

Mobile Tradition live

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Sheer luxury with the BMW 502 – including a powerful V8 engine.

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BMW aircraft engines for the Red Army



Left: Domier "Whale" powered by BMW engines. Centre: The BMW VI. Right: "Russian engine" no. 300.

At the end of the First World War, BMW faced a crisis: aviation engines were virtually unsaleable. The armed forces all-but vanished overnight as buyers. The Treaty of Versailles forbade Germany from maintaining an air force, while other nations slashed their military budgets. Yet aero-engines nevertheless remained a crucial line of production for BMW thanks to a surprise solution: in 1923, BMW was approached by aircraft manufacturers Junkers. After much toing and froing, BMW's General Manager Franz Josef Popp travelled to Moscow in 1924 – and came back with a contract in his pocket. BMW began supplying the Red Army with

aero-engines. These relations grew into a flourishing business for BMW. Up until 1931, 50 to 60 percent of its engine output went to Russia.
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BMW Classic Calendar 2005

The 1950s start next year. We are pleased to present twelve stories that revolve around mobility and joie de vivre: The BMW Classic Calendar 2005.





Dear Friends of the BMW Group,

What are your recollections of the 1950s? Was it a time of upheaval? A time of excited preparations for your first holiday in the sun – in your own car? Or is your image of the 1950s mainly defined by what your parents told you? Whatever the case, the 1950s were certainly a radical decade – both for those who lived through it and for all the others who have experienced this legendary era at one remove.

For BMW, above all, the 1950s were a crucial decade. It was a time of contrasts, as reflected in two iconic BMWs preparing to celebrate their 50th anniversary next year: the BMW 507 and the BMW Isetta. It was also a decade of entrepreneurial challenges in which BMW solved the company's financial crisis with a strategic realignment that paved the way for its revival as a flourishing motor company.

In the Classic Calendar 2005, due out soon, we relate twelve stories from the 1950s that place our products in a context with which many of you will be directly or indirectly familiar. I am sure you will relate to these stories and hope you enjoy them as much as the other fascinating pieces revolving around the BMW heritage that we present in this issue of Mobile Tradition live.

Holger Lapp



Director BMW Group Mobile Tradition

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Spirit of the 1950s: the BMW Classic Calendar 2005.

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2,000 kilometres through Germany



Classics upon classics: the 2,000 km through Germany rally at the Frankfurt staging point.

“2,000 km durch Deutschland” – it's the largest and most traditional of Germany's vintage rallies. Not without justification is it referred to as “the German Mille Miglia”.

The rally took place from 17th to 25th July and involved 170 vehicles aged 30 and over – including motorcycles. BMW Mobile Tradition used the event as a major showcase for the 75-year history of BMW automobiles. A number of models from the BMW collection were complemented by numerous private BMWs, mostly owned by BMW club members, ensuring that every decade of BMW's automotive past was represented.

BMW's automobile anniversary not only beamed down from all the posters: the BMW subsidiaries along the route – in Frankfurt, Leipzig, Berlin and Dortmund

– as well as the Eisenach plant all supported the rally and turned the staging points into impressive BMW celebrations. Among the media personalities taking part were the well-known faces at the wheel of the BMW 507 and BMW 328 Mille Miglia Roadster. As last year, popular TV host Jean Pütz was driving his favourite BMW, a red 507, while BMW Motorsport representatives took it in turns to steer the Mille Miglia Roadster. BMW Motorsport Director Dr Mario Theissen and two of his highly successful touring car racing drivers, Dirk and Jörg Müller, had a whale of a time with this historic racing car and instantly pledged that they would take part again any time.

The winners of the main prizes provided by BMW for the “Classic fans have a heart” prize draw were particularly happy. A chance to take part in the rally in a BMW 328 went to a delightful couple from Göppingen – owners, incidentally, of a BMW 3-litre coupé – while a gentleman from Mönchengladbach earned his place in the passenger seat of the Mille Miglia Roadster beside the famous BMW racing drivers at the wheel.

The crowning finale of the colourful event was the overall victory claimed by Team Burgdorf in a BMW 327/328 Sport Cabriolet.



The models provided by BMW Mobile Tradition drew plenty of attention.

Lime Rock Vintage Festival

Lime Rock. BMW and BMW Mobile Tradition once again played a pivotal role at this year's Lime Rock Rolex Vintage Festival. From 3rd to 6th September, the Rolex Vintage Festival presented by BMW in Lime Rock showcased the entire spectrum of the company's racing and sports car heritage. Within this extensive event, which came under the banner of motor sport and the evolution of the car, more than 200 historic racers participated in nine racing groups.

The core of the festival was made up of historic racing cars and classic automobiles. The bandwidth ranged from models going back to before the Second World War and popular racing machines from the late 1940s and the 1950s, to more recent sports cars of the 1960s and '70s.

This year, BMW Mobile Tradition once again brought a model from the Art Car Series along to Lime Rock. The 635 CSi designed by Robert Rauschenberg in 1986 was on display at the BMW stand along with a replica of the original BMW 328 Coupé that won the 1940 Mille Miglia.

BMW of North America also had further interesting exhibits and programme items lined up for the four-day Lime Rock Festival, which also celebrated the “75 Years of BMW Automobiles” anniversary.



Delighted with their trophy: TV host Jean Pütz (left) and Jörg-Dieter Hübner, Head of Communications at BMW Mobile Tradition.

Facts | Fakten | Faits | Fatti

Veterans meeting in Saarbrücken

Saarbrücken. Everything shone except the sun. At the big 28th International BMW Veteranentreffen to be held in Saarbrücken from 20th to 23rd May, an illustrious selection of gleaming BMW classics and a distinguished international gathering of aficionados put the pale May sun firmly in the shade.

Around 150 BMW cars and motorcycles, as well as some 300 participants from six countries, nevertheless relished the presentation of these classic models in Saarbrücken and Neunkirchen and the excursions in the Saarland.

Patron hits the road

Peter Müller, Premier of the Saarland and patron of the event, would not be denied the opportunity to take part in the first stage from Saarbrücken to Neunkirchen on Saturday morning as co-driver to communications director Jörg-Dieter Hübner, in a white BMW 328 from the Munich collection. Despite the chilly temperatures, he was clearly lapping up the “Sheer Driving Pleasure” that this outing provided.

But for devotees and followers of BMW classics, this annual meeting was far more than a joint excursion in their

meticulously prepared models. Club members, who had travelled here from all over Germany, Austria, Switzerland, France, Holland, and even the USA, primarily value the club events as a social occasion as well, where old friends and new members can compare notes on their shared pastime.

This special aspect of a team spirit within the BMW classic club scene was also underlined by the Director of BMW Mobile Tradition, Holger Lapp, in his words of welcome at the evening's festivities. The next annual meeting has already been fixed: from 5th to 8th May 2005, Ulm will become the venue for live classic culture, attracting people from all over the world.



A gleaming BMW 327 at the 28th BMW Veteranentreffen in Saarbrücken from 20th to 23rd May.



Left: Holger Lapp, Director of BMW Mobile Tradition, welcomes a participant. Right: perennial head-turner – the popular BMW Isetta entering the parade.



