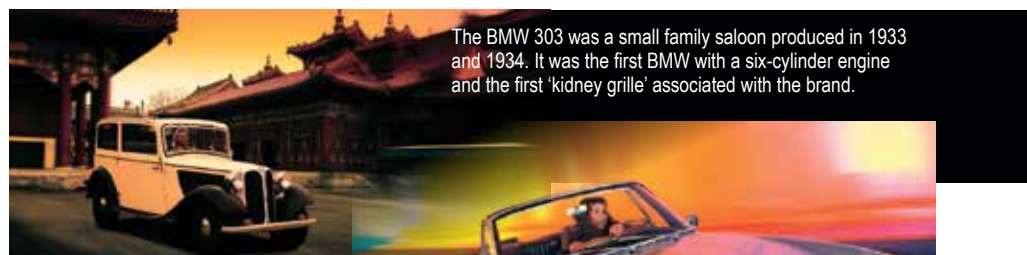


BMW 315, a 1.5-litre version of the 303 which replaced it in 1934 and was built until 1937.



The R32 was first ever motorcycle introduced in 1932.

Well-known for their luxury, innovation, performance, dynamic capabilities, versatility, reliability and low depreciation, owning a BMW is often top of people's list. Whether you're after a small compact, sedan, sports car or SUV, BMW has some of the best vehicles in every segment, and all convey the German company's unique sheer driving pleasure. But its BMW's rags to riches history that defines them as a world leader and global empire.



The BMW 303 was a small family saloon produced in 1933 and 1934. It was the first BMW with a six-cylinder engine and the first 'kidney grille' associated with the brand.



RESIDENT AUTO

# DISTINCTIVE LUXURY AND PERFORMANCE

During the last 100 years inventors, pioneers and brilliant designers have written BMW's history, transforming it from a struggling aeroplane engine company in 1916, when Karl Rapp and Gustav Otto, merged in Munich, to being the world's leading manufacturer of some of the most highly coveted luxury vehicles and motorcycles. BMW's mantra of diversifying in adversity continues to propel them into the future. They have set records for altitude and speed, redefined an entire segment of the market, and dominated on racetracks around the world. During World War I legendary fighter pilot the Red Baron claimed BMW made the best engine. Those early aeroplane engines rewrote the record book. Much of BMW's legacy revolves around their outstanding four-cylinder engines, and during the 1970s their specially designed headquarters pays tribute to that heritage, with the BMW Museum located next door. Opened in 2007, BMW Welt, the delivery centre on the west now offers a complete history and brand experience. Unable to produce planes or engines after World War I, BMW diversified. In 1920, Camillo Castiglioni, an Italian-Austrian financier, acquired the BMW engine, production facilities, workforce and logo, and relocated everything to Munich's Oberwiesenfeld airfield. The company's central plant and headquarters have remained here ever since, today employing 9,000 and producing over 200,000 cars every year. Having produced only motors previously, BMW's first entire motorcycle, the R3, was a huge step in 1923. So efficient, the concept plan is in

modern BMW motorcycles. The first BMW designed car didn't appear till 1932. The 303 featured the 'kidney grille' that has become a distinctive styling element of all BMWs. Released in 1936, BMW's first sports car, the 328, had more than 100 class wins in 1937 alone. The same year BMW also took out the world record for the fastest motorcycle. Its aerodynamically slick, and supercharged design covered the rider and was capable of 173.7 mph. BMW's aerodynamic designs were ahead of their time. To prevent the company's total collapse after World War II, BMW produced pots, pans, kitchen utensils and bicycles. At the end of the 50s, BMW was nearing bankruptcy due to the Cold War despite releasing the R24 motorbike and luxury BMW 501. A hostile takeover was mounted, but BMW's shareholders and employees helped buy back shares. Eventually, major shareholder Herbert Quandt took control. Today, his family still have vast holdings. BMW flourished during the 60s, releasing the smaller BMW 700 and compact 1500 that was replaced by the BMW 3 Series in 1976. The company also established a financial subsidiary, BMW Kredit, providing support for their growing number of worldwide dealerships. Extensive research goes into designing and producing new vehicles, and BMW has set a precedent across the world for what one manufacturer can achieve. Their global reach has continued into the 2000s, opening the Rolls-Royce plant in Goodwood in 2003, and the Leipzig plant in Germany, which won the

2005 German Architecture Prize. Employing 5,500, the Leipzig plant produces Series 1 and 2 BMWs, and since 2013/14 the Group's first electric cars, the i3 and i8. BMW has seen both difficult and prosperous times but has emerged strong. Today, the BMW Group is an innovative leader, setting trends in production technology and sustainability with 30 production and assembly facilities in 14 countries, a global sales network, and a provider of premium financial and mobility services. By 2020, BMW leadership aims to be the leading luxury automotive manufacturer in the world. Here in the Northern Territory, family owned and operated Darwin BMW proudly delivers a comprehensive range of BMW products and services to all Territorians from its conveniently situated showroom on the Stuart Highway. For over ten years Darwin BMW has provided excellence across all facets of their business, winning multiple awards in sales, service and customer satisfaction. 'We're committed to providing the highest standards of customer service,' said BMW Darwin Sales Manager, Caliopy Gilchrist. 'Our sales team is supported by an award-winning service department, equipped with the latest diagnostic equipment and staffed by factory-trained technicians, ensuring owning your BMW is as memorable and pleasurable as the company's outstanding history.' Darwin BMW Stuart Highway Winnellie NT (LMVD 403) T: 8946 4444 E: Darwin.buy@darwinmotorgroup.com.au W: darwinmotorgroup.com.au



The BMW 501 was a luxury car manufactured by BMW from 1952 to 1958. It was the first BMW model to be manufactured and sold after the Second World War.

