

Mobile Tradition live

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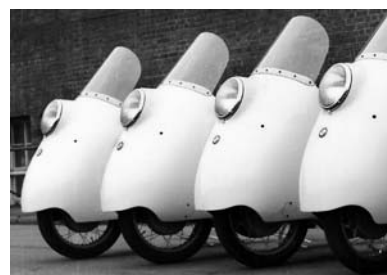
BMW “in public service”

No make in the world has been more successful in the service of heads of state and public bodies in countless countries than the motorcycles from BMW.

And this success has a big tradition. Manufacture of this kind of “special” has now been supporting the image and sales of BMW motorcycles for 80 years. It shored up the BMW motorcycle brand, when the “German motorcycle crisis” broke in the 1950s

and even ensured its survival.

The beginnings were modest but there is now a comprehensive range of special motorcycles for every imaginable use. BMW motorcycles like this “in public service” are deployed in more than 140 countries across the world – from the classic escort motorcycle used for presidents and fire services, to the “Yellow Angels” that help stranded motorists.



Fully-faired BMW R 69s for the Vienna Police.



Dear Friends of the BMW Group,

It has been a record summer which won't be forgotten so quickly. That also goes for us, the team at BMW Group Mobile Tradition, delighted as we are at the growing number of events

in which our vehicles take part and where we are able to meet up with you, our valued readers and friends of the BMW marque, to share our thoughts and ideas on the future of our company heritage. To give you an idea of what goes on "behind the scenes" at BMW Group Mobile Tradition, we have prepared a report on the making of our new image film. Starting on page 6, you can read about everything that has gone into producing the finished film. Another attendance record has been set up at the 3rd BMW International Bikers Meeting, where classic two-wheelers played a special part in the celebrations marking "80 Years of BMW Motorcycles". Giuliano Cané's victory in the Silvertta Classic, needless to say, was another unforgettable event.

This issue sees the launch of a new theme which we have not yet introduced to you. At periodic intervals we aim to present you with profiles of the men who have, over the years, turned the BMW company into the global player that it is today (starting on page 20). As well as this profile, our latest issue brings you many more fascinating aspects of BMW's heritage.

Read and enjoy!

Holger Lapp, Director of BMW Group Mobile Tradition



On tour: the camera team of BMW Mobile Tradition shooting the image film.

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Review Goodwood Festival of Speed 2003

Goodwood. The weather was perfect at what could so easily have been a wet British venue. 158,000 delighted spectators and an unrivalled gathering of top-flight vehicles from every decade of the racing past, along with numerous drivers who have made motorsport history: that can only mean the Goodwood Festival of Speed, which celebrated its 10th anniversary in July 2003.

The Ford Motor Company used this year's Festival of Speed as an occasion to celebrate its own centenary, staging a spectacular appearance at Goodwood.

BMW, too, had reason to celebrate. The highlight as the company saw it was the track presence of the Formula One World Championship car of 1983. Meticulously prepared for the occasion by BMW Motorsport, the Brabham BT 52 with its famous BMW four-cylinder turbo engine designed by Paul Rosche sprang back into life on the Goodwood circuit.

To complete the World Championship pairing, Nelson Piquet was flown in specially from Brazil. He wasn't the only one whose eyes misted over at this reunion with his extraordinarily successful car and all the members of the team going back to the 1980s: Paul Rosche, Gordon



Karl-Heinz Kalbfell, head of BMW Group Marketing, on a BMW RS 500 proved how fast you can still move today on historic racing bikes.

Murray – Brabham's chief designer of the time – and several more former BMW racing engineers and mechanics.

Reflecting BMW's similar impact on Formula One in the new millennium was Juan Pablo Montoya in last year's WilliamsF1 BMW. His demonstration run, which featured a number of spectacular burnouts, had the crowds leaping off their seats and applauding wildly. Marc Surer, who also raced with BMW power in the 1980s in the Arrows F1, commemorated "25 Years of the BMW M1" with a stint in an M1 Procar.

BMW motorcycles had their chance to shine as well. Helmut Dähne was

among those on the race track demonstrating what these historic models are still capable of today.

Meanwhile, in the BMW Pavilion, an exhibition on the theme of "80 Years of BMW Motorcycles" presented a wide range of original racing bikes. It was in these surroundings, under the gaze of the media, that the official handover took place of a historic two-wheeler recently acquired from John Surtees: BMW's pre-war Kompressor, which the legendary motorcycle and Formula One world champion personally presented to Holger Lapp, Director of BMW Group Mobile Tradition.



Spectacular racing scenes thrilled the crowd on the Earl of March's estate.



A BMW 328 Mille Miglia Touring Coupé driven by BMW Motorsport Director Mario Theissen.



Tom Purves, President BMW North America, in a BMW 3.0 CSL "Batmobile".

Farewell to Friedhelm Günter



Friedhelm Günter

Friedhelm Günter died on 6th June 2003 after a long, serious illness. He was one of the pillars of the international BMW Club organization.

As a member of Germany's oldest BMW Club in Düsseldorf and a member of the board of the BMW Typenclub International, Friedhelm Günter had since the early 1980s directed his efforts in particular towards developing the BMW Club Europa e.V., whose president he was from 1983 until 1996.

From 1993 to 1996 he was also chairman of the International Council of BMW Clubs. In recognition of his outstanding services on behalf of the BMW Clubs, Friedhelm Günter was awarded the special distinction of "Friend of the Marke" in 1997.

With the passing of Friedhelm Günter, BMW Mobile Tradition also mourns the loss of a highly competent, always fair-minded partner and adviser who will be hard to replace.

Take five – the BMW 5 Series in its fifth generation

The launch of the latest BMW 5 Series model at BMW subsidiaries and dealerships was an all-round success. This new top-line model in the upper medium range sets benchmarks on many fronts with its raft of innovations.

But that is true not only of the latest 5 Series model. The story began long ago with the realignment of BMW's model ranges in the early 1970s. Setting the ball rolling was the E12 in 1972, marking the first 5 Series range and prompting the building of a completely new production plant in Dingolfing. At intervals of between eight and nine years, its successor generations E28, E34, E39 and, finally, this year's new E85 came onto the market.

It seemed highly appropriate, then, not just to introduce the new product to interested customers but also to recall the more than 30-year history of the BMW 5 Series and present all its forerunner models.

That proved to be easier said than done, for due to the many overlapping launch dates among subsidiaries and retailers this was not possible on the basis of BMW Mobile Tradition's car collection alone. It was the moment the

BMW Clubs had been waiting for: apart from BMW Mobile Tradition, it is above all the model-specific clubs that devote themselves to the preservation and upkeep of these vehicles.

Thanks to the involvement in particular of E12 and E23 devotees, it was possible to stage some notable exhibitions in close consultation with BMW subsidiaries, including those in Essen and Frankfurt, where the exhibition grounds were used as a location, as well as with a number of retailers such as BMW Hakvoort in Münster, Autohaus Mulfinger in Schwäbisch Hall, and BMW Reichold in Bad Vilbel.

The success of today's BMW 5 Series is rooted in the qualities of its predecessors. The models on display bear witness to the exceptionally enduring quality and lasting value of this model series in particular, which has traditionally played and continues to play a pivotal role within the BMW brand.

Special thanks for their excellent support go to the clubs involved in this undertaking. They constitute a fine example of the healthy cooperation between BMW, the dealerships and the BMW club scene.

2,000 Kilometres through Germany in an anniversary year

Mönchengladbach. First staged in 1933, the 2,000 Kilometres through Germany rally celebrates its 70th anniversary this year. Frequently dubbed the "German Mille Miglia", this rally across Germany in fact covers 2,525 kilometres. Since it was revived by Günter Kron for classic cars and motorcycles, it has started and finished in Mönchengladbach. Around 200 vehicles of virtually all domestic and foreign brands gathered on the town's Hannenwiese for the start on 19th July 2003.

As ever, the BMW brand was strongly represented by Mobile Tradition. Seven cars – two BMW 507s, two BMW 328s, a 502 Cabrio, a 335 and the 501 "Isar 12" patrol car – as well as a BMW R 62 motorcycle and an R 60/5 sidecar combination lined up alongside numerous privately entered BMWs, providing

a range of fascinating highlights for the experts and the general public alike.

BMW also stood out by virtue of the crews manning its models. The "Isar 12", for example, was alternately steered by journalists from regional newspapers, while astride the two motorcycles were editors of the German magazine Oldtimer Markt.

As in previous years, the well-known TV journalist and presenter Jean Pütz drove the BMW 507 in partnership with Jörg-Dieter Hübner of BMW Mobile Tradition, to the delight of the many thousands of spectators lining the route.

There were also four teams from Japan who earned special praise. BMW Japan's involvement was by way of rewarding their most successful BMW dealers. For the visitors from Japan it

was of course a particular challenge to complete the route, which went via Luxembourg (special thanks to BMW Club Luxemburg for organizing the section within its geographical area), Ulm, Nuremberg, Leipzig, Berlin and Bad Wildungen back to Mönchengladbach, on the "wrong" side of the road. But it was a challenge they mastered without any hitches and with a great deal of enthusiasm.

Supported by the BMW Mobile Tradition maintenance crews who accompanied the drivers and by almost unfailingly good weather, this rally – which included a few laps of the Hockenheimring and the Schleizer Dreieck circuit as well as a night stage from Berlin via the Brandenburg Gate to Sanssouci Palace in Potsdam – proved an unforgettable experience.



Logical continuation of a great tradition: the new BMW 6 Series harks back to classic models from BMW's past.

The BMW 6 Series

The launch of the new BMW 6 Series at the 2003 Frankfurt Motor Show is a high point in the history of BMW. The new models sporting the number 6 on their tailgate continue the tradition of BMW's gran turismo models, a story that began six decades ago.

The BMW 6 Series models built from 1976 to 1989 epitomized dynamism, elegance and comfort in the tradition of the classic gran turismo coupé, which BMW has been cultivating since 1938 with models such as the 327, 503 and 3.0 CSi.

No other BMW model series has had a longer production span – proof positive of the timelessness of its design and an ongoing evolution which regularly delivered updated models while at the same time preserving the unmistakable personality of these automobiles. Today, 14 years after production was phased out, a number of the original BMW 6 Series models are already considered classics by connoisseurs and enthusiasts and are being faithfully restored and maintained.

In autumn of 2003, BMW picks up the threads of this large coupé tradition with its new 645 Ci. The car's elongated bonnet and elegantly sweeping roofline perpetuate the clear lines of BMW gran turismo

models spanning six decades. The intelligent application of technology in so many details makes the new 6 Series a high-

class automobile which palpably reflects the passion of its designers and sets new benchmarks for dynamic driving.



Two faces from the same family: the new BMW 645 Ci (left) and its 1980s predecessor.

BMW Mobile Tradition on Tour

Silvretta Classic and Bikers Meeting 2003

Summer is the annual high point of the classic season. This was particularly applicable to BMW Mobile Tradition this year. Aside from the fact that a large number of vehicles from the historic collection were taking part, a new image film was being created at the various summer events. This article takes the reader behind the scenes of communication work at BMW Mobile Tradition.

By Sinja Lohse

St. Gallenkirch. Thursday morning in the Vorarlberg Alps and preparations are under way for the start of the Silvretta Classic 2003. Clouds of moisture cloak the valley, the mountains are shrouded in veils of rain, damp mist renders the backdrop invisible at distances greater than 50 metres.

This certainly wasn't in line with the plan. The day before, when the BMW Mobile Tradition team had set off for the event, the weather was on its best behaviour despite a pessimistic forecast. The team had high hopes of spending three gloriously sunny days in the impressive mountains of Montafon. It would have been ideal weather for the small camera crew's mission. The Silvretta Classic is a rally

where the cameraman was kneeling on the rear seat facing backwards, leaning on the boot and using his elbows to support the camera. The main focus of attention were to be the six BMW gems sent by BMW Mobile Tradition to take part in the classic car rally through the Silvretta Mountains. This would have been difficult enough in good weather, but rainy weather would make these shots a complete washout.

With this depressing prospect, the team made its way to Partenen, the start and finish of all Silvretta stages during the days to come. On the way to our destination, the previous day's sense of anticipation gradually returned as we encountered an increasing number of magnificent automobiles heading the same way. Instead of run-of-the-mill production vehicles, we were accompanied by the Ferrari 275 GTS, the Mercedes 300 SL Roadster, and of course beauties bearing the BMW logo. Cars that had been travelling on a trailer the previous day were now purring along, making the journey to the start of this classic event. We had judiciously refrained from rolling back our hood, but the participants seemed oblivious to the meteorological conditions they were driving in.

However, this question wasn't an issue for some of the real veterans. If you don't have a hood, you can't close it. You have to keep driving regardless. And any adversity undoubtedly enhances the feeling of adventure. Steady rain turned into a downpour just when the welcoming ceremony got under way in Partenen.

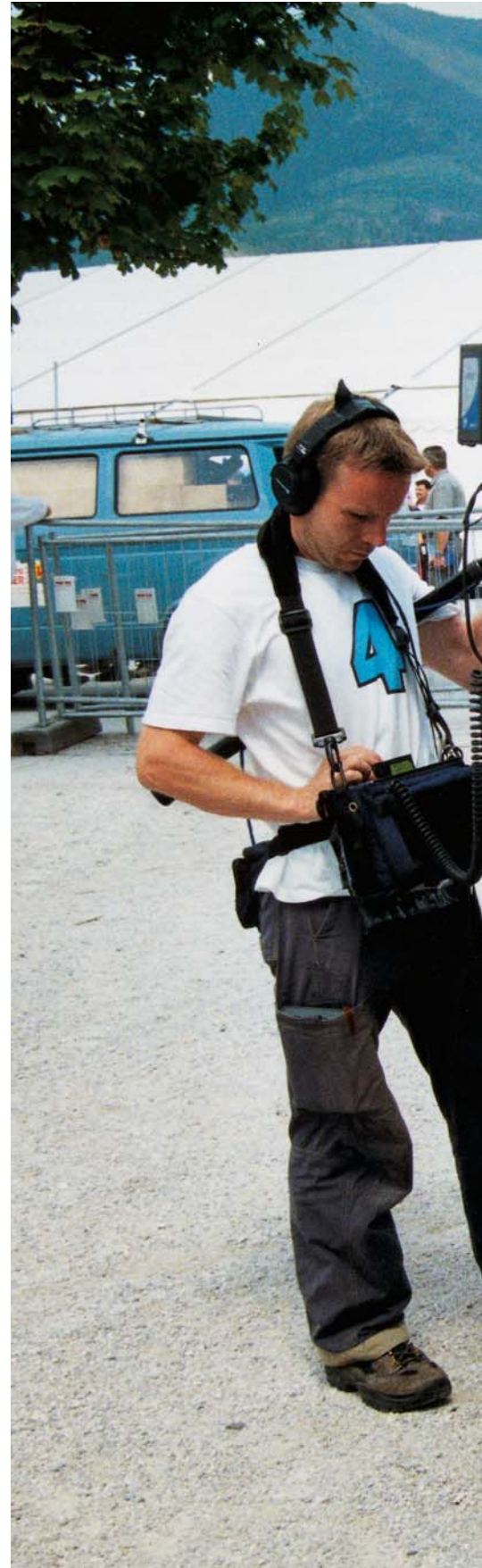
Bikers Meeting and Silvretta Classic. The camera team gave them their best shots and managed to capture the mood of the events, despite conditions that were sometimes extremely difficult.