Goodwood 2004

München/Goodwood. For BMW Mobile Tradition, the 2004 Festival of Speed at Goodwood came under the theme of “75 Years of BMW Automobiles – 75 Years of BMW Motorsport on Four Wheels”. After all, the first port of call for BMW engineers and their new products has always been where real performance is put through its paces: the race track. And so, just five months after the production launch and a month after the market launch of the first BMW, the 3/15 PS, BMW won its first car event in August 1929 – the International Alpine Rally (see



Fast, faster, Goodwood: it's all about speed.

page 40). This compelling victory ensured a successful sales launch.

Besides the races, it was BMW Mobile Tradition's pavilion that proved a mecca for BMW fans. Motorcycles and sports cars spanning eight decades demonstrated how the Bavarians wrote racing history around the globe. A retrospective showed the company's outstanding record in the Paris-Dakar Rally, while the 100th birthday of motorcycling legend Ernst Jakob Henne was also honoured. At the centre of the display was the world record-breaking machine on which Henne reached 256 km/h in Frankfurt in 1935. A well-stocked boutique offered heritage and motor racing accessories, while BMW parts were also on sale again, with experts answering queries. For those seeking detailed information, staff from the company archives provided insights into the history, products and services of BMW Mobile Tradition.

Glittering launch of the BMW Museum Exhibition

After 30 years of successful exhibitions, the BMW Museum closed in April 2004 for a comprehensive refurbishment programme that includes the “four-cylinder” office tower. 2007 will see the New Museum open its doors to the public with an exhibition space around five times its previous size. Until then, changing displays at the BMW Museum Exhibition next to the Olympic Tower will keep the BMW heritage alive.

by Sinja Lohse

The BMW Museum has long been an international institution – not just in the north of Munich where, with the BMW Tower, it has become one of the city's landmarks. Though the Museum's architecture has preserved its timeless modernity to this day, the ravages of time have left their mark on it. During a comprehensive refurbishment programme, the BMW Museum “bowl” will remain closed until 2007.

To ensure that the successful work of the BMW Museum continues in the interim and to keep the brand, product and company heritage accessible, changing exhibitions will be staged with immediate effect at the Museum Exhibition next to the Olympic Tower.

Approaching the striking BMW Tower from the north, you pass

the Museum's exhibition complex just beyond the Olympic Tower. Here the theme of “75 Years of BMW Automobiles” and the 100th birthday of world-famous motorcycle racer Ernst Jakob Henne are currently being presented.

For the opening of the BMW Museum Exhibition on 16th June, BMW Mobile Tradition invited around 200 VIP guests, journalists and friends of the brand on a journey through the past, present and future of the company museum.

The evening's programme also included the premiere of the film “Ein Museum im Wandel der Zeit”, which takes visitors on a journey back to the early 1970s when the Museum was built next to BMW's head office to plans by architect Professor Kurt Schwanzer. At the time, the Museum set new



BMW Museum Exhibition at the Olympic Tower: the current exhibition has as its theme “75 Years of BMW Automobiles”.



Evening programme and panel discussion (from left): Holger Lapp, Sinja Lohse, Dr. Wolfgang Guthardt, Sylvia Hladky.



Panel discussion (from left): Jean Pütz, Nikola von Ondarza, Holger Lapp, moderator Maximilian Engert.

Exhibits in the current exhibition

Model	Built
BMW aero-engine 132A	1934
Wartburg Type 1	1899
BMW 3/20 PS	1933
BMW 3/15 PS DA 4 Kabriolett	1931
BMW 315/1	1934
BMW 328 Mille Miglia (replica)	1937/39
BMW 2.6 Luxus	1960
BMW 503 Convertible	1958
BMW 700 Rennsport Coupé	1960
BMW bicycle	1946
BMW Isetta 250 Export	1959
BMW 2000	1971
BMW 3.0 S	1973
BMW 2002 ti	1970
BMW 520 (E12)	1973
BMW Williams F1 FW 25	2003
Brabham BMW BT 54 Turbo	1985
BMW 735i (E32)	1987
BMW Z1	1991
BMW 850i	1991
BMW 745h Clean Energy	2001
BMW 320 Group 5	1979
BMW M1 Procar	1980
BMW M3 Group A DTM 2.3	1987
BMW R 1150 GS	1999
BMW R 75 "Mustang" sidecar comb	1947
BMW R 32	1923
BMW R 24	1949
BMW R 50/2 Polizei	1960
BMW R 60/5	1973
BMW R 80 G/S	1983
BMW K1	1993
BMW 25/3 sidecar combination	1954
BMW 750 cc Henne world-record bike	1936

benchmarks for dealing with one's own corporate history, as well as introducing a new way of viewing technological exhibits in the context of their social background.

Concepts on the test bench

The film presented a roll call of pioneering exhibitions such as "Zeitsignale" (Time Signals) from the 1980s. Well-known authorities spoke on the subject of museum didactics and exhibition concepts, and insights into the realignment of the content and design of the New Museum were revealed. BMW Mobile Tradition had managed to engage a range of interviewees for the film.

Speaking about the past and the future of the BMW Museum were Prince Leopold of Bavaria, cultural affairs adviser Prof. Dr. Dr. Lydia Hartl, Prof. Dr. Hufnagl, chief collection director, and Oliver La Bonté, project manager of the New BMW Museum. The film is currently being screened daily as part of the Museum Exhibition.

Following the film screening, the next item on the agenda was a panel discussion revolving around the ques-

tion of what a museum, specifically one run by a company, can and must achieve in the future. This was energetically discussed by a high-calibre podium made up of Holger Lapp, Director of BMW Mobile Tradition, Nikola von Ondarza, former Director of the BMW Museum, Jean Pütz, the well-known television host and professed BMW fan, Sylvia Hladky, Director of the Transport Museum of the Deutsches Museum, and Professor Wolfgang Guthart, initiator and head of the Phaeno Science Centre in Wolfsburg which is currently being established.

The future of such a museum, concluded the panel, lies in a balance between perpetuating a successful tradition and adapting to changing requirements. After all, standards and viewing habits along with the expectations of visitors have changed significantly since the 1970s. When it opened its BMW Museum back then, the company was a trailblazer.

Today, BMW finds itself in the midst of growing competition for consumer attention. More and more has been offered over the years – not only in the way of museums but also in terms of media, experiences, events and festivals, all vying for people's leisure time.

The members of the panel agreed that this has led museumgoers to have increasingly sophisticated expectations for the style of presentation, the emotionality of approach and the "experiences" offered by a museum. On the other hand, they felt that in an age of increasing virtuality it was particularly important to convey to people the sense of a real, authentically experienceable past, a genuine, candid history that also knows how to deal with its rifts.

What museums of the future should be aiming to offer is authenticity and a



The BMW exhibition complex at the Olympic Tower: changing exhibitions will be staged here until the New Museum opens in 2007.

personalized mode of communication, as well as adapting to an increasingly individual approach to the past.

Holger Lapp emphasized in the discussion that this will also form a pioneering aspect of the New Museum, for thanks to a wide range of multimedia presentation modes, each visitor will be able to approach the exhibits and the stories behind them in a very personal way.