*We design moving products, both in the functional and in the emotional sense. Our design is authentic; it indicates what you can experience with our products and evokes the heritage of the brand. But our design is also geared towards the future and lends a face and soul to the cutting-edge technology that defines our products. Beyond that, our design evinces a keen attention to detail, with customers still discovering intriguing design elements years down the line."* Adrian van Hooydonk, Senior Vice President BMW Group Design.



The BMW 507 is a roadster that was produced by BMW from 1956 to 1959, initially intended to be exported to the United States.

In 1957, three of BMW's major German competitors went out of business. In 1954, BMW produced 30,000 motorcycles.



### BMW FACTS

- ◆ A 20-year-old BMW M10 four-cylinder street engine won Nelson Piquet the Formula One World Driver's Championship in 1983.
- ◆ BMW still make WWII-era parts and others via the BMW Classic Program.
- ◆ A group of mechanics built a factory-new 1976 R90S motorcycle by ordering all the parts online.
- ◆ BMW bought back its old motorcycle factory in Munich to make new old parts for BMW Classic, inside a classic BMW building.
- ◆ BMW also designed Singapore Airlines first-class cabin interiors.



The first and, and only mid-engine supercar the BMW M1.



BMW cars and motorcycles have been successful in a range of motorsport activities.

### THE BMW ROUNDEL

Designed by Karl's brother, Ottmar Rapp, the roundel is a combination of Karl Rapp's former logo and the German state of Bavarian national colours, despite popular belief that the blue and white represents white propellers on a blue sky. In 1917, when Rapp Motorenwerke took control of the struggling Bayerische-Flugzeug Werke (BFW), it became Bayerische Motoren Werke (BMW), and only the letters were changed on the logo. In the late 20s, the logo appeared as a rotating propeller in an advertising campaign. Despite reimagining over the years, it's retained the basic form.

### BMW's MOST NOTABLE YEAR - 1972

- ◆ Birth of the M car.
- ◆ Launched Motorsport Subsidiary bringing recognition as a quality, dominant vehicle manufacturer and changing the company's direction to build sports cars for the average driver. BMW Motorsport was only the tip of the iceberg. BMW Golfsport, Yachtsport and Mountains have all inspired BMW's impressive line-up of performance-based vehicles.
- ◆ First overseas production plant established in Rosslyn, near Pretoria in South Africa with special care taken against segregation, discrimination and unfair compensation in the factory. The 1,700 employees now manufacture around 53,000 3 Series each year.
- ◆ Construction of BMW's headquarters and Museum. Today, the four-cylinder building has become an iconic part of Munich's skyline.
- ◆ Debuted an all-electric version of its popular 1602. Using 12 batteries, it travelled up to 19 miles at a time. It was an engineering exercise rather than a marketable product.
- ◆ Sales subsidiaries outside of Munich were established, transforming BMW from a luxury German automotive manufacturer to crucial world player. The first subsidiary opened in France in 1973 and followed shortly after by many other countries.

### THE BMW 90s

1990 opened its Research and Innovation Centre in Munich - the first car manufacturer to ever do this. BMW relies on its 7,000 scientists, designers, engineers, managers and technical staff to work together to create their modern, luxury vehicles. 1994 opened its first USA plant in Spartanburg, South Carolina, initially dedicated to the Z3 roadster, today, the plant also produces the BMW X series. The X3, X5, and X6 are all made in the USA. 1994 purchased UK Rover Group that produced the Land Rover, MG, and Mini. Selling the Rover Group in 2000, they retained the Mini model. 1997 unveiled concept of the new Mini the advanced design created an athletic, cheeky character. It was released into the premium small car segment in 2001. 1998 acquired the legendary Rolls-Royce group, negotiating the ownership of the brand and naming rights for Rolls-Royce vehicles, even though, the company was still owned by Volkswagen. In 2002, BMW earned full ownership and celebrated by building a new plant in Goodwood, England. 1999 birth of the BMW X5 offering drivers dynamics and sporting ability.

### DNA of BMW

BMW has 20-25 character-shaping design elements found in every BMW, past and present. These include interior ergonomics and driver orientation, distinctive features, proportions and flow lines that evoke the sporty elegance and dynamics of every BMW even before a wheel has turned. Some are:

- ◆ The two-part kidney-shaped radiator grille, first introduced in 1932 on their first car, the 303. This iconic design element has appeared in many different renditions but remains BMW's most conspicuous feature.
- ◆ The BMW Roundel set centrally above the grille.
- ◆ The twin round headlights with light rings, all create the unique BMW front appearance.
- ◆ Similarly the side view — long bonnet smoothly transitioning into the set-back passenger cell creating a stretched outline that is both elegant and functional.
- ◆ The Hofmeister kink — a dynamic counter-sweep at the base of the rear pillar created by BMW Design Director Wilhelm Hofmeister on the BMW 1500 in 1961.