Silvretta Classic 2003. The backdrop was extremely impressive, despite the rainy weather.

through the Austrian mountains, and the crew were hoping to produce a stunning visual record for fans of BMW worldwide.

While loading their BMW 3 Series Touring, the cameraman and his assistant were casting doubtful looks at each other. This weather would make it extremely difficult to take the shots they had agreed with the director, editor and BMW Mobile Tradition. The shot list included moving pictures filmed from a 3 Series Convertible





After summer temperatures of 30 degrees on the previous days, the temperature had fallen to well under 20 degrees, turning the drive in open-top cars into an extremely refreshing experience. The new arrivals hurried into the Vallüla Hall for the introductory briefing and starter packs. Apart from the road book, start numbers, a stopwatch and the requisite cap, this year's pack included a giant umbrella. Protected



Line-up of BMW classic cars: pit stop for lunch in Lech.

by this essential item of equipment, the participants attempted to stick the start numbers to their wet cars. This initial hurdle was a tricky one – but BMW drivers were able to relax. BMW Mobile Tradition had done all the groundwork. The rally briefing during the morning explained how to use the road book. In the meantime, old hands warmed up with coffee and a snack.

Upbeat despite the cold

The line-up for the start was scheduled for 12 noon. The car park at Dorfstraße had turned into something like an open-air motor-car museum. The mood of the competitors was fantastic, and our own spirits lifted significantly shortly afterwards as the sun pushed through the clouds, giving us ideal conditions for filming. Now things started to roll. After the first shots in driving rain, we were able to get on with interviewing the drivers and had no great difficulties filming preparations for the start.

Punctually at 1.01 p.m., the first car drove over the starting ramp and opened the Silvretta Classic 2003. The cars started with the various makes driving off together so that we were able to film all the BMWs starting one after the other. The BMW crew lining up for the start included some top names. Alongside seven-times Mille Miglia winner Giuliano

Cané, there was Paul Rosche, the engineer who designed some of the famous BMW racing engines, Dr. Burkhard Göschel, BMW board member responsible for development, and Jörg Reichle from national daily *Süddeutsche Zeitung* (see also box on page 9).

We didn't have any time to give thought to the possible winner. As quickly as possible, we packed the equipment into our ridiculously overloaded 3 Series and attempted to overtake the field by going along some short cuts in order to take up a shooting position for the first shots of the race.

The dry weather was continuing to hold, so we let the hood down and got the cameraman into position. Unfortunately we hadn't reckoned on the speed at which the drivers would be travelling. The BMWs had already gone past and we had to make do with filming the gems produced by other motor manufacturers. The team was relaxed about the situation – experience told them that there would be plenty of other opportunities. We packed up all our kit again and put it into the boot, just as we heard a particularly full-blooded engine thunder up the mountain pass to the Bielerhöhe. We had scarcely got the camera on its tripod, when the accompanying Ford Escort drifted into view round the bend. The image was spectacular and certainly not at the speed you would associate with a classic car. We were delighted that we had been able to capture this speedy participant.

The next stop was the car park in front of the Gipfelrast hostelry on the Bielerhöhe, 2,032 metres above sea level. The temperature was down to 11 degrees, it



The overall winner of the Silvretta Classic 2003: Giuliano Cané, also the notorious winner of the Mille Miglia.



Equally popular with spectators and drivers alike: BMW 328 Mille Miglia Touring Coupé.

started raining again and we quickly closed the hood. The drivers were in their element. Paul Rosche and Giuliano Cané willingly gave us interviews on the subject of the Silvretta and classic cars. Others were busy drying themselves under the hand dryer and tanking up on hot drinks. An hour later, we were on our way again. We were on the track of some more action pictures of cars and particularly the arrival at the drivers' paddock in Partenen. While the rally participants were talking shop, discussing how this stage of the race had gone and mulling over the bends and placings, and the little mistakes that mean so much, we were already on our way back to

the hotel to have a look at the material. We also had to back up the film, charge the batteries and go through the filming plan for the following day.

The next day would see the drivers racing round the Vorarlberg Loop – the longest stage – and this meant an early start. Our day kicked off even earlier. At six o'clock we loaded up our vehicles and set off. Luckily, the weather seemed to



have settled down. The competitors were due to start the rally at one minute past eight. At that stage we were already on our way and doing a test drive. We greeted the stewards at the checkpoints and saw that they were all in fine fettle. The first filming location was the trial in Tschagguns, which



Driving through Bludenz: the backdrop of the historic town centre lent a special flair to the classic cars.



Also fast when it rains: BMW 3.0 CSL, one of the vehicles from BMW Group Mobile Tradition.

is designed to test optimum handling of the vehicle. All these trials are included in the regularity classification which determines the winner at the end of the rally. Given the wide range of ages and performance profiles of the vehicles, it would be grossly unfair to determine the winner only on the basis of speed in this type of rally.

Beauties in the mist

After these trials had been completed, the rally continued through the historic old city of Bludenz where we positioned ourselves in the picturesque market place and filmed the BMW beauties driving past in fantastic sunshine. This was an ideal atmosphere for a classic car rally of this nature. Our luck held at the next stop, enabling us to capture our vehicles together on film. We just managed to keep to a legitimate speed as we motored down the autobahn to the Bregenz Forest. Here the BMW competitors raced past us still in the order in which they had started. This was a truly wonderful spectacle – and we were able to record it just in time before the weather broke again and appeared to wash away our hopes of any more exciting shots.

Then came another race against time along a maze of country lanes before we reached the little town of Lech just before midday. Meanwhile, the rain had become so strong that we wrapped our camera in a plastic cover to protect it against the wet. We had to improvise for the next interviews because all our papers, plans and lists of questions were absolutely soaked through and completely useless. The cars swept in for their lunchtime



Checkpoint outside Lech. Driver and passenger get some exercise.

break and lined up on the market place of the famous winter sports venue. It was evident that the drivers were full of enthusiasm despite cool temperatures and inclement weather. Dr. Burkhard Göschel and Jörg Reichle were in excellent spirits as they gave further interviews. However, at this point it was only possible to conduct interviews through an open car window, with the protection of the car roof. While the drivers took refreshments on board in Lech, the camera team continued its journey, rolling over the Flexenpass and into the Klosters valley. This is an impressive landscape with dark forests and exciting bends, framed by the backdrop of the Vorarlberg mountains. The abundant rain had now played its part in making driving conditions even more challenging for us. Setting up the camera on the steep, slippery embankments alongside the road going over the pass required considerable skill. Slowly, the mist came down over the top of the pass and turned the shots taken there into a very special experience. Emerging out of nowhere, cars of all makes raced downhill from the pass and only came into view long after the first drone of their engines could be heard. This was an effect that we could not have anticipated. A day of filming under the open sky came to an end with this highlight in the dusk. It was time

Lined up at the start for BMW Mobile Tradition:



Type	Driver/Passenger	Manufactured
M3 CSL	Adolf Prommersberger/Pauli Zeitlhofer	2003
BMW 328	Thomas Gubitz/Cornelie Gubitz	1938
BMW 328 MM Touring	Jörg Reichle/Rossella Labate	1941
BMW 328 MM Coupé	Burkhard Göschel/Margarita Göschel	1939
BMW 328 MM Roadster	Giuliano Cané/Lucia Galliani	1940
3.0 CSL	Paul Rosche/Gerhard Richter	1973

to stow our kit away again in the car – something we could now all do in our sleep. Back in St. Gallenkirch, we put our wet equipment into order again for another shoot. We took off our wet jackets, divested ourselves of our muddy shoes and finally concentrated on getting really dry again.

Soon we were on the road again, dressed in a new outfit and with fully charged batteries. Our destination was Gargellen for this year's big evening event at Silvretta. The dismal rainy atmosphere round the marquee stood in stark contrast to the mood of the drivers and the passengers inside the tent. The competitors were relaxing at the bar to recover from a hard day. They swapped anecdotes during the evening meal, recounting tales of bends they underestimated, technical challenges and high speeds, telling mechanics' tales and going in for lots of shop talk on engines, chassis, settings and results. The BMW Mobile Tradition film team also captured these images, because they're all part of the



Classic from head to toe: the police accompany the parade dressed for the occasion.



Innumerable private classics provide lots of opportunity for biker talk.



Line-up for the start of the classic parade through Garmisch-Partenkirchen: when it's about gems like this, riders are for once allowed to ride without helmets.

classic car scene, just as much as the cars and their performance.

Next morning at 6.00 a.m. it was time to say goodbye and we left the Silvretta in the direction of Garmisch-Partenkirchen. This meant that we missed the winner's podium ceremony and the departure of the classic cars, but we were now moving on to cover the second part of our epic journey – the third BMW Bikers Meeting. Naturally, the news of who had won was relayed to us live by mobile phone. The overall winners of this year's Silvretta Classic were Giuliano Cané and his passenger Lucia Galliani. That was excellent news for us because we would have a chance to admire the trophy of the Silvretta Classic 2003 in the showcase at BMW Mobile Tradition.

Garmisch: 28,000 bikers

On to Garmisch-Partenkirchen, where the first groups of motorcycles came into view long before we reached the town itself. The closer we got to Garmisch, the more we had the impression that motorcycles had now become the only means of getting from A to B. This wasn't exactly surprising, given that an impressive 28,000 bikers were coming to Garmisch with their BMWs over a period of three days. After weeks of clear skies, it had started to rain heavily in Garmisch, too, on the day before the Bikers Meeting. The rain continued into Friday but by the time we reached the

venue on Saturday, we felt as though we had moved from the ice age into summer. And as Dr. Diess, head of BMW Motorcycles, said in a later interview: "I like weather like this because it sorts out the wheat from the chaff." Bikers are not afraid of a long trip to this particular event. Fans came from Switzerland, Italy, France, Belgium, Holland, England, Poland, Croatia and Russia. There were even BMW riders from Japan. Other motorcycle meetings take decades to build up an international profile like this. The success of Garmisch is not just due to the perfect organization of the events and the diverse and multifaceted items on the programme. The fantastic location also plays a role, framed as it is by spectacular mountains like the Alpspitze and the Zugspitze massif. This area not only offers bikers great touring opportunities but also an inspiring backdrop, even after they have got off their bikes.

In Garmisch itself, a number of streets were already blocked off for regular traffic outside the actual site of the Bikers Meeting. For a few days, you suddenly found yourself in a two-wheeled world, where quite different experiences of traffic hold sway. Groups of bikers gave quite a new slant on the concept of free-flowing traffic. The 28,000 friends of BMW also provided an impressive demonstration of why BMW quite rightly makes the claim of being a make steeped in history. Alongside



A record number of 28,000 motorcyclists from a host of different countries took part in the 3rd BMW Bikers Meeting. This made the official lap of honour an imposing event not to be missed.

the latest high-tech racing motorcycles, there were numerous visitors with motorcycles of all ages. Virtually the entire model range since the launch of the first BMW R 32 motorcycle in 1923 was represented, and all were alive and well: an R 80 GS from the 1980s rode alongside the Henne record-breaking motorcycle from 1937, an R 17 of 1935 vintage stood beside a BMW Kneeler sidecar combination from the 1960s.

Sometimes the motorcycles were older than their riders, and at times they have been true companions for decades. In the whirlwind of this massive event with demonstrations from stunt riders, performances by bands and biker fashion shows, we were filming the living history of 80 years of the BMW motorcycle. This history was covered in an exhibition displayed in the BMW Pavilion, but it was also represented by "living" examples. There was Hans Bartl, for example, the legendary BMW racing rider from the 1950s with 26 wins on an RS 54 manufactured in 1954. He gave us an interview. Or Eddy Hau, another successful rider who lined up at the start for BMW in the Paris-Dakar rally in

the 1980s. Another lively machine was the 500 cc supercharged BMW on which Georg ("Schorsch") Meier took numerous titles for BMW starting in 1939. When

Sebastian Gutsch, himself active in historic racing and a participant in the Goodwood Festival of Speed, pushed out the ear-splitting racing motorcycle manufactured in 1939, hundreds of spectators swarmed around him, as if drawn by magnetic force. The spectacle was to be repeated at the party, where Herbert Diess was not only set to ride the first BMW R 32 onto the stage, but also the roaring supercharged BMW that packed more than 60 bhp even then and "had a speed in excess of 200 km/h", as Gutsch said.

High point classic parade

The difficulties of filming here were quite different from those at the Silvertta. Although the sun delivered outstanding conditions for filming, there was a constant danger that one of the numerous enthusiastic spectators might get in the way of the picture or that a motorcycle racing past would obliterate the response of an interviewee. In addition to conducting a



Enthusiasm for tradition among the young public as well.

series of interviews, we captured the lively atmosphere of the Bikers Meeting, talking to fans who wouldn't want to "give up the rubber cow for anything" or who had left the original engine at home to preserve it and come to the meeting with a substitute engine. These riders were dressed in keeping with their motorcycle, wearing leather rucksacks on their backs, knickerbockers, and helmets from the fifties.