Whether this is achieved through the magnetism of the object itself, such as the awesome mechanics of a high-performance engine, or through the implementation of state-of-the-art video and computer presentations that place the item in the context of the past or carry it off into a visionary future, all this awaits visitors to the New BMW Museum. Other key aspects of the exhibition concept are the integration of

exhibits into their cultural context and the strengthening of BMW brand values, particularly the aspect of refinement.

Living, breathing exhibits

Special exhibits, from engines with sophisticated valve control systems, the first summary of market research results presented on solid wood panels and a concept car that never made it into production, all the way to an Isetta chain carousel, captured the keen interest of the guests. On this opening night, they gave a glimpse of the kind of enthusiasm that will also be sparked in future by the theme of heritage and its special presentation as currently seen in the BMW Museum Exhibition at the landmark Olympic Tower – and eventually in the New Museum that opens to the public in 2007.



Opening event of the BMW Museum Exhibition: visitors were taken on a cinematic journey through time from the start of the Museum's construction in the 1970s all the way into the future.



Hands-on heritage: experts from the BMW Mobile Tradition team fielded questions on the unusual exhibits on display exclusively for the opening event.



BMW anniversaries in 2004

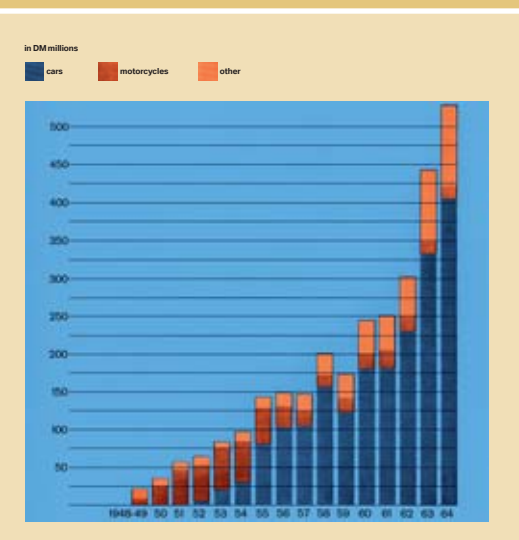
40 years ago

First dividend after the Second World War

The General Meeting of 9th December 1959 marked the nadir of the “BMW crisis” of the 1950s. In the weeks following the meeting, Herbert Quandt's proposals for reorganizing the company were implemented. By 1962, there were initial signs of a recovery in the company's finances, which continued into fiscal 1963 with a 47 percent increase in sales to 433 million deutschmarks. Primarily responsible for this positive trend were the “middle class” models, i.e. the BMW 700 and the so-called “New Class”. They helped BMW to post net earnings of 11.3 million marks. At the 1964 Annual General Meeting,

the Board of Management persuaded shareholders to set aside the majority of the profits – 7.5 million marks – as a reserve to cover future risks. The remaining 3.8 million marks, less the bonus for the Supervisory Board, was to be distributed as a six-percent dividend. And so BMW finally managed to pay interest on its shareholders' capital for the first time since 1943, vindicating the confidence placed in the company by shareholders during the crisis years. Five years after the “BMW crisis” had reached its peak, this was a clear signal that the restructuring of the company was paying dividends.

Sales 1948-64



The new MINI perpetuates the fantastic success story of the legendary Mini. Not just in looks, but in terms of sales figures too, the concept continues to prove itself in compelling fashion. The new MINI is still built in England, at a plant in Oxford.

25 years ago

BMW begins research into hydrogen engine



BMW has been conducting research into hydrogen-drive technology since 1979. Initial testing involved 5 and 7 Series models; today, practical tests are also being carried out with MINI models.



Hydrogen is an energy-rich and environmentally friendly fuel. Weight for weight, its energy content is three times that of petrol. Moreover, hydrogen is one of the most common elements on earth and in the universe. That is why, since the late 1970s, BMW has been developing and

testing engines and vehicles to run on liquid hydrogen. In 1979, the first practical tests were initiated with this hydrogen drive in a 5 Series model. Subsequent generations followed in 1984, 1988 and 1996, when tests simulating everyday use were launched. To

date, further experiments with V12 models from BMW's 7 Series and even with MINI models have been carried out. That makes BMW, in essence, the first producer of a limited series of cars providing personal transport that is completely emission-free.

10 years ago

Purchase of the MINI brand

In 1994, BMW took over the Rover Group from British Aerospace plc. The Rover Group included a range of British car marques, including Mini. This micro-car was a product of the Suez Crisis of 1956, as a result of which the western world had its first taste of an “oil shock”. Along with other car manufacturers, the British Motor Corporation (BMC) decided it was time to offer an economical micro-car to round off the bottom end of its product portfolio and to meet market needs. In 1957, BMC executives commissioned Alec Issigonis with the task of designing the new car. Issigonis' sketches had an immediate impact. Just two years later, his Mini went into production and had its market launch in August 1959. These legendary designs marked the birth of the iconic Mini. The styling was so compelling that the Mini was built virtually unchanged for the next 40 years. Its racing successes, including victory in the 1964, 1965 and 1967 Monte Carlo Rally with the Mini Cooper S, gained it even more recognition – and boosted sales figures. From August 1959 to October 2000, a total of 5,387,862 examples of the classic Mini were built in a number of variants and to different specifications. In 1995, a year after BMW had bought up the Rover Group, the first steps were taken to develop a successor to this popular cult car. The new MINI marked its debut at the 1997 Frankfurt Motor Show, where the public was able to glean a first impression.

When the Rover Group was sold off in 2000, BMW held onto the MINI brand and the Oxford manufacturing plant destined for production of the new MINI. Here MINI models have been rolling out of the factory since April 2001 – now nearing their 500,000th unit. The MINI success story continues.



The classic: the first Mini, designed by Sir Alec Issigonis, had a production run of over five million.



This marvellous shot of the BMW 700 Coupé with its evocation of the 1950s did not make it into the brochure.

J.A. Cropp shoots for BMW

1962 was a decisive year in the history of BMW automobiles. The medium-range 1500 model, unveiled the previous year as the “New Class”, went into volume production and marked the start of a fascinating success story. But BMW's car portfolio was still not fully rounded. Small cars such as the BMW LS and dated V8 models were testimony to the difficult post-war years the company had had to endure. The advertising world was similarly clamouring for new ideas. The well-known photo reporter and car photographer Johann Albrecht Cropp was tasked with finding a new approach for model year 1962.

by Walter Zeichner

On 22nd November 1961, on the Day of Atonement of all days, a friendly man from Munich's big advertising agency Dorland rang up Johann Albrecht (J.A.) Cropp to ask whether he had the time and inclination to shoot a new brochure for BMW. Dorland was, as it were, BMW's “house agency” at the time. Since 1952, most of BMW's advertising publications had been produced there. Cropp, who preferred to work outdoors using natural light, was

somewhat put out to be told that all the photos were to be taken in the studios of Arnold & Richter (ARRI) in Munich's Türkenstrasse. But, yes, he was interested in the job.

For this photographer, born in Berlin in 1927, shooting cars was no new territory. He had produced his first photos shortly after the war, inspired by the sparkling chrome radiator grilles of the cruisemobiles belonging to the US occu-

pying forces. After a scholarship at the Werner-Friedmann-Institut, now the German Journalism School in Munich, Cropp set out in 1952 on an adventure trip with a journalist friend. In a largely production-standard Opel Kapitän, the two of them drove from Munich via Turkey, Iran, Afghanistan and Pakistan to Lahore. Seven months later, back in Munich,

a book entitled “In Allahs Hand” came out, whose astute reporting still captures readers' imagination today.

