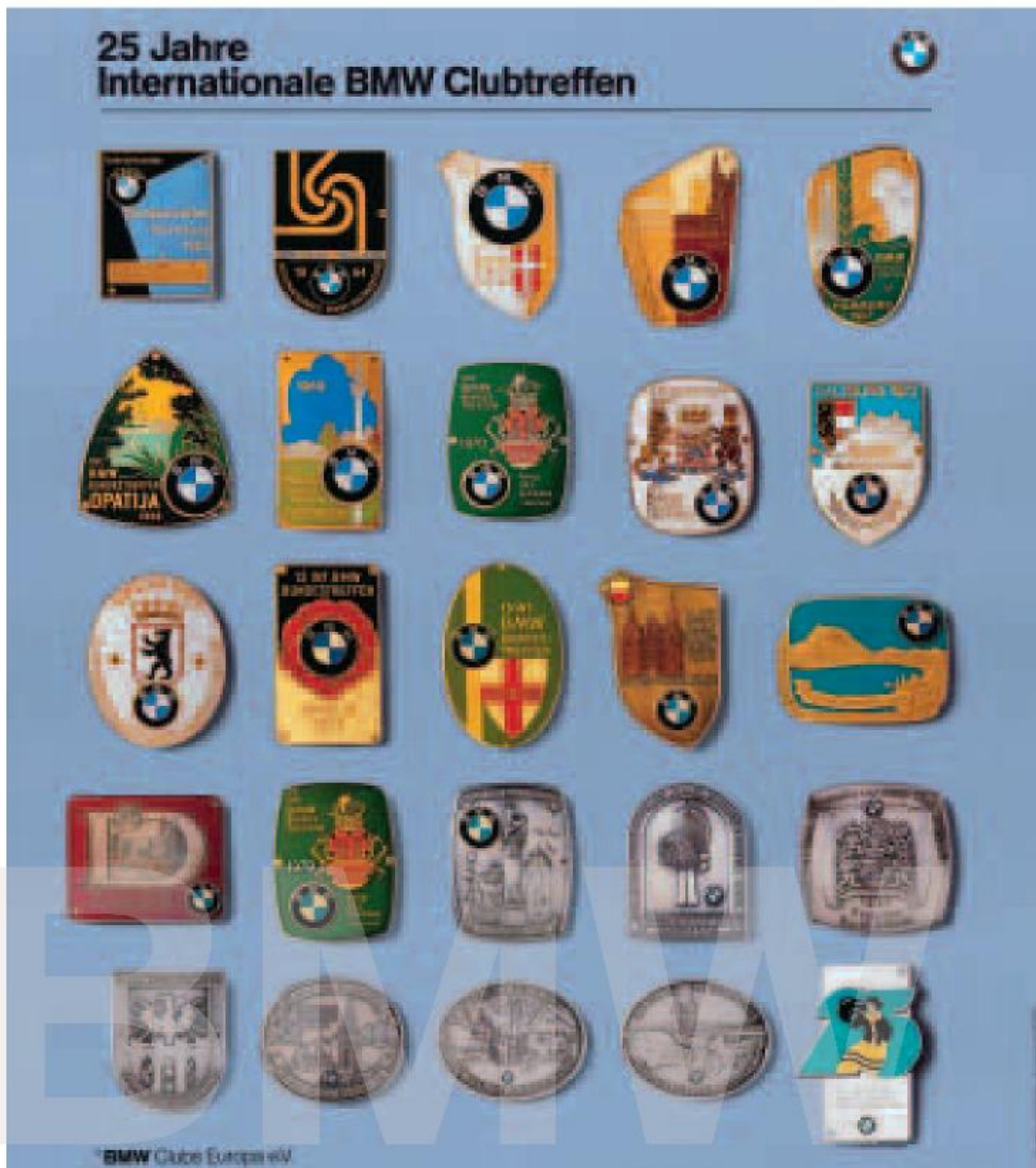
It was decided to adapt the regional structure of the BMW Clubs to conform roughly with the existing BMW sales organizations, so that the new clubs from the regions in question would be adequately represented in the club organization of the future.

This means that in future the BMW Clubs will be divided into three regional sections: Europe including Germany, America and the section Asia, Africa and Oceania. An international section will also be created alongside this structure entitled the International BMW Classic and Type Clubs Section in order to address the different interests of these club members. This will simplify the communication processes and facilitate cooperation between the local clubs, national umbrella organizations and the units of BMW AG.