The ecstatic enthusiasm for the subject of classic motorcycles was demonstrated at high noon on the following day with the line-up for the classic parade. Innumerable historic motorcycles took a lap of honour through the centre of Garmisch and demonstrated to the multitude of spectators what living history really means. As usual, our cameraman was right in there, facing backwards on the pillion of a BMW R 68 with the camera on his shoulder, one hand on the luggage rack, intrepidly filming the parade with one hand. When the parade returned from its lap of honour and the final interviews had been completed, the day merged into a balmy summer evening and the mission of the film team of BMW Mobile Tradition had been completed. Filming had been brought to a satisfactory conclusion, we thanked our interviewer Fred Jakobs and bade farewell to the rest of the BMW Mobile Tradition team. There, the classic motorcycles were now being prepared for their next assignment – the Goodwood Festival of Speed.



Big mission for BMW Group Mobile Tradition: cameraman at the classic parade.

Voices from competitors in the Silvretta Classic 2003 and the 3rd BMW Bikers Meeting in Garmisch-Partenkirchen

A series of interviews were held with notable personalities from the BMW past while shooting was taking place for the image film "BMW Group Mobile Tradition 2003". We should like to take the opportunity of presenting a number of voices from the events Silvretta Classic 2003 and the 3rd BMW Bikers Meeting on these pages.

Filming and interviewing during events follow laws of their own. It's quite different from this kind of work in the studio because shooting can't generally be repeated. Naturally enough, the participants, the presenters and the event itself are of primary importance. Issues such as good weather conditions for the camera team, perfect lighting for the interviewees, or ideal acoustic conditions are secondary considerations at best.

There were certainly plenty of constricting factors at the Silvretta Classic 2003 in the Austrian Alps and the 3rd

BMW Bikers Meeting in Garmisch-Partenkirchen: poor light and inclement weather, chaotic situations involving masses of spectators, tight schedules for the interviewees, and the drone of background music.

The fact that the shots for the image film of BMW Mobile Tradition were a big success was mainly due to the interviewees: the difficult external conditions were in no way reflected in their approach, indeed quite the contrary.

Even when it was raining cats and dogs, the competitors in the Silvretta Classic were always ready to answer the

Giuliano Cané

The Italian driver is the notorious winner of the Mille Miglia road race and was similarly unable to resist the urge to win the Silvretta. The interview was all about differences between the two races.

Mobile Tradition live: You have already competed in the Mille Miglia a number of times. What's your view on the Silvretta Classic?

Giuliano Cané: The Silvretta is different, but the weather is the same. I have competed in the Mille Miglia ten times and each time it rained. The sun only showed its face for my eleventh race. Just like this year: I wasn't taking part and the sun shone. I'm not quite certain whether it's the Mille Miglia that causes the rain or whether I do. (grins)

But the Silvretta really is different from the Mille Miglia, the landscape alone is quite different. The Alpine backdrop is simply fantastic. I'm here for the first time and on top of that with a BMW – I'm really enjoying it.

Do you believe you can win the Silvretta Classic 2003?

Cané: That will be difficult. The tyres are different. But I have a good feeling. It's certainly possible to have a good race.

The Mille Miglia is an event for cars at the top of

the range. How does it differ from the Silvretta Classic?

Cané: The Mille Miglia is a much bigger event, spread over a number of small towns for lots of people. There are vast numbers of spectators standing along the roadside. It's different here. You drive up hill and down dale with your car. Driving here is different, but the spirit of the event is the same.

However, at the moment our primary concern is to psych ourselves up for this race. It's undoubtedly comparable with the Mille Miglia, and it's certainly got a big future ahead.



Giuliano Cané

Paul Rosche

The engine designer created outstanding racing engines for BMW and was behind the victory in the Formula 1 World Championship in 1983. Mobile Tradition live spoke to him about driving slowly voluntarily.



Paul Rosche

Mobile Tradition live: Paul Rosche, you know more about BMW engines than anyone else. What is special about this 3.0 CSL and how much fun do you get out of driving in the Silvretta?

Paul Rosche: This is a 3.2 litre engine. The car dates from 1973. It's the lightweight coupé and, at the time, it was being specially designed to compete in motorsport. It's also a twin-valve engine. The production version delivered approximately 210 bhp at that time.

Isn't the car too fast for a regularity rally?

Rosche: Don't forget it's a production engine that can be driven quite normally.

A lot of water has passed under the bridge as the history of engines has unfolded. If we compare a car like this with a modern car, do you still get the feeling that you're driving with a high-powered engine?

Rosche: Absolutely! With a weight of around 1,200 kilograms, this car is relatively lightweight. Given that this engine packs 220 bhp, it's not exactly lacking in power. (smiles)

questions put by the film team. And while the Bikers Meeting was a truly hectic event involving thousands of motorcyclists, the interviewees themselves were the epitome of calm.

This meant that in both cases, the spirit of the event was replicated in the interviews. Live scenes featuring giants in the pantheon of BMW history or participants in the events make the image film a living witness to the history of BMW.

Interviewees like engine designer Paul Rosche, race rider Giuliano Cané, motorcycle race driver Hans Bartl, Paris-Dakar rider Eddy Hau, Dr. Burkhard Göschel, BMW board member responsible for development, or head of BMW Motorcycles, Dr. Herbert Diess, and many others represent BMW of yesteryear through to today. They also demonstrate the living connection between past and present for today's aficionados of BMW and its products, as well as the enthusiasts of tomorrow.



Hans Bartl

As one of the most successful private racing drivers in the 1950s, this BMW rider showed the rest of the field what an RS 54 in his pair of hands was really up to. An interview about a legendary machine.

Mobile Tradition live: Hans Bartl, what kind of motorcycle is this?

Hans Bartl: My BMW RS 54. It went into production in the year 1953 with a run of 25 motorcycles, and I was fortunate enough to get one. Originally, I was destined to become a works rider, but then the BMW racing department was disbanded. I became the best private racing motorcyclist in Germany with this machine and I came third in the German Championship.

BMW made careful decisions on who would get one of the highly desirable 25 motorcycles. It has clocked up 205 km/h in the longest transmission ratio. It was supplied with 45 bhp, but my



Hans Bartl

machine delivered in excess of 50 bhp after some adjustments had been made. I also added fairings, which accompanied me loyally for two years.

The RS 54 represented the high status of motor-sport at BMW. What are the characteristic features of this motorcycle?

Bartl: The motorcycle has particularly advanced engineering, for example the front swinging fork, the vertical-shaft engine, and also the rear swinging fork. These were all rather special. Even if the universal drive wasn't so welcome in motorsport, it undoubtedly appealed to people on the road.

In the course of your racing career, you've ridden a lot of different makes. And many racing motorcyclists maintain that you can either ride a BMW, or you can't.

Bartl: That's quite right. The transverse engine means that riding a BMW is rather different. But once you've mastered the technique, it's absolutely fantastic.

Sebastian Gutsch

Mobile Tradition live talked to this enthusiastic member of staff in the archives of BMW Group Mobile Tradition about the power and engineering of a venerable power unit.

Mobile Tradition live: Sebastian Gutsch, what exactly is the motorcycle you are mounted on?

Sebastian Gutsch: It's a supercharged BMW from 1938/39. It's probably the most famous motorcycle ever manufactured by BMW.

Who are the motorcyclists who have ridden this motorcycle?

Gutsch: The most famous rider was of course the unforgettable Schorsch Meier, but other riders such as Karl Gall and Jock West have also ridden it.

What is so special about this motorcycle?

Gutsch: The supercharger, which compresses the petrol/air mixture into the cylinder so vehemently. It was possible to vary the power output from 60 bhp in the road version to 100 bhp, as in Henne's world-record motorcycle. But this required special fuel. Another feature was the vertical shaft driving the overhead camshafts, which in turn operate the valves. This is still high-tech, even by today's standards. The combined cable brake was designed specially for Schorsch Meier, because following a severe accident he no longer had as much power in his hand.

You're involved in racing yourself. What do you race on?

Gutsch: I have an R 5 from 1937. I mainly race abroad – in the Czech Republic, Hungary and Slovenia. This year, I'm also racing at the Goodwood Festival of Speed. There are no genuine races for classic motorcycles in Germany.



Sebastian Gutsch

Prewar supercharger comes home

Apart from the legendary BMW racing coupé with which Huschke von Hanstein and Walter Bäumer claimed overall victory in the 1940 Mille Miglia, last year saw another highlight from BMW's racing past return to the fold of BMW Group Mobile Tradition's historic collection: the BMW Kompressor, the motorcycle with which the Bavarian marque dominated European road racing in the late 1930s.

By Fred Jakobs



Riding for BMW again: the 1939 works racing bike with rider Sebastian Gutsch at the 2003 Goodwood Festival of Speed. Inset: Georg Meier during his victorious race of 1939.

Regarded as the epitome of BMW racing bikes, the supercharged models carrying riders such as Otto Ley, Jock West, Karl Gall, Wiggerl Kraus and, not least among them, Georg Meier managed to rake in numerous racing trophies and championship titles in the 1930s and '40s.

Supercharger technology was already being trialled by BMW in motorcycle racing at the end of the 1920s, and by 1929 these engines had passed the acid test with flying colours when Ernst Henne set up his world speed records. Although the new technology was not yet fully developed and BMW turned to normally aspirated engines for some races, initial road race successes were also claimed in 1929: Hans Soenius in the 500 cc class and Josef Stelzer in the 750 cc class took their first championships on supercharged bikes that year.

1935 saw the arrival of the second generation of supercharged works engines coupled with the modern welded tubular steel frame as it would feature a year later in the R 5 and R 6 production models. The engine, now with two overhead camshafts driven by vertical shafts, and the four-speed foot-operated transmission were also new developments. Karl Gall and Ludwig ("Wiggerl") Kraus were the pioneer riders, with Otto Ley joining the BMW works team the following season.

During the 1937 season these motorcycles were given the rear-wheel suspension that had been tried and tested in the Six Days event, thereby eliminating the final disadvantages they held compared with the international competition. Gall and Ley were to become the most successful riders in the 500 cc class. Jock West, meanwhile, was the first British driver to join the BMW works team,



Georg Meier after one of his countless wins.



John Surtees hands over the rare works racer to Holger Lapp, Director of BMW Mobile Tradition.



1939 Senior TT: Jock West congratulates Georg Meier.

securing a surprise victory in the Ulster Grand Prix in Northern Ireland. In the European Championship, which was staged as a single race for the last time that year, BMW narrowly missed the title when Karl Gall was forced to abandon the race from the lead at the European Grand Prix in Bern, Switzerland.

The supercharged BMW had its most successful circuit season in 1938 when off-road rider Georg Meier contested his first road racing season. He took the German, Belgian and Italian Grands Prix and the Dutch Tourist Trophy, as well as winning in Hockenheim, Nuremberg and in the Eilenriede Race, gaining him the European and German Championship titles. A year later Georg Meier firmly secured his place in motor racing history when he became the first non-British competitor to win the Isle of Man Senior TT. Jock West came in second to cap BMW's triumph at the most prestigious motorcycle event of the day. By this time any doubts as to the invincibility of the BMW Kompressor had been well and truly dispelled.

Following the Second World War, German competitors – who were initially excluded from international motor racing – continued to compete in national events with their supercharged motorcycles. BMW generally featured at the top of the lists of winners, and Georg Meier with his Kompressor – which he had safeguarded during the war by hiding it in a hayloft – was able to secure the German Championship titles from 1947 to 1950. During these four years, the works racing bikes underwent a number of modifications before the final national race for supercharged motorcycles was held at the Grenzlandring in September 1950. German manufacturers and riders were now allowed to take part in international sporting events again, though supercharged engines had been banned since 1945. As a result, several of the Kompressor

motorcycles were converted into normally aspirated versions. Ongoing developments and modifications during the postwar years meant that, out of the handful of surviving works racing bikes, practically none had been kept in their prewar condition. The longstanding exhibit in the BMW Museum also shows the modifications carried out for its final races. Only one racing machine was known to have survived in its prewar trim, but its famous owner took great delight in racing it at events himself and for years would not contemplate parting from it. We speak of John Surtees, the only person to have won both the Formula One and motorcycle World Championships.

Whether at Goodwood, Donington or Monthléry, John Surtees on his BMW Kompressor proved that he has sacrificed nothing of his elegant riding style to this day. He had bought the broken up BMW in the early 1980s and meticulously restored it with great sensitivity towards preserving its original state.

This year's Festival of Speed witnessed the official handover of the motorcycle to BMW Group Mobile Tradition. It was with a tear in one eye and a sparkle in the other that John Surtees bade farewell to one of the jewels of his collection,

which also includes a BMW 507, a BMW 503 Coupé and Cabriolet, and a BMW 3200 CS Bertone: "This motorcycle has grown on me and I've had a lot of fantastic experiences with it. On the other hand I'm very satisfied to see the bike find its way home to BMW again. I know it will be well looked after there."

That BMW Group Mobile Tradition has acquired this motorcycle not merely for static display purposes was quickly proved after the handover when Sebastian Gutsch

thrilled the crowds by riding the Kompressor up the hill of Goodwood Park.



As it appeared on race tracks in 1937: the BMW Kompressor with its new rear-wheel suspension.

Technical data BMW RS 500 (type 255)

Model year	1939
Engine	twin-cylinder Boxer, two overhead camshafts, vertical shaft drive, supercharger
Displacement	492 cc
Output	60 bhp at 7,000 rpm
Weight	138 kg
Top speed	over 220 km/h

Past and future

The BMW Museum: 30 years on the clock

When the BMW Museum was opened in the north part of Munich in 1973, it was the very first of its kind. A superb piece of architecture combined with a novel didactic concept, it has turned into a crowd-puller – and sbecome a model for numerous museums round the world.