Then commissions started coming in from various German car manufacturers. In 1954, Cropp photographed the famous Carrera Panamericana for Porsche and Borgward. Over the years VW, Daimler-Benz and Opel also counted among his clients. Sales

brochures and calendars bore the imprint of his individual style, which portrayed cars in a soft light, usually against a clear, natural background.

And now BMW. A fresh breeze was blowing through the main plant in Milbertshofen, for thanks to the inter-

vention of Herbert Quandt, BMW had, since 1959, at last been in a position to complete development of the long-awaited and long-overdue medium-class model that had been languishing away in a drawer since the mid-1950s.

Gradually, the company could bid farewell to their impressive but hard-to-sell luxury car with its V8 engine, as well as the small Isetta, 600 and 700 models. The latter, despite its modest motorcycle technology, had proved a considerable success. After an obvious makeover (longer wheelbase, 40 bhp as standard and more upscale specifications) this BMW 700 was simply given the model designation BMW LS in 1961. And that meant new sales brochures were needed.

Fur coats in 30° Celsius

Initial talks with the agency were scheduled for 7th December, and Cropp set to work. BMW liked his proposals, and the studio was booked for just before Christmas. Among those involved were chief lighting technician Karl Bichler and Cropp's Bavarian colleague Hannes Michaelis, who acted as an “interpreter” and mediator between the north German photographer and his mainly Bavarian clients. In the meantime, a Munich agency had signed up appropriate photo models. They were not to be too tall so that BMW's new small car appeared as spacious as possible, and they should have a youthful, modern and dynamic look.

Originally the BMW 700 Coupé – which continued to be sold – was to be included in the new brochure, and so the yellow LS was joined in the studio by a bright red 700 Coupé. However, in the end it did not feature. On account of the powerful headlight batteries, shooting had to take place in temperatures of over 30 degrees Celsius. Despite this, the ladies had to pose in the LS clad in coats and fur hats in order to show how comfortable it was inside the small BMW even in thick winter clothes.

BMW's sales direc-

BMW LS brochure of 1961



The BMW LS as seen by Johann Albrecht Cropp: models wore thick winter clothes to make the small car appear spacious.

tor Paul Hahnemann, known as an ideas man as much as he was feared for his point-blank manner, could not resist popping into the studio from time to time. Cropp recalls with amusement that it was mainly the attractive female models that caught his attention on these visits and how he insisted that as much of their love-



Photographer to BMW – J.A. Cropp in his office.

ly legs as possible should be captured in the camera frame – something neither the photographer nor the lighting technician were averse to complying with.

Even before the new BMW LS brochure went into print at Fotopress, Heidelberg in February 1962, Cropp had received another commission from Dorland/BMW. For the presentation at the 1961 Frankfurt Show of the new 1500 model, or New Class, which would have such a momentous impact on BMW, a leaflet had been distributed in which the car was depicted in



Shots of the shoot in Munich's ARRI studios. The powerful headlights generated summer temperatures of over 30° Celsius. Centre: the red 700 Coupé that did not get into the brochure.



sketches. But that no longer conformed to the latest advertising style. In order to produce some attractive advertising material to go with the modern BMW that

had been so long in coming, Dorland designed a catalogue in an unusual elongated format for which J.A. Cropp was again chosen to provide the photographic material.

The new project began in early April at the ARRI studios. As the new BMW 1500 actually approached the upper medium car category, the aim was to find photo models who conformed to the ideal of the successful target group of “youthful” forty- and fifty-somethings.

The final choice was for Lynn from England and her German colleague Miranda, along with the gentlemen Detlow and Geissel sporting slightly greying temples. Apart from the requested studio shots, Cropp was able to push through his wish to include at least one outdoor shot in the brochure. It was a smart choice of venue: on the night of 17th April, the scene was set on Munich's



Photo shoot in Munich for the BMW LS. BMW's sales director Paul Hahnemann ensured that plenty of “attractive female leg” got into the frame.



Odeonsplatz with the brightly lit, classy showrooms of Auto Henne – the Mercedes-Benz dealer – in the background. One can just make out a 190 SL sports car.

An LS for Mrs Cropp

Once again, everything had to be done at speed as the printing deadline was set for June. Later that evening, Cropp took his exposed 13 x 18 Ektachrome shots to the lab for overnight processing so that he could present them to the agency and BMW the next day. Everything went according to plan, and in June 1962 prospective buyers of the BMW 1500 began to receive their

copies of the brochure. The problem was that nobody had given much thought to its unusual format, and there were no suitable envelopes available. As a result, very few of these brochures have survived without a characteristic crease sustained in the mail. Yet they remain valuable documents of BMW's past, carefully preserved in BMW Mobile Tradition's archives.

For photographer Johann Albrecht Cropp, this project marked the end of his collaboration with BMW for the time being. Commissions abroad and increasing work for Volkswagen left no free capacity. But his good relations with BMW had its impact on the Cropp

family: Mrs Cropp had fallen in love with the BMW LS and was able to savour plenty of Sheer Driving Pleasure with this, the last of BMW's small cars, for many years to come. J.A. Cropp, who recently celebrated his 77th birthday, continues to devote his barely diminished energy to photo reporting and is full of plans for new projects – theoretically, he might even have some free capacity for BMW.



Brochure for the BMW LS of 1962



Panoramic feeling in the BMW LS. Due to its format, the brochure got creased in the post.

Brochure for the 1962 BMW 1500 – the New Class



The BMW 1500 was meant to appear large and airy. Even in a hat you had plenty of room.

The first East European business deals for BMW

Aero-engines for the Red Army

In the early decades of its existence, BMW primarily produced aero-engines. Rapid business growth during the First World War was followed by a critical period triggered by the strictures of the Treaty of Versailles. A way out presented itself through the supply of aircraft engines to the Soviet Union. This relationship, which had an unusual beginning, evolved into a lucrative business for BMW.

by Christian Pierer



Reach for the skies with BMW aero-engines: a Dornier “Whale” flying boat about to take off.

New beginning after the First World War

The Rapp Motoren Werke, which was renamed the Bayerische Motoren Werke in 1917, was a huge business success during the First World War. Thanks to its aircraft engine production, the company grew to an unprecedented



Important and influential men at BMW: Max Friz, Head of Development (left), and Camillo Castiglioni, longstanding sole shareholder from Vienna.



size during the war years. At the outset of the war, it had a workforce numbering between 40 and 60; by the time the armistice was signed, the company’s employees numbered around 2,000.

There were two reasons for this tremendous growth on the part of BMW. On the one hand, the German army required aero-engines for its aerial combat forces, and it was BMW that supplied these aircraft units in considerable quantities. The second reason for BMW's success was Max Friz. Early in 1917, he moved from Daimler to BMW and, at his Munich design office, developed the BMW IIIa, which ranked as the best German aircraft engine until the end of the war. The success of this unit established the image of the BMW brand as a producer of outstanding engines.

