



BMW – Honoured Marque at the 2016 Goodwood Festival of Speed 7 April 2016

BMW will be the Central Feature Marque at the 2016 Goodwood Festival of Speed. In its centenary year, the company will take centre stage at the world's most prestigious motoring festival. Showcasing the diversity of its brands - BMW, MINI, Rolls-Royce and BMW Motorrad - BMW Group will celebrate its illustrious sporting past, alongside the stylish cars and bikes of its current range.

Epitomising this year's Festival of Speed theme – 'Full Throttle – The Endless Pursuit of Power' – the Central Feature will celebrate BMW's myriad motorsport successes. Taking a starring role on the sculpture created by Gerry Judah will be the legendary BMW 328 Mille Miglia Roadster, the Gordon Murray-designed Brabham-BMW BT52, and the Le Mans-winning BMW V12 LMR.

Visitors will be able to see and hear many products from BMW's past that continue to make their mark on the company today. Cars steering their way up Goodwood's famous 1.16-mile course include a beautiful 1957 BMW 507, the Mille Miglia-winning BMW 328 Touring Coupé from 1940, and a 1965 BMW 1800 TiSA – an early example of BMW's unparalleled success in touring car racing. Meanwhile, motorbike enthusiasts will be treated to an array of classic and modern bikes including a 1966 BMW R50 S Kaczor, a 1976 BMW R90 S 76 and legendary WR 750 Kompressor from 1929.

This summer's festival also promises one of the most exciting displays ever for BMW Motorsport GmbH. Representing the most recent expression of the BMW M philosophy, the BMW M4 GTS will be seen for the first time at Goodwood – both up the hill and on display – powered by a six-cylinder in-line engine that develops 500bhp with the help of a new water injection system.

A unique 'M Avenue' will celebrate iconic BMW M cars from the last 40 years alongside the hottest new M products, including the new BMW M2 – the latest compact sports coupé in a long line of legendary road and racing BMWs. Meanwhile, visitors will be enticed to the BMW Pavilion to see the Bavarian manufacturer's newest models, including the special edition BMW i8 Protonic Red Edition.

Graeme Grieve, BMW Group UK's Chief Executive Officer, said: "Throughout our 100-year history, BMW has always proved to be a highly innovative company which has



defined change and looked to the future. From our first racing success in 1924 through to our plug-in hybrid model BMW i8, BMW Group has played a pioneering role in the automotive world. I am delighted that we will be celebrating our landmarks and achievements at Goodwood this year.”

The Earl of March, Chairman of the Goodwood Group of Companies said, “In its 100-year history, BMW has created many landmark cars, and has an exceptional motorsport heritage in Formula 1, Formula 2, at Le Mans, and in a variety of touring car series around the world. BMW has been one of the Festival’s most loyal and enthusiastic partners for 19 years. I am thrilled to be celebrating their centenary, and our long-standing relationship, with a BMW Central Feature. The sculpture will feature three cars which epitomise BMW's competitive instincts and pursuit of technology in creating the ultimate driving machine.”

The Goodwood Festival of Speed is being held from 23-26 June 2016, beginning with Press Preview Day featuring the Moving Motor Show on Thursday 23.

Ends

Goodwood Festival of Speed

Staged every summer since 1993, the **Goodwood Festival of Speed** is the world’s largest automotive garden party; set against the spectacular backdrop of Goodwood House in West Sussex, UK. Over 600 cars and motorcycles spanning the phenomenal history of motoring and motor sport take part with some of the most legendary figures from the sport as well as international celebrities regularly attending.

For all Media enquiries, please contact Laura Gilbert-Burke or Gema Bernaldo de Quiros at the Goodwood Motor Sport Press Office:

Telephone: +44 (0)1243 755000

E-mail: laura.gilbert-burke@goodwood.com or gema.bernaldo@goodwood.com

Goodwood Motor Sport on social media:

YouTube: <http://youtube.com/goodwoodtv>

Facebook: <http://www.facebook.com/goodwoodrrc>

Twitter: <http://twitter.com/goodwoodrrrc>

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.



In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

For further information please contact:

Martin Harrison BMW Media Relations Officer
Tel: 01252921259
Email: Martin.Harrison@bmw.co.uk

Gavin Ward BMW Media Relations Manager
Tel: 07815 371512
Email: Gavin.Ward@bmw.co.uk

Piers Scott General Manager, Product and Internal Communications
Tel: 07815 378190
Email: Piers.Scott@bmw.co.uk

Graham Biggs Corporate Communications Director
Tel: 07815 376867
Email: Graham.Biggs@bmw.co.uk