By Oliver La Bonté and Dr. Andreas Braun

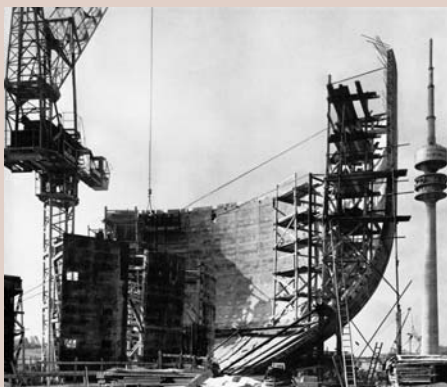
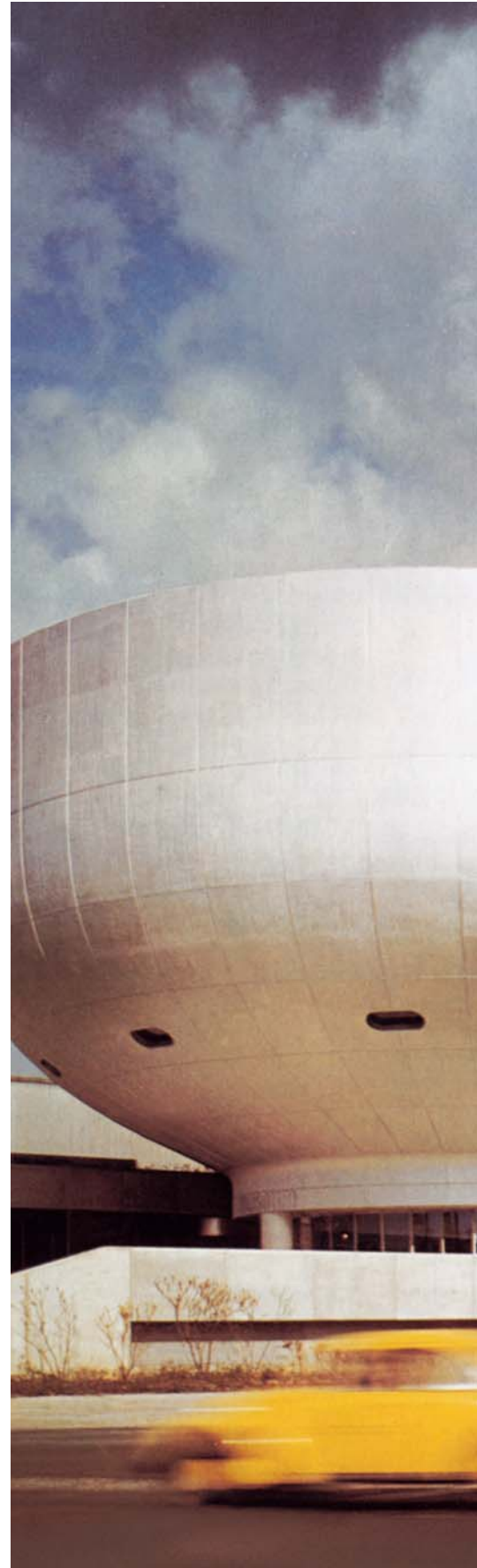
It all began with a vision: that of creating an extension of the streets and squares outside within a walled space. The BMW Museum, conceived neither as a temple of the muses nor as a warehouse or open-plan garage, is a fascinating, unconventional architectural creation which seems both modern and timeless. It does not exclude the world outside with the traffic roaring past, but continues it symbolically inside. The ramp leading visitors through the exhibits spirals upwards like a snail shell from the ground floor to the wide upper circle of the “dish” – past vehicles, displays and posters, stories and history.

Timeless modern architecture

The BMW Museum was created at the same time as the neighbouring high-rise tower, known as the “Four-Cylinder”,

and its adjacent flat buildings, which also all belong to BMW. The whole complex was ceremoniously opened in May 1973 – 30 years ago. Then, as now, the three differing structures on the Petuelring form a harmonious whole distinguished by clarity and boldness of design, creating an architectural high-light in the north part of Munich.

At the same time as the BMW Museum was being built, preparations for the 1972 Summer Olympics in Munich were under way. The Olympic Stadium with its light and airy tented roof created an exhilarating atmosphere for the games. This was the young Federal Republic of Germany, presenting itself attractively to the world. The BMW Museum was also part of this new, forward-looking and cosmopolitan spirit. The silvery chalice might have looked



Building the BMW Museum: the unfinished “dish” already looks exciting.

BMW headquarters: the “Four-Cylinder” was built at the same time as the museum.



compact and sealed from the outside, but inside it was designed to welcome a wide range of visitors. By contrast with the administrative building, the hub of the BMW concern, its doors were and still are open 363 days a year.

The creator of the BMW Museum, the Viennese architect Professor Karl Schwanzer, designed an interior structure of round pillars,



The BMW Museum is an early example of a cultural movement which began in the mid-1970s and has lost none of its popularity today: its hallmarks are exhibitions and museum buildings with public appeal, with the museum functioning as a place of education, a contemporary public institution where the visitor is offered information about the past and an immediate experience.

The BMW Museum was first opened as a pleasingly simple sequence of rooms in blue and silver. The few vehicles on display spoke for themselves. The idea of including a "visitor-friendly" terminus – consisting for example of a museum shop or a museum café – had yet to become current. The space, 700 square metres, seemed adequate.

In the past 30 years, the BMW has had six permanent exhibitions. The most spectacular of all was without a doubt "Zeitsignale" ("Time Signals"), a unique sequence of scenarios which attracted hundreds of thousands of visitors between 1980 and 1984. Designed as a walk through the 20th century, it showed the cultural and political development of Germany for the first time – interwoven with the history of transportation, which was illustrated with BMW vehicles. The idea of cars and motorcycles as a mirror of society was an entirely novel one. Spotlights on personalities, vehicles and other exhibits brought important events out of the darkness of history into the light of the present day.

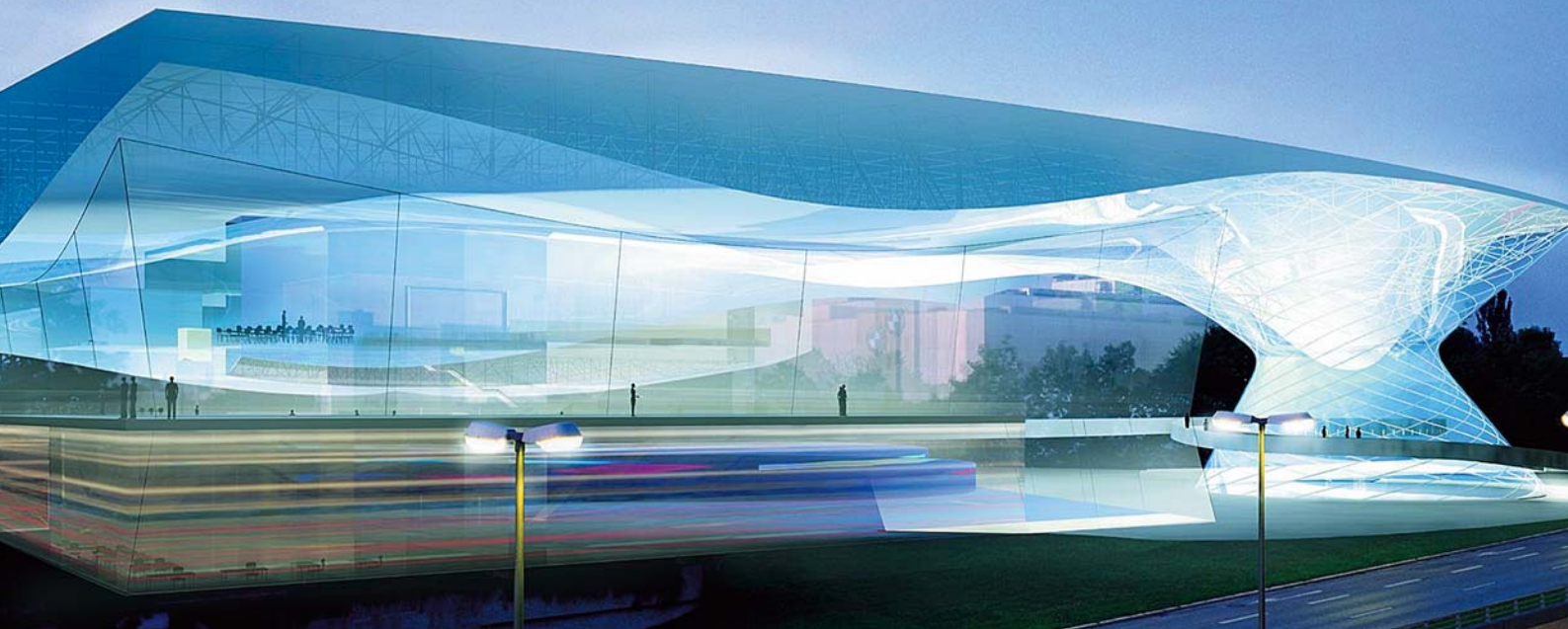
The countdown has started

With the "Zeitsignale" exhibition, the BMW Museum had firmly evolved into an integral part of the rich cultural spectrum offered by the city of Munich. Today, for example, the BMW Museum places its large cinema at the disposal of the biennial Munich Film Festival.

30 successful years, however, have conspicuously left their mark: in spite of the many improvements that have been made, it is now time for a thorough renovation and extension of the museum. While the history of BMW and with it the number of vehicles has grown, the museum world has not stood still either. Pedagogical visitor programmes and attractive sources of information that make use of the new media are now a

sweeping ramps and suspended platforms. All the elements seem to be in motion. Even the cars and motorcycles on display look as if they are moving. The various levels blend artistically into one another, and attractive views are created within the open interior. The statics and the technology of the building are something the visitor is scarcely aware of. These can, however, be grasped by looking at

the actual construction of the BMW Museum: the outer structure, a relatively thin concrete shell, was built on the same principle as a self-supporting car body. Resting on this is the roof with a diameter of over 40 metres. The inside structure, on the other hand, is supported by six massive round pillars rising to different heights in the interior.



A projection of the finished complex in 2006.

matter of course. The modern visitor also expects more service facilities and other conveniences.

Over the next few years, the museum representing the blue and white logo, together with the high-rise “Four-Cylinder” built at the same time, are to be completely renovated. The “memory” and “heart” of BMW are scheduled for closing in spring 2004. Visitors from home and abroad will not, however, be left standing disappointedly in front of closed doors, as the finest BMW vehicles will be on display in an exhibition hall in the Olympic Park until the museum reopens in summer of 2007.

A clear mission

Unlike the Deutsches Museum, Europe’s largest museum of technology, the BMW Museum is a company and brand name museum. Its timeless modern architecture sends a clear message that leaves no-one in any doubt that this is not about the invention of the steam

engine, the history of the bicycle or mobility in space, but about the vehicles, achievements and records of the BMW brand. The world-famous BMW logo that covers the entire museum roof and can be seen from the air and from the Olympic tower makes both a statement and a pledge: anything bearing the BMW name must have BMW quality. Fans of the other famous brands of the BMW Group – Rolls-Royce and MINI – may be interested to know that these brands will soon have their very own museums in England.

The BMW Museum is an integral part of the company. Its function is to document the history of BMW, to describe the success of its aircraft engines, convertibles, luxury limousines, race cars and motorcycles, and to reflect the value of the BMW brand, one of the leading brands in the international motoring industry, as authentically as possible. In future it will concentrate specifically on dialogue with the visitor.

The museum will have an even more individual style, even more personal service and an even more appealing ambience than before. Aesthetic enjoyment will be provided not only by the BMW vehicles, but also by design studies and a creative interior.

Universal, timely topics

Every year around 200,000 visitors come from all over the world to see the impressive collection of historical BMW vehicles. The future BMW Museum will also offer its information and guided tours in several languages. An extra effort will be made to appeal to people who have no interest in cars or technology.

The results of numerous visitor studies commissioned by the company have shown that certain target groups can only be reached by means of special exhibition topics such as design or safety. The structure of the visiting public has become so heterogeneous in recent years that exhibitions have to have uni-



The highlight of 2002: a special exhibition entitled “The Year 02” at the BMW Museum.



versal, contemporary themes in order to succeed, and will then only do so if they are based on didactic principles and are credible. The strategies and language of marketing, as applied in classical advertising, are totally out of place in a museum.

For all the variety of exhibitions on various aspects of two- and four-wheeled vehicles that will be staged from 2007 in the BMW Museum, the primary function of the museum will still be to document the rich history of BMW, which now goes back almost 90 years. For the first time this is to be described in full, with a particular focus on motor racing as a testimony to the success and reliability of BMW engines.

The people who have dedicated themselves to the brand and rendered it outstanding services will also feature: well-known designers, engineers and racing drivers, as well as developers in the various departments and mechanics on the assembly line.

The history of BMW has been characterized by highs and lows. Its elegant, high-performance vehicles were frequently the outcome of visionary inspiration. Right from the beginning, everything produced on the Petuelring, and subsequently also in other parts of Bavaria, in Berlin, Spartanburg and Rosslyn, has reflected the BMW brand values of "challenging" and "sporty".

It all began in 1916 with the construction of aircraft engines. In 1923 the BMW management decided to expand into motorcycles, and the first BMW cars

followed in 1928. Above all it was the reliability of the engines and notable racing successes that made BMW an internationally known and respected brand. It is interesting to note that BMW is now the only European car manufacturer which also produces motorcycles.

The traditional and the modern, the past and the future are not mutually exclusive – there's no future without a past, as the saying goes. The new BMW Museum will also use state-of-the-art technology to highlight its various themes. The range of new media is fascinating and appears to be endless.

However, touch screens and other applications should not be allowed to distort the visitors' view of the real objects. The precious historic vehicles will still be centre stage, and are the main reason why visitors come to the museum. The attractions of the virtual arts are something they can enjoy from the comfort of their homes on the internet.

The digital world will never replace what can be physically experienced, but can only complement it as an integrating, illustrative element. The physically present, faithfully restored cars and motorcycles are the museum's chief representatives. They are all eloquent witnesses of their era and revive memories of past times.

Looking to the future

The days when museum founders collected interesting, rare objects and put them in glass cases where they gradually collected dust have long gone. Visitors want to be addressed personally and be interactively involved in their visit.

They do not want to plough through long texts or listen to the elaborate commentaries of a museum guide, they want to be informed through hands-on experience or dialogue. Whatever a museum has to offer, visitors want to experience it in full. The things we have touched, seen, smelled, tasted or heard ourselves are, after all, those we remember best.

For several months now it has been official: opposite the museum on the other side of the Lerchenauer Strasse

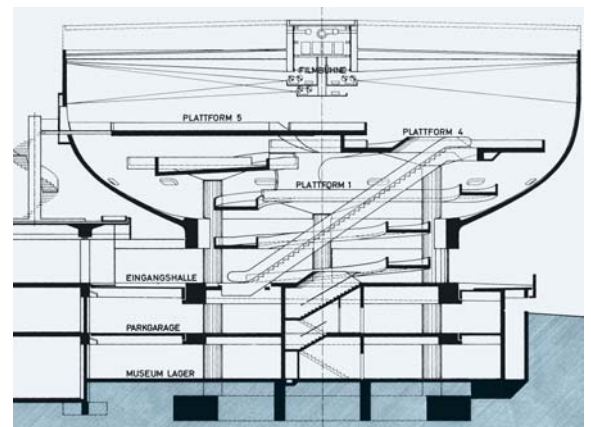
there will be a new BMW delivery centre, a splendid creation shaped by glass and wind from the famous architects' firm of COOP Himmelb(l)au, which will continue the spirit of innovative architecture begun at BMW in 1973.