The ceasefire of 1918 had a deep impact on the aircraft industry in all countries that had been involved in the war. From one day to the next, the entire sales market collapsed as the armed forces on both sides now had only limited use for aeroplanes and aero-engines.

The Peace Treaty of Versailles would add another heavy burden to Germany's aviation industry by prohibiting the development of German airborne forces. That meant that the German Army, or Reichswehr, once BMW's prime customer,

was lost to the aircraft industry as an official provider of finance until the year 1933.

Castiglioni buys BMW

In May 1922, Camillo Castiglioni bought up BMW's engine plant. He had already been the sole owner of BMW between 1918 and 1920, but had resold his shares when aircraft engine production ceased to be profitable.

Viennese businessman Castiglioni had made a fortune through risky financial deals during the war and in the first few years of peacetime. What motivated this successful entrepreneur to buy BMW? It wasn't primarily the prospect of having his own aero-engine, car or motorcycle production plant, but the promise of a licence contract with the Czechoslovakian Ministry of Defence.

Castiglioni had bought all the drawings and patents for the IIIa and IV aircraft engines only to pass them on to the Czech company Walter. For Castiglioni this proved to be a particularly lucrative business as the licence contract was signed not by BMW but by a certain International Investment Company in Zurich. This company was wholly-owned by Castiglioni. The consequence for BMW was that, while the Czechs always paid their licence fees promptly, the money did not go to Munich but

to Zurich, where it was presumably immediately credited to Castiglioni's private account.

BMW and Junkers

BMW had already abandoned the production of aero-engines in 1920 due to lack of demand. This situation would not change until June 1923. That was when representatives of Junkers, Germany's biggest aircraft factory, asked whether BMW wouldn't like to resume the production of aero-engines.

Key to success: the “Russian engine”	
BMW VI	
Type: 12-cylinder	
Output: 580 bhp	
Displacement: 46.9 l	
Weight: 520 kg	
Launch year: 1925	



Above: production of motorcycles and aero-engines at the Munich plant (1926).
Left: pride in success reflected in an anniversary photo marking the delivery of the 300th “Russian engine” to the Soviet air force (left: Russian delivery commission, right: BMW staff).

They had an order for 100 BMW IIIa aircraft engines ready waiting. This commission marks what is probably one of the most exciting chapters in the history of BMW AG – the supply of aircraft engines to the Soviet Union.

Junkers had been setting up its own aircraft factory outside Moscow since 1922. Relations between Junkers and Russia had been forged by the Reichswehr, which was keen to establish close links to the Red Army. In exchange for German technology, the Russians gave permission for the Reichswehr to train German soldiers on Russian territory in military expertise that was strictly prohibited under the Treaty of Versailles.

In addition to manufacturing aircraft in Russia, Junkers had committed itself to start constructing aircraft engines as well. But as the company had no previous experience of building its own units, it was decided at the headquarters in Dessau simply to copy BMW engines. To the Russians, who

favoured higher-performance British engines, Junkers repeatedly praised the advantages of the BMW power units – ultimately with success. BMW knew nothing of these goings-on in distant Russia.

Junkers needed time to build its new plant in Russia, but the Russians were demanding a swift and uninterrupted supply of the first aeroplanes. And so Junkers, being unable to produce its own aero-engines, was forced to order the 100 units referred to above from BMW. When deliveries to Junkers had started, Franz Josef Popp, General Manager of BMW AG, was invited to Berlin by the Reichswehr in 1923 where he was informed of what was going on in Russia. In the meantime, the relationship between Junkers and the German military had significantly cooled, partly because Junkers had singularly failed to set up an operational engine manufacturing plant in Russia. Now the army was getting its own back on Junkers for still having acquired no engine expertise of its own. That is why the Reichswehr was keen to get BMW directly involved in Russia.

The top German aircraft manufacturer and the most prestigious aero-engine producer were to jointly build a showpiece factory in Russia. However, neither BMW nor Junkers was prepared to enter into a serious joint venture. Junkers wanted to produce engines itself and was loath to share the lucrative business. BMW, on the other hand, was extremely put out by the deception that had been practised on the part of the Junkers company, which had intended to copy BMW's best product without the Bavarians' knowledge.

The first “Russian commissions”

But the Reichswehr did not give up hope of achieving an understanding between the two companies. In March 1924, Popp travelled to Moscow accompanied by officers of the



A Dornier Merkur aircraft from the pioneering German-Soviet airline powered by a BMW VI aero-engine.



BMW supplied not only the Russian armed forces, but civilian airlines as well. Lufthansa's He 70 high-speed passenger plane was driven by a BMW VI.

Reichswehr in order to visit the Junkers plant. The visit seemed to defy all expectations. Though Popp declined an involvement in the Moscow factory, he did not return from Russia empty-handed.

In June 1924, BMW received its first commission from the Soviet government to build aircraft engines. Many more orders would follow in its wake. In all, between 1924 and 1931, around 50 to 60 per cent of BMW's entire aero-engine production went to Russia. The vast majority of company profits came from aircraft engines, while BMW's other manufacturing areas – cars and motorcycles – were strongly dependent on the economy and sometimes only just managed to cover costs.

Lucrative business for all those involved

The aircraft engine business with Russia secured BMW's success in the 1920s. Meanwhile the competition, Junkers in particular, were racking their brains as to how BMW was managing to pay out such huge dividends. They conjectured that BMW was the victim of stock market speculation and would soon face bankruptcy.

Others made allegations that the Munich company was receiving millions of marks in government subsidies. But all these conjectures were wide of the mark. BMW had merely succeeded in securing Eastern Europe's biggest cus-

tomers early on: the air force of the Red Army.

BMW wasn't the only beneficiary of these business deals with Russia. Sole shareholder Castiglioni was also raking in the money. His deals with Russia were once again conducted through his

The “Castiglioni affair” brought a lucrative deal with the Soviets to an end in 1929: the Russians felt hard done by.

bogus companies. As an alleged brokerage fee, ten percent of the gross price of each aero-engine delivered to Russia found its way into Castiglioni's pocket. In 1926, the financial juggler from Vienna had to make over the majority shareholding to Deutsche Bank to resolve his financial difficulties, but he continued as a major shareholder of BMW. The “commission payments” to Castiglioni's companies continued until 1928, when an informer tipped off Deutsche Bank about Castiglioni's unusual accounting methods. The bank had his accounts investigated retrospectively.

End of the Russian business relations

To avoid a court case, Castiglioni made a substantial

payment of one million reichsmarks to BMW. As a result of these disturbing revelations, he was no longer tenable to hold a position as a member of the Supervisory Board. When he ran into financial difficulty once again, Deutsche Bank managed to buy the remaining BMW shares from him.

The Castiglioni era came to an end in 1929. Since he had come on board in 1922, BMW had burgeoned and flourished. Successful motorcycle production had been established, the company had embarked on car production with the purchase of the Eisenach Car Factory in 1928, and thanks to the Russians, aero-engine manufacturing had been revived with considerable profit. But these achievements were not so much down to Castiglioni as to BMW's General Manager, Franz Josef Popp.

The “Castiglioni affair”, needless to say, had repercussions on the Russian business. The Russian commercial agency in Berlin had got wind of the commission payments and felt hard done by.