### The new BMW club structure







Tradition unites: The members of BMW Club Europa e.V. have been meeting once a year at an International BMW Club Meeting for the past 25 years.

clubs with a purely national makeup can continue to be part of their national umbrella organization.

The new BMW Club structure clearly confirms the approach actively pursued by the clubs, in contrast to similar brand-based club organizations. The new structure grants many key clubs membership without their having to change their previous identity, while a common framework is guaranteed by the statutes of the International Council of BMW Clubs.

Three of the four Chairmen of the Council were not available for re-election and this meant that new elections had to be held. Australian Ian Branston was elected unanimously as the new Chairman of the International Council of BMW Clubs. Phil Abrami from BMW Club Canada was elected as the new Vice-Chairman for cars, and Dr Robert Hellman from the BMW Riders Association in the US was elected as the new Vice-Chairman for motorcycles. Dr Bernhard Knöchlein was re-elected as Vice-Chairman for classics.

The International Council of BMW Clubs will be given a new structure in 2004 and will then have 20 delegates. Europe is represented by BMW Club Europe e.V. and will nominate up to four delegates in future on the basis of membership numbers. America, including Latin America, and the Asia, Africa and Oceania Section will each nominate a maximum of five delegates.

The Classic and Type Clubs Section will be represented by two delegates. The aim is to ensure more evenly balanced representation for the representatives of the automobile and motorcycle clubs from the sales regions. Three delegates from the BMW sales organization and a representative from BMW Group Mobile Tradition will help to foster closer links with BMW AG and its sales organization in future.

The International Council of BMW Clubs has created the International

BMW Classic and Type Clubs Section to meet the requirements of these vehicles which are vital for enhancing the historical brand value. Membership of this new section depends on specific conditions. Club activities must have an international perspective, the vehicles and types must have significance for the historical BMW brand value, and the membership structure must be international.

#### Election of the Presiding Committee

The Council Board is reviewing these criteria following submission by the International BMW Club Office. A period of two years is being considered for the clubs to meet the criteria for membership. This measure is intended to get the new section off the ground quickly and allow clubs not yet meeting the new criteria for membership to harmonize with them. Classic and type

#### International BMW Club Office

The newly elected Presiding Committee is powering ahead with implementing the new structure as quickly as possible. It officially came into force on 1 January 2004 so that the umbrella organizations have sufficient time to elect their delegates for the new composition of the Council.

The BMW Clubs will receive support for implementing the new structure from the newly realigned International BMW Club Office. The primary concern of the office will be to act as a global communication and coordination platform between the club organizations of BMW Mobile Tradition, BMW's central sales organizations and the national BMW sales subsidiaries and importers.

A key focus of these activities will be managing communication and cooperation, combined with further development of the club organization. As a



mediator for facilitating cooperation, one of the functions of the office will be to create and update a database. It will also institute and support negotiations related to cooperation. These will be prepared by determining potential for generating mutual benefits.

The Club Office will focus on drawing up concepts for setting up club structures in different regions and markets as it develops the structures of the future for the organization. These concepts will then be implemented.

Another important aspect relates to the planning and updating of communication geared to specific target groups. Suitable media will be developed for this purpose and then implemented. The communication processes will be defined and framework conditions created in cooperation with the clubs to ensure uniform and efficient communication between everyone concerned.

The International BMW Club Office will also be responsible for administration and the rules governing the BMW Clubs across the world.

Aside from the organizational and administrative functions carried out by the BMW Club Office, the focus will be primarily on drawing up and harmonizing worldwide guidelines for the BMW Clubs. A central database will be created at the BMW Club Office recording all the members across the world at a regional and national level. This database will be available to all the other members. The first projects are concerned with setting up a worldwide club database, development of communication geared to specific target groups using appropriate media, and revising the existing statutes.

**Challenges and outlook**

The new structure represents a significant step towards a future which will bring the BMW Club organizations into pole position. The challenge now is to ensure that teamwork and cooperative support get the new organization off to a fast, smooth start.

In 1997, numerous representatives of the M1 Clubs from all over the world came to the event 20 Years M1, organized by BMW Mobile Tradition.

**Board of the International Council of BMW Clubs**

Function	Name	Club
Chairman	Ian Branston	BMW Clubs Australia
Vice-Chairman Cars	Phil Abrami (Ph.D.)	BMW Clubs Canada
Vice-Chairman Motorcycles	Dr Robert Hellman	BMW Riders Association International USA
Vice-Chairman Vintage	Dr Bernhard Knöchlein	BMW Veteranen-Club Deutschland e.V.