Here new customers as well as interested visitors will be able to see the current range of models and obtain information about future technology. The neighbouring factory offers guided tours where visitors can watch the production of a 3 Series BMW.

The BMW Museum will complement this with its presentation of the brand's rich heritage. In a few years' time there will thus be a major exhibition and event centre on the Petuelring with highlights to suit every taste.

Other brand presentations in modern architectural settings can be found in Wolfsburg and Ingolstadt, and another is to be created in Stuttgart. But BMW is not worried about the competition, especially since its own urban complex of museum, production plant and distribution centre has not been artificially created but has evolved organically. No longer is the historical heart of BMW simply near Munich, but it is now a central feature of this vibrant cultural and media metropolis.

This is one of the things that makes the planners at BMW very optimistic. Tomorrow's museum visitors can already, three-and-a-half years before it is opened, expect a breathtakingly innovative concept. At the entrance they will find the BMW trademark. And it will keep its promise: anything bearing the BMW name must have BMW quality.



Architectural cross-section of the BMW Museum.

The founder: Franz Josef Popp

The development of any company is shaped by people and BMW is no exception. Who forged the development of the company? Which people ensured that the company grew to its present size, overcoming difficult times by dint of their influence, decisions and dedication?

From time to time, Mobile Tradition live will be presenting some of the protagonists in the group's history.

We start with Franz Josef Popp, chairman of the Board of Management for many years from 1917 until 1942.

By Dr. Florian Triebel and Patrick Oelze

A number of different candidates have been put forward as the "founders" of BMW AG. In the absence of Karl Rapp, Gustav Otto or Camillo Castiglioni the company would probably never have been born. However, Franz Josef Popp can lay claim to being the prime force in the development of the mobility company we know today. He was "General Director" of the company from its foundation until he was forced to relinquish his position in 1942.

Popp was born in Vienna in 1886 and in 1901 his family moved to Brno where he completed his university entrance qualification at the local grammar school. He went on to study mechanical and electrical engineering at the local Technical College and qualified with a degree in engineering in 1909. When he returned to Vienna, Franz Josef Popp joined the Viennese company AEG-Union

as an electrical engineer. He soon became head of the department for "Electric Trains and Locomotives", and one of his responsibilities was to develop electric locomotives for the Mittenwald railway.

At the start of the First World War, Popp joined the Imperial Marine Flying Corps as a marine engineer at the Pola base on the Adriatic (in present-day Croatia). This is where he had spent his

military service as a one-year volunteer during his course of studies. However, three weeks later he was ordered back to Vienna in order to oversee construction for aeroengine production initially at AEG and then at the Austro-Daimler works in Wiener Neustadt. In this capacity, Popp travelled to Germany a number of times, in order to visit the biggest aeroengine manufacturers in the Reich, Daimler, NAG and Benz. The purpose was to explore opportunities for the production under licence of German

prototypes at the Austro-Daimler works. Unfortunately, these exploratory talks came to nothing. The Austro-Daimler works went on to develop their own new 12-cylinder aeroengine for the Austrian navy, although there was not sufficient capacity available for production of this engine. It was necessary to find a production facility that was in a position to manufacture the engine in the quantities

required by the military authorities.

While he was serving in Pola, Popp had got to know the Rapp Engine works in Munich. This company had the necessary skilled workforce and production facilities for manufacturing aeroengines, but it lacked a competitive product since its engines were not successful as aero-engines.

Given this scenario, Popp regarded the



Franz Josef Popp at the end of the 1920s.





Popp with his wife together with world record motorcyclist Ernst Jakob Henne and his wife on an outing to the Eibsee at the end of the 1930s.

Rapp Engine works as an ideal production facility for manufacturing the 12-cylinder Austro-Daimler engine. He lobbied hard for this solution and was successful in convincing the responsible authorities to take up his suggestion. In 1916, he was dispatched to Munich as the representative of the Austrian Navy in order to supervise production under licence at the Rapp Engine works.

However, Popp was worried about unsatisfactory decisions and targets set by the technical and commercial managers. He became concerned that volumes determined contractually would not be complied with. In order to ensure compliance with production targets, Popp effectively began to take on the role of factory manager.

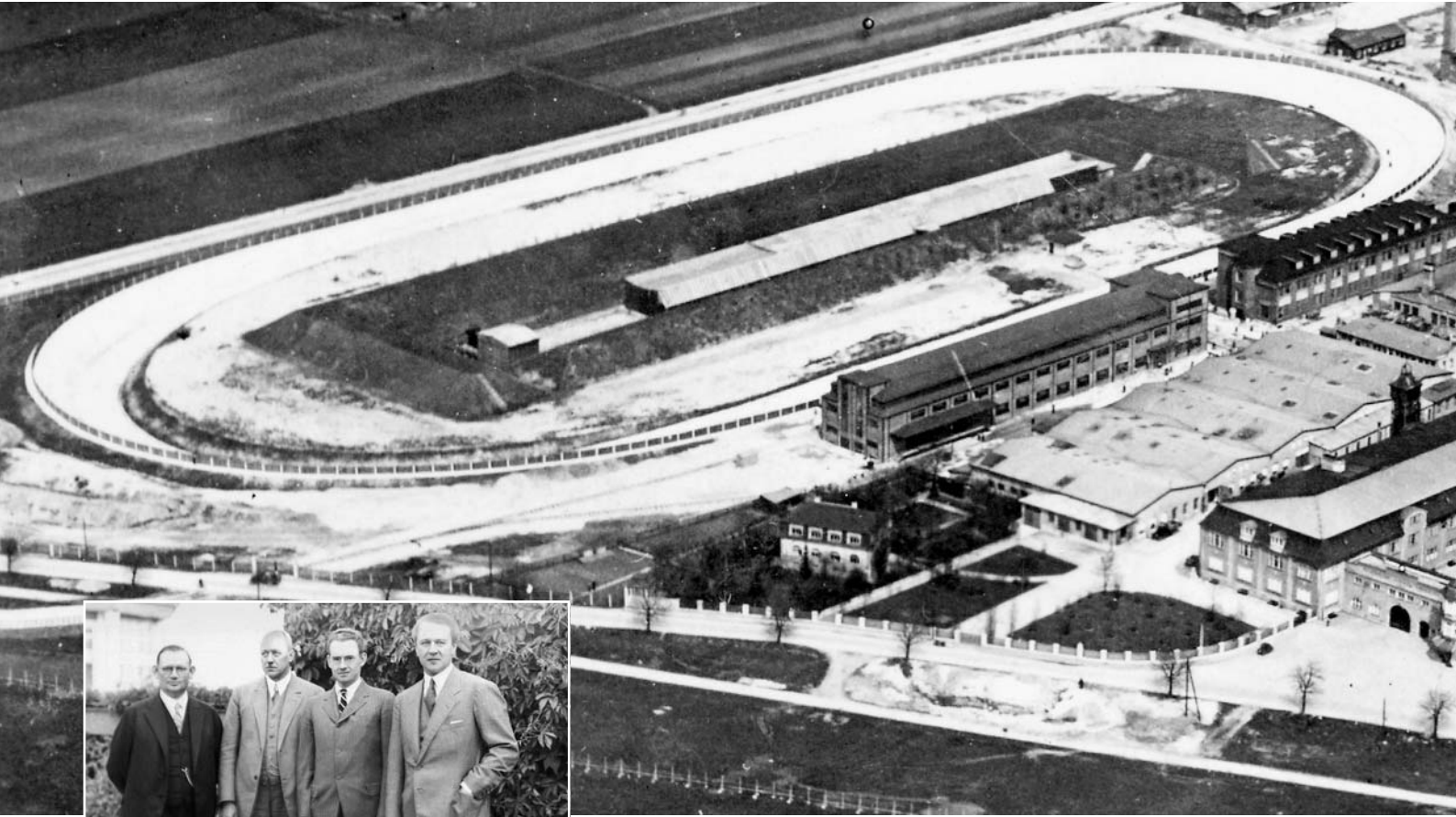
The "General Director"

This change in function was confirmed officially in September 1917. Franz Josef Popp was appointed as managing director of the company at the same time as the name of the company was changed from Rapp-Motorenwerke into Bayerische Motoren Werke G.m.b.H. This was intended to signal a new beginning to the outside world. Following conversion into a joint-stock company, he was head of the Bayerische Motoren Werke as Chairman of the Board of Management with the title General Director. At the end of the First World War, Popp was responsible for switching the young company from aeroengine production to peacetime production.

With this aim in mind, he worked towards



Popp's study in the company's new administrative building in the Lerchenauer Strasse.



Negotiating teams from BMW and Pratt & Whitney on signature of the licence agreement, 1928.

creating a link with Knorr Bremse AG, and from 1919 onwards, the factory started manufacturing Knorr brakes for the Bavarian Railway.

In 1922, Popp was responsible for transferring the most important patents, machinery and personnel for engine manufacture "to the umbrella of the Bayerische Flugzeugwerke AG", together with the company name "Bayerische Motoren Werke AG". He was assisted in this endeavour by the Austrian financier Camillo Castiglioni. In this way he was able to break free from Knorr Bremse AG and start up engine construction once more.

New areas of business

The rise of BMW to one of Bavaria's and Germany's big industrial companies began in 1922 under Popp's management. The product range of BMW AG was expanded and soon it extended beyond engines for the aircraft industry to include motorcycles as broader sections of the population gained access to motorized transport. This was an area to which Popp devoted consid-

erable attention. Under his chairmanship, BMW AG further expanded its product range and know-how in 1928 by purchasing the vehicle manufacturing factory Fahrzeugfabrik Eisenach (FFE). This was the first time that cars bore the BMW brand on the roads.

In 1928, Popp also concluded a licence agreement with the US American company Pratt & Whitney, allowing BMW to manufacture two air-cooled radial engines. This ensured that BMW had access to key know-how in an area of aeroengine construction with a great future. The expertise acquired through production under licence allowed BMW to develop air-cooled radial engines under its own steam during the 1930s.

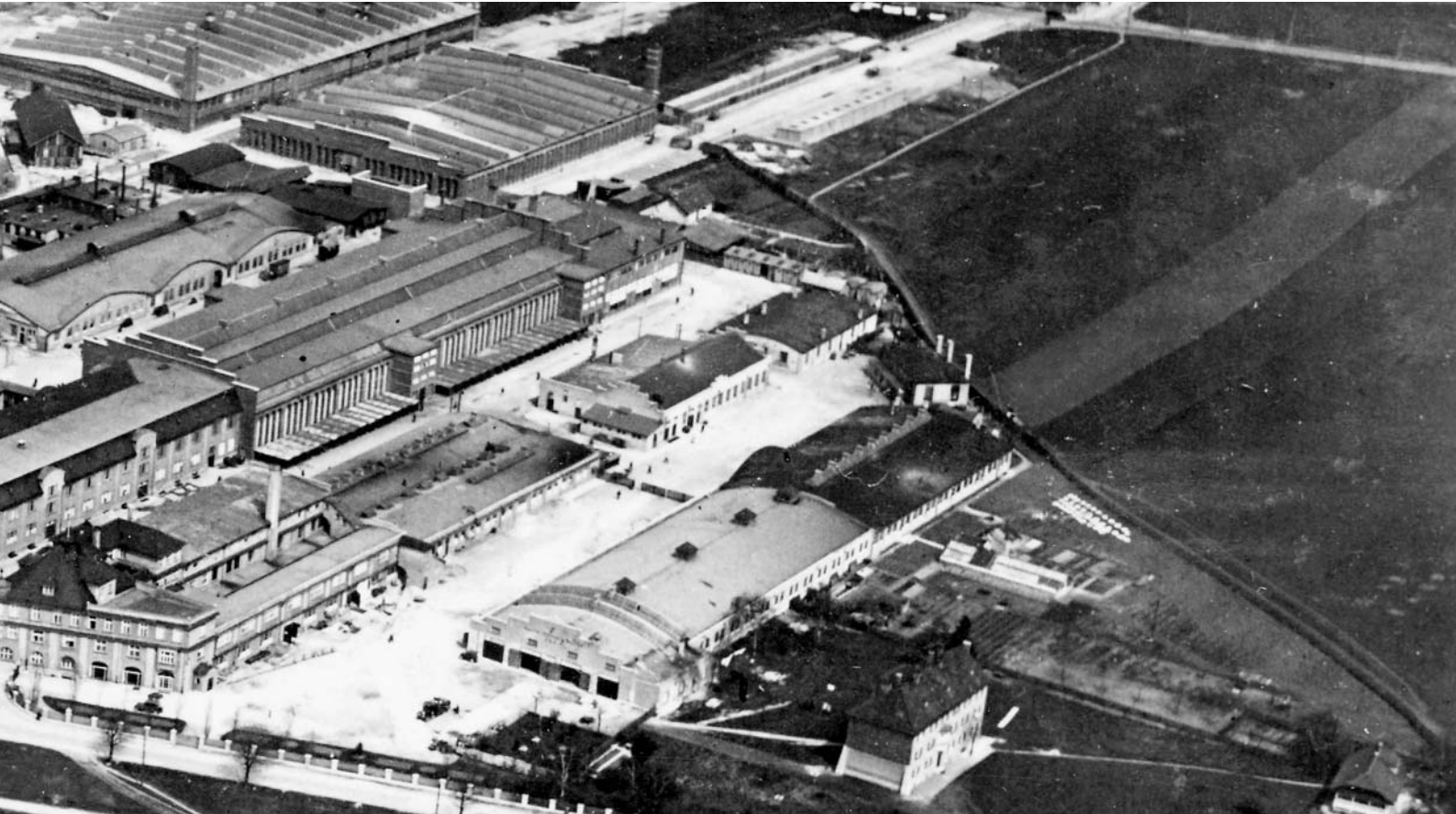
Construction of the BMW aeroengine factory in Allach (1935), expansion of the manufacturing facilities in Eisenach (1937) and acquisition of the Brandenburg Motor Works (Bramo) in Berlin-Spandau enabled BMW to expand capacities for aeroengine manufacture under Popp's leadership. Following the acquisition of Bramo in 1939, BMW enjoyed a monopoly for the production of air-cooled aeroengines in Germany. This made BMW a key strategic company for the German aviation industry as the Third Reich rearmed. However, Popp was sceptical of the rapid expansion and redirection of the company for purposes of

arming Germany in preparation for war.