In their eyes, ten percent too much had been paid for years. Arbitration pro-

ceedings led to an agreement that BMW would agree to give the Russians the licence for the BMW VI aero-engine free of charge. In the aftermath, BMW tried desperately to win new contracts from the Soviets, but this was unfortunately not to be. And so 1931 marked the end of this lucrative Russian deal for BMW.



The beginnings of German civil air travel are closely linked with the Junkers 13. This model also flew with a BMW engine, the IIIa.

New addition to BMW Mobile Tradition's collection

BMW R 90 S Superbike

The Historical Collection of BMW Mobile Tradition has a spectacular new addition to report: the BMW R 90 S with which Steve McLaughlin won the first superbike race to be held in motor sport history in 1976. This series was introduced by the AMA, the American Motorcyclist Association, to stage particularly fast and appealing races. The American BMW importer Butler & Smith didn't miss the opportunity and fielded three BMW motorcycles. One of them survived and is now in Munich.

by Fred Jakobs



The vehicle collection of BMW Mobile Tradition has recently acquired another rarity: a BMW R 90 S converted to a racing bike. The very first superbike race held in 1976 was won on this machine. The vehicle has now come to Munich along a rather complicated route.

The story began at the end of the 1960s. In 1968, the American BMW motorcycle importer, Butler & Smith Inc. (B&S), started its involvement in motor sport – initially with BMW R 69 S models competing in reliability trials. The focus switched to improving performance in 1971. The result was two racing motorcycles based on the R 75/5, for a race on the West Coast and East Coast respectively. When the American Motorcyclist Association (AMA) launched a new racing series with near-production motorcycles in 1976, B&S also wanted to compete with their own motorcycles. It was natural to select the most sporty model in the BMW range – the R 90 S – as a basis for “Superbike Production Racing”.

Tuning specialist Udo Gietl got down to work on fine-tuning from October 1975 and he became the team manager.

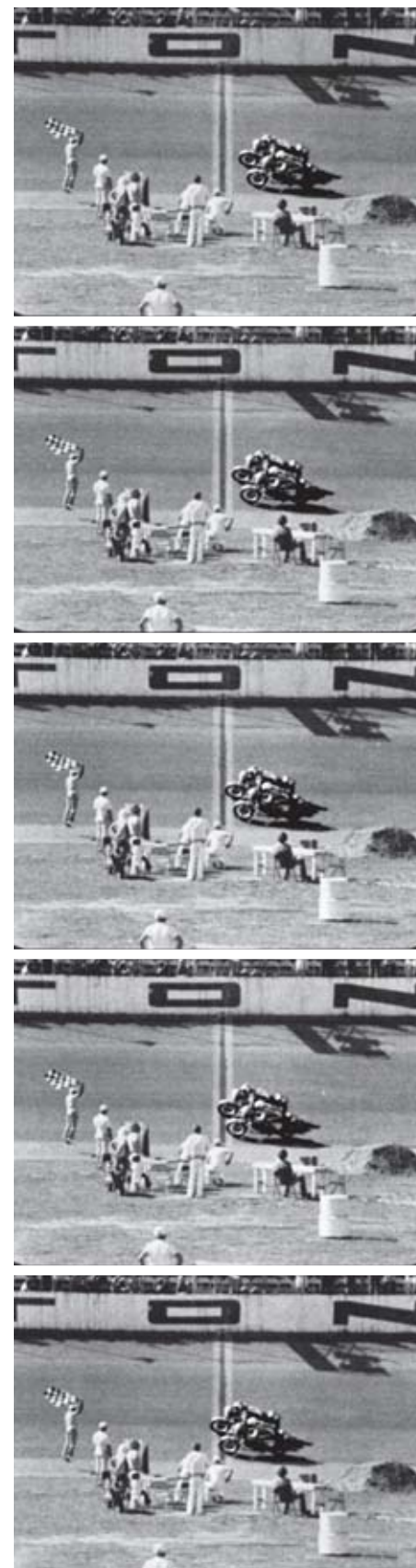
Full throttle and 102 bhp on the way to victory in the first-ever superbike race: the BMW R 90 S team run by Butler & Smith.

Changes permitted by the sporting regulations included increasing the displacement to the permissible 1,000 cc by enlarging the bore, fitting pistons for higher compression, installing bigger carburetors, using high-performance camshafts, modifications to the cylinder heads and exhaust, a bigger oil cooler and a new ignition system. These created a competitive sports bike from a standard version of the R 90 S delivering 67 bhp at 7,000 revs: the sports version generated 102 bhp at 9,200 rpm to the cardan shaft through a close ratio gearbox.

Closest finish in superbike history

The engine was positioned closer to the front wheel and to the main frame tube to give the 18-inch wheels sufficient ground clearance and manoeuvrability. However, the external profile of the R 90 S design classic remained virtually

unchanged so that the racing bikes with their two-tone paintwork in silver and Daytona orange could be taken at first glance for volume-produced motorcycles.



unchanged so that the racing bikes with their two-tone paintwork in silver and Daytona orange could be taken at first glance for volume-produced motorcycles.

A total of three motorcycles came into being, one with a conventional rear swinging arm and two with a central spring strut on the rear wheel. Gary Fisher, Steve McLaughlin and Reg Pridmore formed the B&S racing team for the 1976 season.

The first start was in the Daytona 50 mile race on 5 March 1976 – and even today this first race is still the one with the closest finish in superbike history. B&S had travelled to Daytona with three motorcycles but hardly any spare parts, and things didn't look too good for the team to start with. The unusually high humidity caused the ignition to keep failing during training and the team was scarcely able to string together a few complete laps.

However, in the race itself, the BMW trio led the field. With two laps to go, leader Gary Fisher had a jumped-out gear, the engine over-revved and Fisher had to retire from the race with a broken rocker arm. Then Pridmore was in the lead and looking like a certain winner when, a few metres before the chequered flag, McLaughlin swung out from his slipstream and was first to cross the line, a few handbreadths ahead, as shown when the photos of the finish were analyzed.

Daytona was not the only success for the BMW team. Reg Pridmore twice succeeded in avenging the narrowest of defeats in the first race when he won races at Laguna Seca and Riverside. This secured him and BMW the very first title of Superbike Champion.

These successes provided the justification for the calculation made by B&S aimed at establishing BMW as a sporty alternative. Reg Pridmore reminisces: “In retrospect we achieved a good deal with our success. I defeated some really hard men, as well as the Japanese and Italian manufacturers. A lot of people were on their feet and pretty amazed, asking: 'What, on a BMW?'”

B&S ended its commitment to sport at the end of the season and sold the motorcycles to dealers who were crazy about racing, and a number of success-

es were achieved under their management. However, the lack of spare parts meant that the motorcycles were not destined for a long life. Wear and tear on the race track and a number of crashes meant that the motorcycles had to be cannibalised, and a few scrap parts are all that's left of two of the bikes. Steve McLaughlin's winning bike at the initial race in Daytona was spared this ignominious end.

A superbike for Christmas

At the end of the 1970s, former B&S sales manager Bruce Armstrong discovered the bike in the backyard of a BMW engine dealer. “I knew that if nobody rescued this motorcycle, it would be ridden to death at the next race or rebuilt so much that the original character of the bike would be completely lost.”