**Newly affiliated clubs**

	Type	Country
BMW Motorcycle Caravan Dubai, UAE	Motorcycle	Dubai
BMW Motorcycle Club Indonesia	Motorcycle	Indonesia
BMW Car Club of the Philippines	Automobile	Philippines
BMW Owners Club Hong Kong	Car and motorcycle	Hong Kong
BMW Motorcycle Club Hong Kong	Motorcycle	Hong Kong
BMW Motoclub El Salvador	Motorcycle	El Salvador
BMW Club Argentina: BMW Auto Club Argentina + BMW Moto Club Argentina	Car and motorcycle	Argentina
BMW Motoclub de Costa Rica (Asociacion Costaricense de motociclismo BMW)	Motorcycle	Costa Rica





# BMW Club Europe meeting in La Roche en Ardennes

International club meetings are always an occasion for swapping notes between BMW Mobile Tradition and the local and regional BMW Clubs. A meeting of the BMW Club Europa in Belgian La Roche en Ardennes was altogether a more ambitious affair with participants coming to this highlight of the club scene from all over Europe. Numbers were further swelled in the autumn of 2003 because in addition to the other events, a meeting of the BMW Club Presidents was also on the agenda.



Floreal holiday centre: castle grounds.



In Belgium's Ardennes: BMW 502 V8 Super.

**La Roche en Ardennes.** A historic, small town set in a dream landscape with lots of local places for excursions, the best of Belgian cuisine and an enchanted fairy-tale castle with all the latest creature comforts. This was the fantastic setting for a special highlight in the BMW Club scene for 2003. The 41st international meeting of the BMW Club Europe in La Roche en Ardennes brought together hundreds of automobile and motorcycle devotees from all corners of the continent to one of the most beautiful towns in Belgium's Ardennes region between 4 and 7 September 2003.

## La Roche second time round

"We chose this little town in the Ardennes as the setting for our international club meeting quite simply because it offers everything that our fans could desire." Guy Timmerman, President of the BMW Motorclub Flanders and Vice-President of BMW Club Europa, is still waxing lyrical about the marvels of La Roche en Ardennes as a location for a BMW Club Europa meeting. The town was selected for the second time after 2001 as the venue for the highlight of the BMW Club calendar. The programme was action-packed and extremely varied, leaving no time for the members to get bored. The four days at the Floreal Club Holiday Centre flew past all too quickly,

even for aficionados who had come back for a second time.

A meeting of the European BMW Club Presidents launched the get together of BMW Club Europa. To the amazement of all concerned, almost 60 delegates came to the meeting, including Jörg Hübner and Dr Thomas Tischler from BMW Group Mobile Tradition. The joint discussions focused on the new structure for the BMW Club organization.

While the presidents' meeting was being held, the other delegates had an opportunity to savour the historic atmosphere of the venue. The Floreal Club Holiday Centre is situated in grounds of roughly 4 acres on the banks of the picturesque River Ourthe. The main building is an old castle converted to the elegant Hotel des Bains during the roaring twenties of the last century. The hotel now offers its guests comfortable double rooms, generously appointed self-catering apartments and camping facilities set in beautiful rural surroundings. Not that anyone at La Roche was particularly thinking about sleeping! Activities including sports, culture, cuisine and imbibing

BMW Club culture took up all the time available to the delegates at the Ardennes meeting until well into the small hours.

Sporting BMW fans in particular had a whale of a time. Swimming, bowling, tennis and minigolf were all on the agenda, while the surrounding countryside offered ample opportunity for country walks, caving expeditions, climbing and canoeing. Anyone who wanted a quiet time found plenty of to do with lots of excursions to the historic centre of La

Roche, the space centre located nearby or the wealth of museums in the area. An excellent exhibition in the BMW Pavilion presented the very best from BMW Mobile Tradition, ranging from classic motorcycles housed in the museum to the BMW Williams F1 racing car.

## Culinary delights

Guy Timmerman was responsible for organizing the event and he was extremely keen to ensure that BMW Club members had lots of opportunities to socialize with each other. His vision was to create an event that was focused on "friends having a really good time together".

And there was no shortage of opportunities for the fans to socialize. Sampling Belgian cuisine like the famous Ardennes



Winner as the darling of the crowd competition: BMW Isetta.



ham, participating in an exclusive wine tasting and trying out the local culinary specialities at a joint celebration dinner were all extremely enjoyable social gatherings. Food is one of the great joys in life, and even the most hedonistic fans of BMW's heritage were not neglected on that front.