Political meddling

These reservations were not politically motivated. Even though Popp admitted that he joined the National Socialist party on 1st May 1933 under pressure from Gauleiter Wagner, head of the Bavarian administrative district, he kept his distance to the party. Looking back, he maintained that joining the party shortly after the National Socialists seized power was simply intended to prevent his removal as General Director of BMW. In February 1936, the local group leader of the National Socialist Party started proceedings to exclude Popp from the party. This was based on accusations that despite warnings, Popp continued to allow his family to be treated by a Jewish family doctor. Following an official "warning" from the Munich Party Court, Popp put the matter to rest, not least in order to prevent the issue from escalating and endangering his position as Chairman of the Board of Management of BMW AG.

Popp's scepticism against shifting the focus of production at BMW to aeroengine production was based on his thinking that this would provide a one-sided orientation for the group by focusing its activities on armament in preparation for war. Although this area was financially lucrative, it would mean that the



Aerial picture of the BMW plant in Lerchenauer Strasse (today Plant 1), taken from the southwest, approximately 1930.

group was heavily dependent on decisions made by the National Socialist regime. In June 1940, he wrote to the Chairman of the Supervisory Board, Emil Georg von Stauss, explaining that the situation could “threaten the very existence of BMW AG if there were any setback to aeroengine production”. The strategically important position of BMW for air armament would lead to a rise in the volume of specifications and more interference from political and military agencies, which would in turn increasingly restrict the scope for entrepreneurial manoeuvre. This would weaken the position of the group’s management. It would also erode the position of Franz Josef Popp, who up until then had directed the company largely autonomously and autocratically.

Tense climate

As the war progressed, the increasing shortage of labour and raw materials combined with the opaque procurement policy of the Reich Air Ministry to ensure that BMW fell well behind the production output requested. This increased the pressure pervading the already tense atmosphere between Popp and the responsible General Aviation Supervisor Erhard Milch in the Air Ministry. Popp’s attempts to gain

backing from influential official quarters against Milch’s demands and to obtain realistic production requirements proved

style had already caused significant tensions in the BMW Board of Management prior to the disputes with the ministry, the Supervisory Board attempted to solve the conflicts by granting Popp leave of absence in January 1942. In order to prevent any public speculation about the change in management, Popp was appointed to the Supervisory Board but he was no longer able to exert any influence on the day-to-day running of the company from this position.

Unsuccessful comeback

Directly after the end of the war, at the age of 59, Popp was again appointed by the Supervisory Board to the Board of Management in May 1945. One month later, the Allies arrested him on account of his title Military Economic Leader, which he had been granted in the course of the war. During the denazification process he was designated as a “nominal member of the Nazi party” and was finally, after an appeal, classified as “untainted”.

Franz Josef Popp then once more attempted to join the Board of Management at the Bayerische Motoren Werke. However, his attempts were completely unsuccessful and his move to Stuttgart marked the end of these ambitions. Popp died there on 29th July 1954.



Document appointing Franz Josef Popp as Managing Director of the newly formed BMW GmbH, on 1st October 1917.

counter-productive.

The General Aviation Supervisor felt slighted by Popp’s actions and accused him of refusing to perform his duty and of sabotage. Since Popp’s management

1957: non-stop Agadir – Munich in a BMW 600

Even before the wraps were taken off the BMW 600 at the 1957 Frankfurt Motor Show, the idea for an extraordinary endurance test for this spacious new small car had been sparked. A seasoned crew would put the “big Isetta”, as it came to be nicknamed, through its paces over a non-stop distance of 5,000 kilometres. As autumn was approaching, North Africa was chosen as the starting point. The car was to be driven from Agadir to Munich without a break and at an average speed of 60 km/h minimum. No sweat for the BMW 600, as it turned out.

By Walter Zeichner



Wherever the BMW 600 went in Morocco, it attracted keen interest.

Just before the public launch of the BMW 600 at the 1957 Frankfurt Motor Show, the BMW press office invited a select group of journalists to Lake Starnberg on 27th August in order to ply the members of the motoring press with sufficient information to ensure adequate media cover-

age of the new model. This well organized event began with a bus ride from Munich to the Kaiserin Elisabeth hotel in Feldafing, where BMW's managing director Richter-Brohm personally welcomed the reporters before unveiling the new car. Director Hof and chief constructor Fritz

Fiedler were also present, and the venue was abuzz with shop talk. Fiedler then gave an extended slide show profiling the advantages of the unusual new vehicle concept. At first glance BMW seemed merely to have added a second seat bench to the Isetta, but there were in fact

significant differences. The BMW 600 turned out to be a “roomy car in miniature”. The Isetta’s greatest drawback was that it couldn’t even accommodate a family with two small children, thus eliminating this group as potential customers. At 290 cm long, BMW’s new small car now exactly matched the length of the Glas Goggomobil, BMW’s keenest rival in the small car arena at the time. Unlike its competitor, however, the BMW was a true miracle of spaciousness. Thanks to its twin-cylinder Boxer engine being mounted at the rear, virtually the whole of the body’s interior was available to passengers, comfortably accommodating four large adults. Apart from its unusual design and the front-opening door adopted from the Isetta, a single side door on the right attracted quizzical looks, though there was a good reason behind it: passengers would alight onto the pavement rather than the hazardous road.

Back at Lake Starnberg, the test outings were followed by coffee and cakes at Schloss Berg as informal exchanges continued. Among the invited journalists was Berlin-born Paul Schweder, who in the 1930s had raced for Adler besides his job as sports reporter and co-founder of the magazine *Motor und Sport*. Schweder, now resident in Munich, was no stranger to the BMW press team: in recent years he had created quite a stir with his non-stop rides in the BMW Isetta 250 and 300. On both occasions he had driven from southern to northern Europe in an astonishingly short space of time, always accompanied by his charming colleague Annemarie Botschen, who was a good deal taller than him.

The plan takes shape

As Schweder gazed in admiration at the new BMW 600, he was buttonholed by BMW’s managing director Richter-Brohm, who knew all about the journalist’s long-distance tours and suggested Schweder might like to do something similar with the

new model. How serious this proposition was we shall never know, but Schweder was taken with the prospect of going on a major journey in this interesting new small car that had barely come off the assembly line. Along with his trusty travel companion Annemarie Botschen, he pored over maps for the next few days before contacting the relevant departments at BMW and at the ADAC, which was to play a key role in the preparations.

Schweder planned to tackle a stretch equivalent in length to the famous reliability run from Liège to Rome and back again, but as it was getting late in the year

it was decided to select a route in more clement climes. In the end southern Morocco was chosen as the starting point, since the seasoned Schweder was familiar with this area and the country’s conditions from his experience of the Rallye Maroc as well as previous tours.

The next destination after setting out from Agadir was Casablanca, before taking the ferry across the Straits of Gibraltar to Seville, Madrid, San Se-

bastian, Bordeaux, Reims, Cologne and Berlin, after which East Germany had to be crossed before ending the grand tour in Munich, home of the BMW 600.

Schweder’s good relations with the ADAC stood him in good stead. They got their main sports department to make immediate contact with the relevant offices in the countries to be covered so as to ensure smooth border passages and ample support from the various automobile clubs along the way. This extended to Schweder and Botschen being escorted through major cities, while filling stations stayed open longer to allow the BMW 600 to

quickly refuel in the middle of the night. Even the East German sports authorities proved cooperative and swept aside bureaucratic hurdles.

Enter the star of the trip

All that was missing now was the main protagonist – a BMW 600. Needless to say, BMW’s PR department at the time saw the potential benefit of this long-distance reliability drive for the launch of the new small car. On the other hand, production had not yet got under way and there were reservations about allowing the Schweder/Botschen team to take off in what was essentially a pre-production model.

In the end a yellow test car was selected and packed with plenty of spare parts in case the worst came to the worst. With its driver, passenger and travelling gear, the BMW 600 now tipped the scales at nearly 800 kg – approximately equivalent to a fully occupied car with four passengers.

The distance between Agadir and Munich along the route plotted by Schweder was almost 5,000 km, but first the vehicle and its crew had to get to the starting point in Agadir – under their own steam. This, the most enjoyable part of the marathon journey since it was not subject to any deadline pressures, took the couple along some 2,000 kilometres of road from Munich to Marseilles, then by ferry to Casablanca and back onto the road via Marrakech to Agadir, where they had a few days to recuperate and acclimatize before embarking on the grand tour proper.

Driving through Morocco proved to be a



Paul Schweder, racing driver and journalist.



The new BMW 600 small car at the 1957 Frankfurt Show.

perfectly pleasant experience. The French colonial rulers had left behind an excellent network of roads linking the cities, and traffic was distinctly thin on the ground at this time. The only thing to watch out for were the occasional sheep, camels and donkeys who strayed onto the tarmac.

The big drive took off on 25th October 1957 at 17.30 hrs sharp. After the midday heat had dissipated, the first stage as far as the ferry port of Ceuta

negotiated. Schweder had calculated a minimum average speed for this stage of 60 km/h in order to make it to the ferry in time. With his foot hard on the throttle, he got the BMW 600 to the ferry port by 7.15 in the morning, having clocked an average speed of 70 km/h – a remarkable achievement for a small car with just 19.5 horsepower.

The sea crossing to Spain in sunny weather was to be the last chance Schweder and his assistant Annemarie

passenger Botschen was to do everything in her power to prevent the driver from nodding off at the wheel.

Schweder himself later described this crucial responsibility: "One can safely say that, in a number of respects, even more is demanded of the passenger. They certainly have to have stronger nerves and possibly even more stamina, because they have to stay awake practically the whole time, keep an eye on the driver during critical phases and insist on stopping at the appropriate time if the driver is in need of a short break. They have to keep a log-book and a journal, jotting down the hours and the kilometres; they are responsible for all the navigation; they have to keep the driver entertained and know when to keep quiet, keep him fed and watered, calm his frayed nerves – in a word, they take on the role of the good spirit of the team. These tasks are not everyone's cup of tea, which is why for many years I have been driving with my colleague Botschen, since she has proved to be the best teammate of all."

Just beyond Liège the final day of this extraordinary journey dawned, and after passing the German border at Aachen the two adventurers had their first bowl of soup since leaving Agadir. The only means of sustenance to get them through the days and nights on the road before that had been the stimulant chocolate "Schoka-Kola" together with fruit and biscuits.

79 hours on the road

For Schweder and Botschen, the last 1,200 kilometres through West and East Germany back to Munich via Cologne and Berlin would prove to be the toughest test in their entire long-distance driving



was accomplished in the pleasant cool of the night. The starting signal had been given by the president of the Automobile Club of Agadir, and even the sports delegate of the Royal Automobile Club of Morocco was present when the heavily laden yellow BMW 600 set off with its engine howling above the cheers of the gathered public.

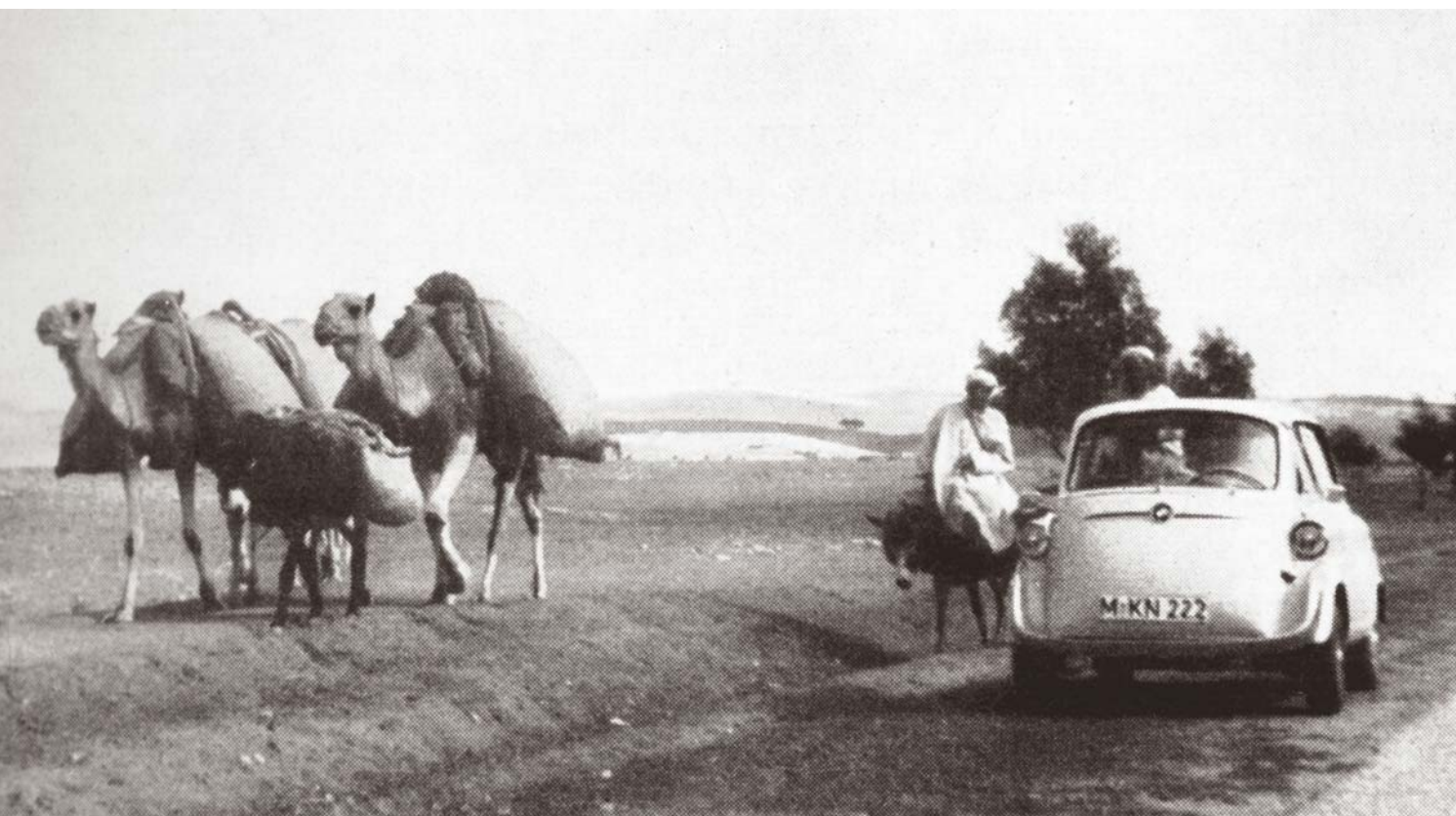
The first crucial task now was to catch the ferry to Spain, which ran from Ceuta to Algeciras. It set sail from the African coast just once a day, at 10 in the morning. The only stops the car made were for refuelling, and Paul Schweder had to fully exploit the BMW 600's engine power from the word go: as soon as they set off with the objective of reaching Casablanca around midnight, there were countless switchbacks in the foothills of the Atlas Mountains to be

Botschen would have to get some rest. Afterwards they had to tackle the Spanish roads, which were rather rough at the beginning. Only when they got beyond Madrid did the journey progress along well-surfaced roads towards the northwestern coast of the Pyrenees. Autumn fog patches made things difficult, and Schweder had to struggle to maintain his average speed of 60 km/h all the way to Munich.