In the end, his wife and daughter gave him the bike for Christmas in 1980. He completed restoration with the assistance of the people involved in the project in 1975/76. Armstrong then rode the bike on the highways of his Californian home state and presented it at numerous events in the USA.

In spring of this year, BMW Mobile Tradition purchased the motorcycle for its Historical Collection. The superbike had been perfectly restored visually and technically, and the official handover to BMW took place at the AMA Vintage Days in Lexington/Ohio in July 2004. Armstrong couldn't resist starting up the R 90 S one more time: “I'm not sad that I'm parting company with the motorcycle because I'm certain it will have a good home in Munich.”

Armstrong presenting the R 90 S at the AMA Vintage Festival.





50 years of BMW V8 engines 1954 – 2004

BMW set new benchmarks in engine construction when it launched its first standard V8 engine in 1954. Until then, the company had been renowned for powerful and smooth-running six-cylinder in-line engines. This state-of-the-art power unit proved to be a quantum leap for BMW as it continued development on the engine. At that time, no manufacturer in Germany was offering a similar power unit. The last cars with this classic V8 engine rolled off the assembly line in 1965 but the company perpetuated this tradition in 1992 with a new generation of V8 high-performance engines. In 1999, BMW sprang a surprise by launching the first German diesel V8.

by Walter Zeichner



It wasn't just the modern V8 engine that positioned the BMW 502 well ahead of its 501 sister model. The saloon also had a luxurious interior.

A letter from BMW dated 5th March 1954 with an exciting announcement alerted journalists that something special was up: "The Geneva Motor Show is a key event in the calendar of the world automobile market, and when it opens its doors this week, one of the surprises will be the launch of the new expanded automobile range at BMW. The interest of the entire motoring world and a large crowd of international visitors will be focused on the new BMW 502 in particular. This car with its V-shaped 2.6-litre engine will be the first post-war eight-cylinder car manufactured in Germany to be launched in the public arena."

Visitors to the exclusive motor show held by Lake Geneva had the opportunity of admiring a veritable sensation in automobile construction between 11th and 21st March 1954. Scarcely 18 months had elapsed since BMW had started up volume production of its first post-war model in the form of the Type 501 six-cylinder car – soon dubbed the "Baroque Angel" – under very difficult circumstances. It's unlikely that anyone would have expected the Munich plant – severely damaged during hostilities – to be capable of producing such a fantastic engineering feat.

Already in 1949, when design of the BMW 501 had only just begun on the basis of the 326 pre-war model, engineers turned their thoughts to producing engines that would be more modern and powerful than the 2.0-litre six-cylinder engine installed in the 326.

Right from the start, it was clear that the 65 bhp engine powering the BMW 501 would not provide the driving performance commensurate with the prestige of this model, but the difficult conditions initially rendered a new design impossible. Leonard Ischinger was responsible for the project of combining V6 and V8 engines with 2.5-litre displacement.

Ischinger had already been a design engineer at BMW from 1931 to 1945 but he had emigrated to Canada after the war. Shortly after his return to Munich at the start of 1950, he took up this extremely interesting challenge. It was clear right from the start that the new

engine would be designed with an alloy crankshaft, for reasons of weight alone. At the time, this was a highly innovative solution and the experienced foundry at the main BMW plant with its extensive know-how in aero-engine construction was ideal for carrying out the work.

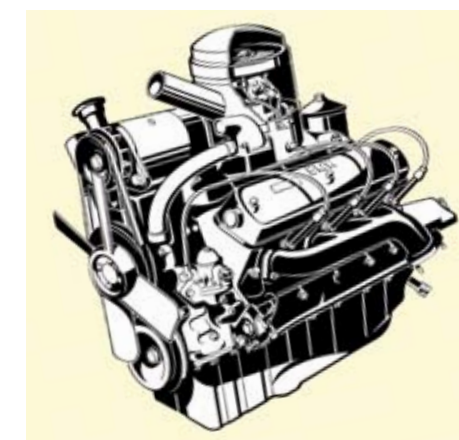
Two V8 engines were purchased from Oldsmobile and De Soto in the USA for research purposes. After extensive inspection and analysis, a decision was made to develop the new BMW V8 with a cylinder angle of 90°. At the start of 1952, before volume production of the BMW 501 had come onstream, the first prototype engine M 502a was being put through trials on a test rig.

Tests showed that the unusual valve drive selected with V-shaped overhead valves configured longitudinally in the engine was too complex and unreliable. A variant with valves arranged conventionally in parallel was tested from the beginning of 1953 and proved to be successful. The M 502b engine ran reliably and delivered 150 bhp with four

The BMW 502 was the second most expensive car in Germany and the only one to feature a V8 engine

single carburettors. However, when volume production started up later on, a twin downdraught carburettor was initially used to cut down on costs and because of space restrictions. This version only achieved 100 bhp.

The launch in Geneva made considerable waves with the public audience there, but it was almost exactly six



The first alloy V8 engine to go into volume production.

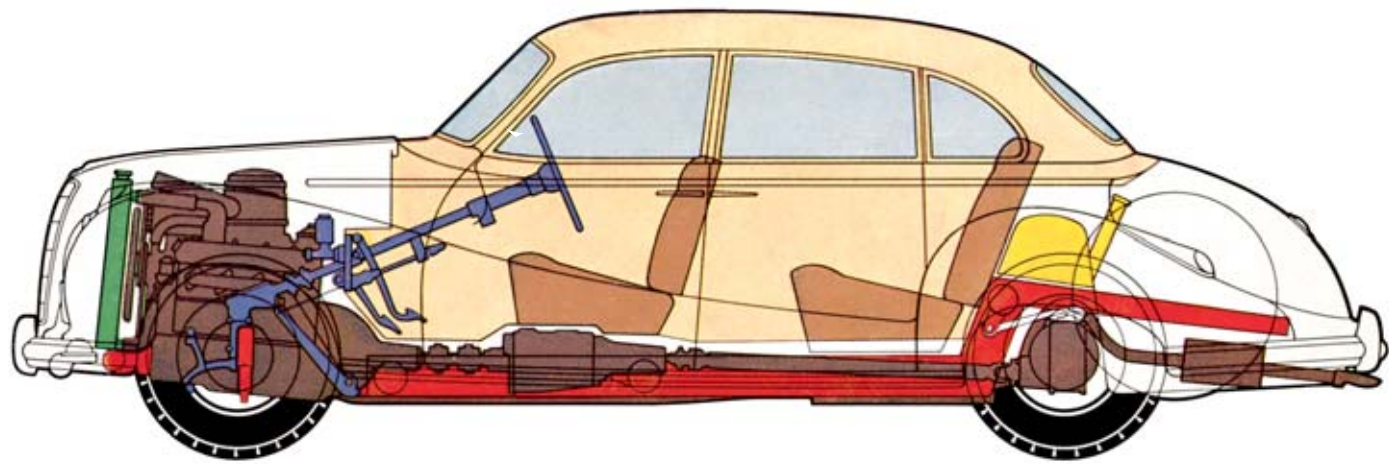


Illustration from a sales brochure for the BMW 502.

months before the first new BMW 502 was delivered to a customer. It cost DM 17,800 and was the second most expensive car in Germany after the Mercedes-Benz 300, which was "only" powered by a straight-six engine. Externally, the 502 differed only slightly from its 501 sister model.