### Isetta – darling of the crowd

Although there were so many delights on the programme, BMW devotees needed to have plenty of opportunities to pursue their joint passion: going for a spin with their beautifully tended vehicles. Meticulously prepared road books directed the fans along little winding side roads passing through a fantastic panorama landscape to the most interesting attractions in the area. Drivers competed with

the top finalists in the exciting outdoor Country Games in the quest to win the enticing prizes.

The BMW Elegance Cavalcade entitled 80 Years of the Roundel was undoubtedly the highlight of the 41st BCE Meeting. It featured more than 100 different BMW automobiles and motorcycles in an impressive parade before a big crowd of spectators. When the parade came to an end, a vote on the most popular car crowned the BMW Isetta as the darling of the crowd. It even came out ahead of the BMW Z3 and other fast sports cars. A BMW Boxer sidecar combination took the top slot among the motorcycles.

The BMW Club Europa Meeting in La Roche en Ardenne provided an out-



Visitors to the club meeting out for a spin.

standing four days and was a true highlight for the numerous visitors as the club calendar was coming to a close. The unique flair of the region and the excellent organization contributed to making the meeting – now in its 41st year – an unforgettable experience for everyone involved.

## BMW Club Egypt

A cocktail party provided the setting for a conversation between Karym Metwally from BMW Club Egypt and Ulrich Urban, CEO and partner of Bavarian Auto, importer and manufacturer of BMW in Egypt.



Ulrich Urban and Karym Metwally.

Karym Metwally: Mr Urban, what has been your previous "automobile" past?

Ulrich Urban: Automobiles are my life. I have been a car dealer for more than 23 years now. The beginnings were modest when I took over my grandfather's business. As the years rolled on, I gradually became one of the biggest car dealers in Germany, later I imported cars from the Skoda VW subsidiary. I sold 42,000 cars a year and supplied 482 dealers who I was responsible for selecting. That's why I am fairly familiar with what a good dealer is and what he needs.

As the new BMW partner in Egypt, you will have to deal with the many different expectations of BMW owners and club members. What do you expect from cooperation with BMW Club Egypt?

Bavarian Auto Co. and BMW Club Egypt will put on a lot of fantastic events – and we're starting right now. I believe that high-quality marketing is extremely important. As you know, I recently received the marketing prize in Germany – the members of BMW Club Egypt can be sure that I will also use these skills in Egypt. I believe that together we are a strong team.

Have you also had anything to do with BMW Clubs in Germany?  
No, never. But it's time to foster these activities.

The membership numbers for the clubs have risen to 200,000 with the global success of BMW. What can these BMW Club organizations do for the BMW brand?

I believe we are part of a group with common ideas. We want to make something out of life and we're ready to work hard for it. But it's not enough to drive well-made luxury cars. We also have to demonstrate what we stand for. You will soon be able to see what I mean when our flagship store opens – one of the biggest and most up to date in the Middle East.

BMW stands for exclusive automobiles. Which one is your favourite?

For a long time, I owned a BMW 507 and it was very dear to my heart. One day, I sold it for 90,000 marks. At the time, I needed the money for my house in northern Germany and the car had to go. Today, I'm sorry about that, but I couldn't have everything at the same time. It was a wonderful car. Only 235 of them were built in 1959. I bought it in 1967 after I returned from the US and drove it for ten years, a fantastic, hand-made automobile.

The clubs are called Ambassadors of the Brand on the BMW Website. What's your opinion on that?

I can only agree with it. At Bavarian Auto, we cooperate very closely with BMW Club Egypt.

Can you see any problems for your work in Egypt?

Not at present. We have invested a lot of money in this business and we will build it up in a very professional way.

What do you envisage as the next stages for the BMW presence in Egypt?  
We are currently in Roxy for six months. We have rented a former BMW building that fits in with the corporate image, even if it's rather small. The flagship showroom at the centre of Cairo will come soon, right next to the Egyptian Museum.





## Die blaue Blume

Drei lange Wochen hatte ich gesucht im großen Berlin, 120 Wagen bot man mir an, alle fast neu, aber keiner vereinte alles, was ich suchte: Tadellose Maschine, viersitzig, nur 9 RM. Steuer im Monat, elegant und bescheiden, flink und wendig in der Großstadt, für meine Sommer-Reise der beste Alpensteiger, keine luxuriöse Protzkanone — der gegebene Damenwagen. Selbst der Berliner schaut ihm nach und seine lächelnde Kritik über „Kleinautos“ verstummt. Vollends bestrickten mich die schönen blauen Töne des BMW. Ich taufte ihn zur selben Stunde: Die blaue Blume.

Li v. Lieres