At night the two of them traversed France via Fontainebleau, Reims and Charleville, and then crossed the Ardennes heading towards the Belgian border. Understandably, the BMW 600 crew were now beginning to show signs of tiredness, and one of the most important tasks of



Exhausted but happy – back in Munich after 79 hours on the road.



Mule power – a brief roadside stop in Morocco.

experience. Although they were now travelling on the best possible roads, the heavy traffic, darkness and thick fog patches between the Thuringian Forest and Munich turned the final kilometres into a journey that drove both of them almost to breaking point. The final bright spot was when the BMW 600 crew were handed some nutritious treats that BMW Munich had sent to the East-West German border for them. Then it was just a question of holding out for the remaining distance.

The car clock read 4.55 when the “End of motorway” sign eventually loomed into view just outside Munich in

the early morning. The BMW 600 was able to slowly cruise to a halt, and the two adventurers were quite taken aback as they rubbed their eyes and saw a large crowd of people who had turned up to welcome them at such an early hour. Reporters and representatives from the ADAC and from BMW crowded around the visibly exhausted couple who, over the last 79 hours and 10 minutes, had covered a total distance of 4,811 kilometres on two continents without any major rest stops.

The final arrival stamp was added to the logbook, numerous hands were shaken and a pale but relieved-looking

Annemarie Botschen was handed a large bouquet of flowers.

More photos were quickly taken, and then the BMW press officer C.T. Hoepner swiftly hustled the two of them into his car and made sure they got a well-earned rest before turning to their appraisal of this unusual journey.

Evidently least fazed by all these exertions was BMW's new small car with the badge number 600.

“Bubbling along happily all the way,” as Schweder put it, the BMW 600 – later to be dubbed the “big Isetta” – had gone the distance at an average speed of 60.9 km/h and without any hitches.

BMW 600 data

Production	1957 – 1959	Transmission	4-speed all-synchromesh
Price	DM 3,985.– (1957)	Gearshift	centre gearshift lever
No. of units	34,318	Brakes	four-wheel drum brakes
Engine	twin-cylinder Boxer, air-cooled	Wheelbase	1,700 mm
Displacement	582 cc	Track front/rear	1,220/1,160 mm
Output	19.5 bhp at 4,500 rpm	Dimensions	2,900 x 1,400 x 1,375 mm
Compression ratio	6.8 : 1	Kerb weight	550 kg
		Top speed	103 km/h



Products of aerodynamic research

The BMW 328 racing coupés



Hockenheim 1947: Karl Kling helps the Kamm Coupé earn belated honours.

By Hagen Nyncke

A racing car must be open-topped – so stated the regulations governing all motor races in Germany during the 1930s. The most famous and successful sports car of this era is without doubt the BMW 328, a roadster in the classic mould. It was also available in a handful of closed-top versions. One of them became a legend.

BMW's new sports car, the BMW 328, debuted in the Eifelrennen at the Nürburgring on 14th June 1936. With motorcycle world record-holder Ernst Henne behind the wheel, it took its first commanding victory in the 2-litre sports car class. Although just three units were built, they were frequently to be seen at racing events, especially in the interna-

tional arena. The inevitable teething troubles were soon overcome, and wherever these cars turned up they instilled trepidation in their rivals. It soon became obvious that the foreign car marques weren't a patch on the BMW 328. Once serial production had started in 1937, more and more privateers began lining up on the grid with



The first coupé – Project AM 1007 – struggled with straightline stability.

their new sports cars, and in less than a year Germany's 2-litre class was firmly in the grip of the BMW 328s. On international circuits they similarly managed to rake in one win after another.

For the constructors back in Munich, there was no time to rest on their laurels, however. The car's original output of 80 horsepower had already been raised to around 110 bhp in the competition engines – a remarkable figure for these long-stroke units. But no more significant increases could be expected in that regard. Nor was there much scope for paring down the weight of the car, which was already on the light side in its standard version. The only way to boost maximum speed was by reducing aerodynamic drag. While the 328 was a masterpiece in construction and design, its rounded shape and curvaceous wings meant it did not excel on the streamlining front. By removing the windscreen, the canopy above the passenger seat and the underside panelling, drag could be whittled down, but it would hardly be possible to lower the Cd factor to under 0.5. And so the BMW technicians were faced with the task of designing an entirely new body which took account of the latest aerodynamic research findings.

Trials had shown that an open-topped sports car did not lend itself to optimal streamlining as much as a closed model, despite the larger frontal area of such a car. This explains why streamlined coupés designed according to the principles of Swiss pioneering aerodynamicist Paul Jaray achieved far superior ratings.

In Germany it was the Frankfurt-based Adler works who were the first to field streamlined coupés in races. Their convincing performance in the 1937 and 1938 Le Mans 24 Hours had clearly shown that a streamlined body could certainly make up for a lower-performance engine. The Adler "racing limousines", as the press quickly dubbed them, may have been fast, but aesthetically they were not particularly enticing.

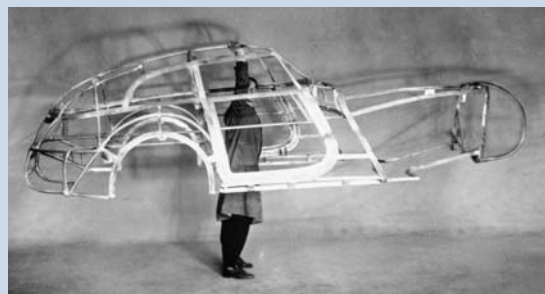
BMW had been tackling this issue at the same time. Under Professor Wunibald Kamm, director of FKFS, the research institute for automotive engineering at Stuttgart's Technical University, the first wind tunnel experiments had been carried out with BMW models, although this route was not systematically pursued. It was only when the German and Italian sports authorities decided to launch a high-speed race on the recently built motorways between Berlin and Rome as a tangible testimony to the Berlin-Rome axis forged between the two Fascist governments that the BMW technicians came under pressure to produce a suitable car. The race was scheduled to take

Rudolf Flemming, who had already played a significant part in designing the 328, was given the commission with its clearly outlined brief: it had to be a closed car in order to exploit all the advantages of streamlining (interestingly this meant that the car was never allowed to compete in any races in Germany because closed-top models were banned there).



Wind tunnel pioneer: Professor Wunibald Kamm.

Systematically applying lightweight construction principles, Flemming designed a filigree tubular space frame covered in a thin aluminium skin for the chassis of the 328. This car, bearing the internal code name of Project AM 1007, did not prove convincing enough, however. For one thing, the workmanship of



The tubular space frame for the AM 1008 Kamm Coupé (left) was made of electron and weighed just 30 kg. The up-and-running Kamm Coupé (right) during testing at the Oberwiesenfeld airfield.

place in October 1938 and, hardly surprisingly, the German motor industry was obliged to pull out all the stops on behalf of this event. For BMW it meant developing a high-performance sports car to a tight deadline – a car which would not only make its mark but also have a realistic chance of securing overall victory.

the body which had been manufactured in Eisenach was not satisfactory, but far more serious than that was the fact that the car's ride and handling left much to be desired. During test drives it clocked up unprecedented speeds, but was so unstable that it wandered across the entire width of the autobahn. It was

obvious that the developers had their work cut out before a useful racing car could be derived from this.

For political reasons the Berlin – Rome race was repeatedly postponed. However, the dates scheduled in 1939 for the substitute Mille Miglia event and the Le Mans 24 Hours were looming ever closer. BMW's attempts to get an even faster model up and running did not go unnoticed. The National Socialist Motoring Corps (NSKK) had launched its own team in spring of 1938, one which regarded itself more or less as

Germany's national sports car team and planned to fly the German flag at international events with its three BMW 328 models.

Though the BMW factory was contracted to ensure that the NSKK cars reflected the state of the art at all times, the new racing coupé threatened to be-

come a potentially serious rival to the motoring corps. On no account was a works driver going to be allowed to challenge the victory which the NSKK team had claimed for itself. The response wasn't long in coming, for Prince Max zu Schaumburg-Lippe, the team manager, also demanded a racing coupé for himself. Neither Eisenach nor Munich, however, had the available capacity to build another car. That is why Fritz Fiedler, in charge of vehicle development, used his Italian



On your marks: the Touring Coupé (left) and Kamm Coupé before the start of the Mille Miglia.



The Touring Coupé shortly after completion.

Milan-based coachbuilders Carrozzeria Touring.

The Supreme National Sports Authority of the German Reich (ONS) had meanwhile announced that it would carry the costs of this commission. Touring of Milan were very responsive to the request, since they were already working on a very similar project for Alfa Romeo and were able to draw on their experience with a similar body from the previous year. Without too much effort, this streamlined body based on the patented "superleggera" construction method could be adapted to the standard chassis of the 328. Indeed, the Italian coachbuilders worked their magic to finish the superstructure in a matter of four weeks.

Despite the fact that Touring lacked a wind tunnel, the team of designers applied their instincts and an empirical approach to come up with just the right shape.

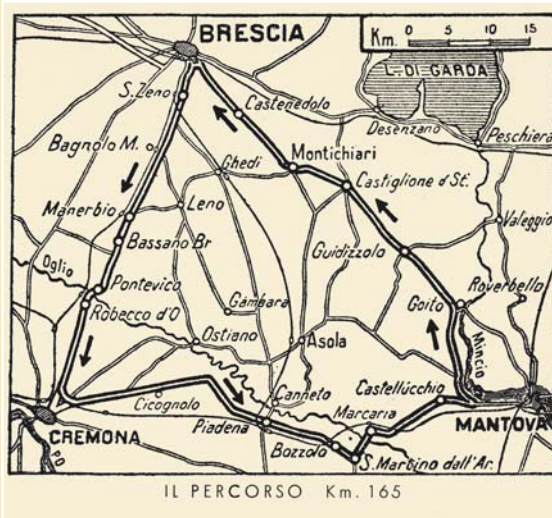
The new car, painted in the German national racing colour of white, was persuasive not only from an aesthetic point of view. Test drives showed that the coupé, which weighed in at just 780 kg, could exceed the 200 km/h threshold while still maintaining relatively good high-speed stability. The Touring Coupé made its debut at Le Mans on the 17th and 18th of June 1939. Sharing

the wheel were Prince Schaumburg, as he was known at the factory, and BMW engineer Hans Wencher. At the end of a 24-hour battle and a distance of 3,188 kilometres, they had won the 2-litre class with a sensational average speed of 132.8 km/h. In the overall classifications they achieved an outstanding fifth place against competitors with far more powerful engines. For the first time, the superiority of streamlining had been demonstrated here by a BMW.

At BMW the triumph of this "Cinderella car" must have been greeted with very mixed feelings. The develop-



Event programme for the "1. Gran Premio Brescia delle Mille Miglia" and the triangular route of the Mille Miglia course of 1940.



ment department had not remained idle in the meantime, though: by November 1938 further 1:10 scale models were being tested in the wind tunnel at the FKFS in Stuttgart. After lengthy research the developers came to the conclusion that the streamlined superstructure for Project AM 1007 did not match the chassis. Flemming's old design had not taken the relationship of the centre of gravity to the chassis area sufficiently into account.

In the newly founded "Artistic Design" department it was now time to set to work on a new streamlined body, code name Project Number AM 1008, under the direction of Wilhelm Meyerhuber. The old body was consigned to the scrapheap. To start with, the existing chassis was lengthened by 20 cm in the hope of significantly improving the car's straightline stability. The all-new tubular space frame was made of electron and weighed just 30 kilograms. In combination with the aluminium outer skin, BMW was also able to create a "super-lightweight" chassis.

Streamlined coupés: fast and forward-looking.

Although this so-called "Kamm Coupé" turned out rather larger than the comparable Touring version, it was nevertheless 20 kilograms lighter in weight. Due to limited capacities in the prototype construction department, it took several months to build the car. But by contrast with the Italian version, the BMW technicians were able to put their own racing coupé through a comprehensive series of test drives.

In late summer of 1939 the car was subjected to thorough testing on the Munich – Salzburg autobahn and underwent many detailed modifications. These efforts were well rewarded: the Kamm Coupé had significantly improved directional stability and was less vulnerable to side winds. At 0.25, its Cd factor was well below that of the Touring Coupé, which was around 0.35. In terms of maximum speed, the car also set new standards at 230 km/h. But when war broke out, it remained questionable whether it would ever be able to exhibit its strengths.



Victory at the 1940 Mille Miglia: racing successes have always been the best advertisement.

Soon, however, there would be an opportunity for a direct comparison of the two streamlined models. Notwithstanding the war, a 1,000-mile circuit race had been planned for the 28th of April 1940 by the Italian officials, though it would not be run on the Mille Miglia's historic circuit but on a triangu-

lar course between Brescia, Cremona and Mantua, which had to be covered nine times.

At Hockenheim in 1947, the Kamm Coupé with Karl Kling at the wheel took its sole victory and final triumph, going on to serve Veritas designer Ernst Loof as an everyday car until it was scrapped following an accident in the early 1950s.

The Touring Coupé made its mark once more in the Ruhestein Hill Climb of 1946 with Hermann Lang at the wheel, clocking the fastest time of the day. It then went to the United States, where it made an appearance in a few more races.

After a decade of hibernation it was rediscovered, and has since last year been the jewel in the crown of Mobile Tradition's historic vehicle collection.



Hermann Lang drove the Touring Coupé with its modified front end in the Ruhestein Hill Climb of 1946.

went into the lead and would not relinquish it until the end of the race. Lurani in the Kamm Coupé had been hot on his heels at the outset and Macwell have been able to challenge him for victory if the car hadn't dropped out of the race due to a minor fault.

But ultimately

BMW motorcycles – eight decades of public service

BMW motorcycles are used by public organizations in more than 140 countries. This means that business with public bodies and other institutions constitutes an important pillar for BMW Motorcycles. The very first BMW motorcycle model – the R 32 – was already being pressed into official service. In the 1930s, the military authorities and the Reich postal service ordered large volumes of motorcycles from BMW. In the 1950s, the ADAC roadside assistance services came to the rescue of stranded motorists on their BMW sidecar combinations known as the “Yellow Angels”. When the German motorcycle market went through a tough crisis around that time, orders from public bodies all over the world enabled the BMW motorcycle business to survive.

By Fred Jakobs

“A motorcycle needs to be purchased as fast as possible for the municipal power station. The sum of 2,500 marks has been approved for this purpose from current resources. The vehicle should have a robust construction and must be provided with a pillion seat, electrical illumination, Bosch horn and sidecar, so that a fitter can be taken to the site of the fault with the necessary tools at night if necessary.

Since it must be possible to use the motorcycle in all weathers, it is necessary to procure a motorcycle that is constructed in such a way as to keep so-called skidding to a minimum on slippery surfaces.

Good results have been obtained with the motorcycle manufactured by Bayerische Motorenwerke and the English Triumph motorcycle. The first company is represented by Mr. Aug. Reiter and the latter by Mr. Seiler. Bids should be obtained from these local agents.”

This was the wording of a report by the buildings committee in the town of Kaufbeuren dated 4th February 1925.

In the meeting that followed, the town council decided to make the purchase but diverged on two points from the report drawn up by the committee. A sidecar was not purchased and in addition to the bids from the two agents mentioned, a bid was sought from the local dealer for Wanderer Motorcycles and an Augsburg D-Rad representative. Looking at the offers received from the dealers, it

is noticeable that the BMW representative pulled out all the stops to obtain this order. He submitted a total of four different sales prospectuses and also included a number of testimonial letters from satisfied customers.

It may have been the letter from industrialist August Nicolin in the Black Forest that proved decisive. He extolled

Bosch horn and bulb horn cost another 488 marks.

This is the first documented order obtained by BMW from a public authority and other orders were to follow. During the 1920s, the police force placed their trust in the reliability of BMW motorcycles, in particular the traffic police. If it is possible to talk in terms of a market given

the comparatively low volumes, the main market was initially Germany. But before long, BMW motorcycles were being taken into service by the police forces in Austria, Czechoslovakia and the Balkan countries.

After the National Socialists had seized power in Germany and the beginning of rearmament, the military authorities also started to show an increasing interest in the BMW

two-wheeler. BMW types mainly included the heavy Boxer pressed-steel models – initially the R 11 and later the R 12 with telescopic front-wheel fork. Sidecar combinations were frequently required for this type of use, while the smaller R 2 and R 4 single-cylinder models were mainly ridden as solo machines for training and courier services in the military and police, with the R 35 coming into use later.

The dependable R 12, was also used by the Reich postal service painted in a red livery. Thanks to a special heavy-duty side-



Already with full fairing in the 1950s: BMW R 69s for the Vienna Police.

the virtues of his BMW as follows: “An ideal solution has been arrived at for the distribution of the motorcycle’s centre of gravity. This means that even under extremely slippery conditions, there is no tendency to slide and the motorcycle maintains its road grip when travelling round bends.”

First orders from abroad

Manufacturer Reiter and hence BMW received the order for the tender, and the power station in Kaufbeuren spent virtually all the funds that had been made available. Aside from the basic price of 2,000 marks, the pillion seat, Bosch lamp, speedometer,

Dog squadron of the German Police on BMW R67/2 sidecars, 1953.

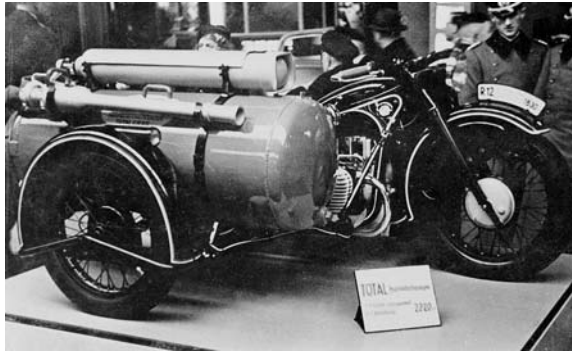


car, postal riders were able to reach all the post boxes, even in heavy city traffic.

BMW was continually looking for further applications beyond private use. In 1937, the company presented an R 12 for use by the fire service at the Berlin Motor Show. The sidecar combination had been developed in collaboration with the company Total. It was planned as a fast and flexible as well as economical alternative to the large and expensive fire engines.

BMW motorcycles during the Second World War

When German preparations for war began to take more concrete shape during the second half of the 1930s, the military procurement authorities were no longer satisfied with production motorcycles that had been adapted for military purposes. They required a motorcycle sidecar combination that could be safely ridden on any form of surface – gravel, mud, ice and sand. It also needed to run under extreme temperature conditions with a minimum of maintenance. In addition, this kind of motorcycle needed to be able to carry heavy loads and



A BMW R 12 with a Total fire extinguisher attracted particular attention.

keep pace with the slow speed of marching troops for periods extending over several days. Because no German motorcycle was in a position to meet these requirements, BMW and Zündapp were simultaneously commissioned to develop a military motorcycle of this nature. After enormous development problems – manufacture of the Zündapp model under licence at BMW was already under consideration – the specification requirements were met and in 1941 volume production of the R 75 model started up in Munich. Production was moved to the Eisenach automobile works in 1942 as a result of the war, and 18,000 of these military motorcycle combinations had been delivered by 1944.



Escort for the President of the Federal Republic of Germany, Theodor Heuss, with BMW 51/2 models.

At the end of the Second World War, defeated Germany had been reduced to rubble. BMW had lost the lion's share of its Munich production facilities as a result of heavy bombing during 1944. Anything that had survived the war had been requisitioned for dismantling or was located in Eisenach and hence in the Soviet zone of occupation. The Allies had also imposed restrictions so that restarting vehicle production was out of the question in the initial stages.

Rebirth with 247 cc

It was not until May 1948 that BMW was in a position to present the first post-war motorcycle model: the R 24 single-cylinder

was launched at the Hanover export fair. But it was this model that secured BMW the first prestige order in the fledgling Federal Republic of Germany. Six motorcycles were supplied for the guard of honour to accompany Theodor Heuss, the first president of the new state. In 1950, the first BMW postwar Boxer rolled off the assembly line in the form of the R 51/2, and the guard of honour changed its mount to escort the German head of state powered by 500 cc.

BMW all over the world

The 500 cc BMW was to become the standard model for the traffic police and official escorts. The 600 cc model with its more powerful torque was frequently preferred for duties involving sidecar combinations.



Even in the 1920s, there was no escape for car drivers who were in rather too much of a hurry. The traffic police were well-equipped to catch miscreants with the BMW R 63 – the fastest production motorcycle available.



Off the beaten track, this policeman in the South Pacific is carrying out some tough patrol duties.



Out and about on BMW 67/2: the "Yellow Angels" of the ADAC roadside assistance.

During the 1950s, the first complete new developments in the form of the R 51/3 and R 67 extended the triumphal march of BMW police motorcycles beyond the borders of Germany.

Initially, the first big orders went to the French police, followed by orders from all over Europe, Africa, South America and various Asian countries. During the mid-1950s, BMW was already exporting to around 90 countries across the globe, and in many markets business with public bodies provided the impetus for a fully-fledged service and dealer network.

When the German motorcycle market collapsed during the 1950s and numerous motorcycle producers went bankrupt, the crisis also affected BMW. Annual production figures plummeted to less than one fifth in the period from 1954 to 1957. While this crisis continued, the orders from ministries and public authorities across the world prevented BMW from suffering the fate that quickly overwhelmed Adler, Horex and Victoria, who all had to cease motorcycle production.

Good reputation in bad times

The benefits of this presence for the reputation of BMW motorcycles should not be underestimated. These were times when an increasing number of people were able to afford a car, so motorcyclists tended to be regarded as rather pathetic souls and were frequently ostracized on a social level. However, pictures of heads of state being escorted by BMW motorcycles were good advertising across the world and they enabled the BMW brand to set itself apart from this negative image.

When an ADAC roadside patrol came racing along on his BMW sidecar combination to help stranded motorists, car drivers also cherished fond memories of the

motorcycles from Munich. The first police motorcycles were standard production models that were at best painted in a special livery and fitted with panniers. In 1953, BMW were able to supply the authorities with motorcycles equipped with radios manufactured by Telefunken. Other advances comprised additional optical and acoustic signalling systems, which required more on-board electronics.

Technical progress

There was also increasing demand for motorcycles equipped with fairings. Aside from protecting riders against the elements, fairings were also helpful in identifying and recognizing motorcycles in heavy traffic.

This was new terrain for BMW, and the first fairings produced were strongly reminiscent of the racing fairings in those years, one such example being an Austrian escort comprising R 69 models. Fairings produced by other manufacturers were used to start with, in particular those produced by the companies Gläser and Heinrich.

During the 1970s, BMW carried out some pioneering work in the area of motorcycle fairings. BMW was fully independent of outside fairing manufacturers for government business by 1976, with the R 100 RS and its more comfortable successor, the R 100 RT Tourer. The R 100 RS was the first production motorcycle to be fully faired with frame mounting.

The customizing business of BMW Motorcycles has become increasingly specialized since that time. Today, it's not just policemen in more than 140 countries who place their confidence in the reliability and safety of BMW motorcycles. Fire services, emergency doctors, disaster prevention personnel and traffic-jam patrols from automobile clubs are some of the many applications for which BMW offers tailored motorcycles. The range of machines available extends from the lightweight F 650 GS single-cylinder model, through the robust Boxers to the sporty K 1200.

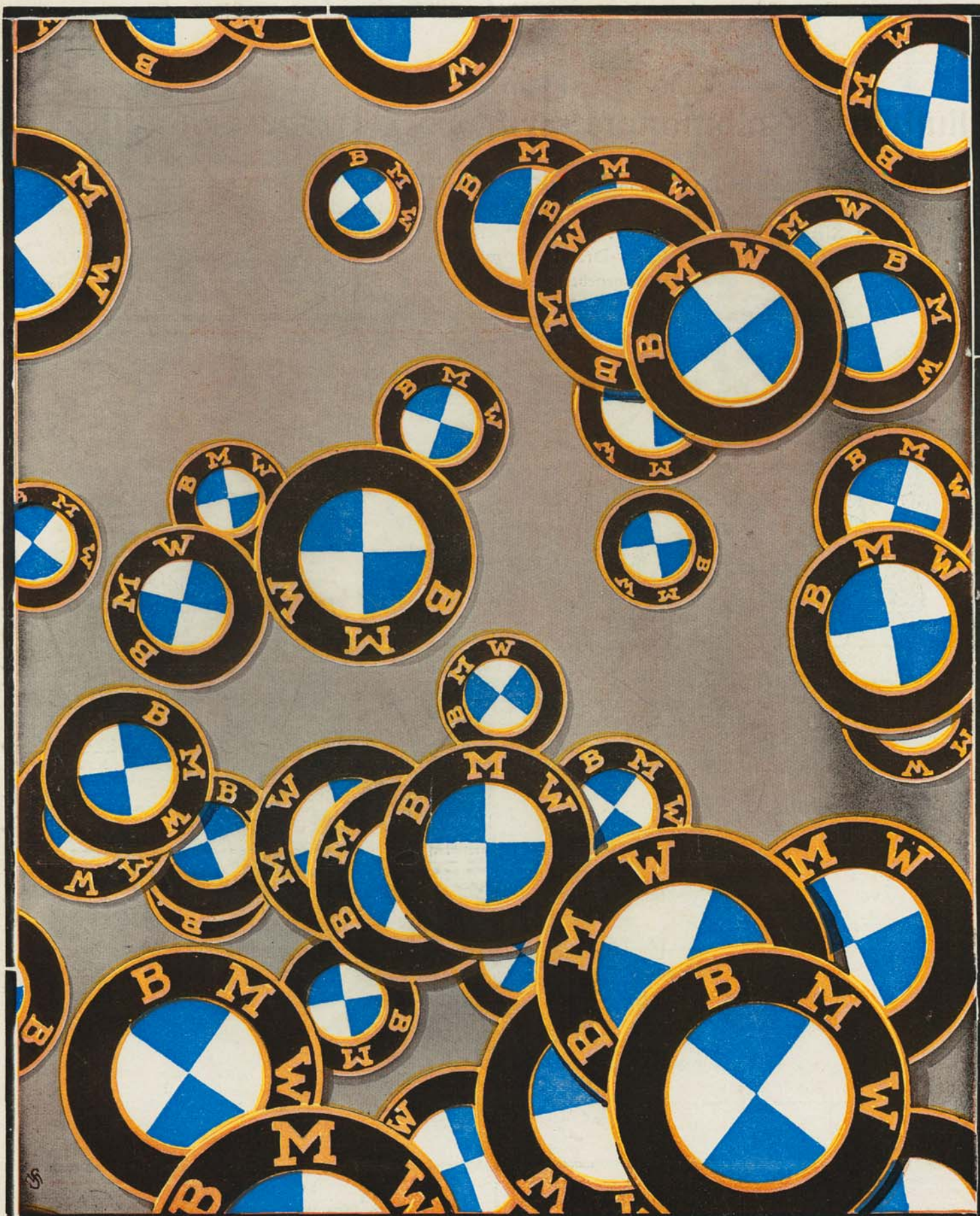
Back in 1925, when the Kaufbeuren power station ordered its first R 32, nobody could have envisaged that one day BMW would each year supply around 5,000 motorcycles as specials throughout the world.



During the 1940s, the German Armed Forces ordered 18,000 sidecar combinations of type R 75. The picture shows Luftwaffe soldiers.



The Royal Dutch Police on BMW motorcycles of the /7 Series.



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