Additional chrome trims along the side, standard fog lamps in the wings, and flashers instead of semaphore indicators drew attention to the new flagship model. More expensive materials for the interior and extensive use of wood trim on the dashboard and doors provided an exclusive feeling of luxury. Long before the car went into volume production, the initial brochures claimed it generated 105 bhp – later this was revised to 100 bhp.

Although the first cars were ready for delivery to customers in mid-September 1954, there were still significant problems associated with bodywork construction. The complex moulded parts had to be extensively reworked and only 167 cars had been manufactured by the end of the year. Hardly any trade magazines had been able to put the car through its paces. However, a highly favourable report on the BMW 502 appeared in the exclusive magazine "Motor Revue". It had been written by Helmut Werner Bönsch, who was later to become a director at BMW.



The BMW 502 featured a generously dimensioned interior, classic lines and an exclusive engine. The gearbox was housed separately from the engine under the front seats.

Despite the difficult economic situation in general at BMW and the problems encountered in manufacturing, engineers were working feverishly on other large cars. An exclusive coupé and convertible were planned for 1955 and a large sports car was also on the drawing board. The power delivered by the 2.6-litre V8 engine was not adequate for these cars.

A 3.2-litre version delivering 120 bhp was developed as the M 506 for the saloon, and this was the starting point for even more powerful engines. For the BMW 503 models, the M 503 engine finally packed 140 bhp at 4,800 rpm with two twin carburettors, higher compression, larger-diameter valves and a modified camshaft design. The powerful coupés and convertibles manufactured in limited production runs were fast.

They had a top speed of 190 km/h when fitted with this big V8, and lent the make enhanced prestige compared with the competitors.

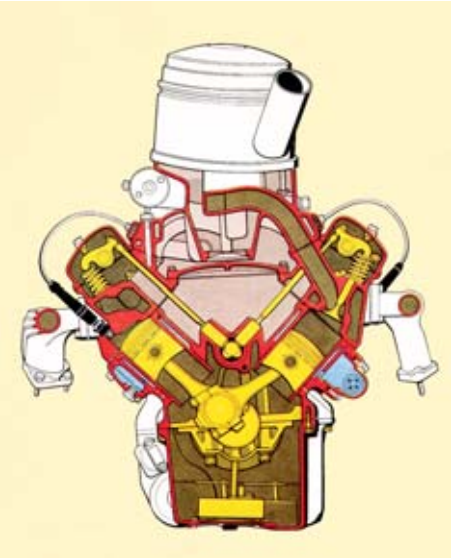
There was still no automobile engine that could compete with the state-of-the-art BMW V8. The alloy block and cylinder heads meant that the BMW V8 was only around 30 kg heavier than the six-cylinder in-line engine installed in the BMW 501! In the mid-1950s, BMW was the only manufacturer worldwide to mount an all-alloy engine in a volume-production automobile.

When production of the legendary BMW 507 sports car started up at the beginning of 1957, another version of the V8 with even higher compression and delivering 150 bhp was mounted under the long bonnet. This was the first time that a volume car manufactured by

BMW broke through the magic 200 km/h mark.

The first BMW V8 engine reached its zenith four years later in the version with a compression ratio of 9.0:1 manufactured for the new 3200 S top-line model. At the time, this was the fastest saloon in Germany with a top speed of 190 km/h. This engine was also installed in the BMW 3200 CS Coupé styled with a Bertone body, only to be produced in a limited run of 602 cars.

The history of the first BMW V8 engine was only brought to a close in 1965, when the last Type 3200 CSA car was completed, largely handcrafted. One year previously, Mercedes-Benz had astounded the motoring world when they launched the mighty Type 600 saloon. This classy limousine was powered by a 6.3-litre V8, the first volume-



Above: sectional drawing of the first BMW V8 engine for automobiles.
Right: BMW 740i of the E 38 Series.



BMW V8 marine engine Type BMW 401: from a sales brochure of the 1960s



Fully powered: with 140 bhp you can also drive at exciting speeds on water.

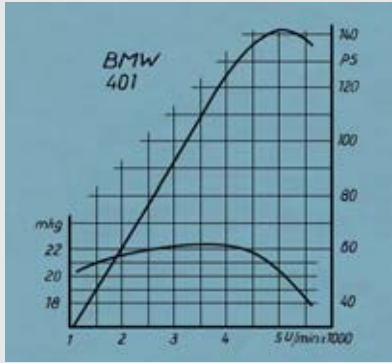


Cover photo of the brochure.

“What's right for the road is right for the water. The principle is applicable in both: sophisticated customers and aficionados select BMW. Today, BMW has started up production of a marine engine to complement the rest of the range, because the power and lightweight construction of the 3.2-litre BMW V8 engine have proved to be ideal attributes for water sport. There is a good reason why enthusiasts are describing this as Europe's most modern engine. The engine weighs only 203 kg and lightweight

construction is highly desirable for marine design. Moreover, the V-shaped design with two air filters mounted low down saves a great deal of space. The modern design uses a cast lightweight engine housing with retractable wet bushes to ensure smooth operation. This design produces the remarkable quietness of the smooth-running eight-cylinder that is so important on the waves. The quietness of the engine is enhanced by the silent valve operation resulting from automatic valve-play balancing.

The engine is specially designed for installation in boats at an angle of 8 to 17 degrees and has a freshwater pump, water-cooled exhaust, thermostatically controlled water cooling for lubricating oil that is not affected by pressure, and an engine hanger mounted in rubber on an assembly rail. BMW has created an engine where smooth running, fuel economy, low wear and tear, reliability and easy starting achieve heights that are virtually unsurpassed.”



Marine engine type	BMW 401
Number of cylinders	8 in V formation
Two carburetors	twin downdraught
Compression ratio	7.3 : 1
Dry weight	203 kg without gearbox
Power	
at 3,000 rpm	93 bhp
at 3,500 rpm	108 bhp
at 4,000 rpm	125 bhp
at 4,500 rpm	136 bhp
at 4,800 rpm	140 bhp
The power can be increased to 150 bhp for sports purposes.	

production engine in this design for an automobile manufactured by the inventor of the motor car.
The classic BMW V8 engine was manufactured in volume production between 1954 and 1965 with two different cubic capacities and seven power classes from 95 bhp (in the economy version, the BMW 501 eight-cylinder) to 160 bhp. There were also a few special

versions, such as a 165 bhp version in the 507 and a 2.5-litre version for countries with a tax on cubic capacity, which favoured this limit. A V8 was also produced as a built-in engine for a broad spectrum of applications, ranging from power generator through caravan to motor boat. More than 14,000 V8 engines were produced by BMW – an impressive result in this class.

The new, highly successful model policy pursued at the start of the 1960s focused on cars in the mid-range. New V8 engines based on modern four-cylinder units were put through a number of trials up until 1974, but the new model policy meant that they were not incorporated in volume production. The focus on developing large engines was shifted to a V12 and the range directly below



Current BMW V8 technology in the X5 (above) and 645Ci (above right).



BMW automobiles with V8 engines

Model	Displace- ment cc	kW/bhp	Top speed km/h	Production Period	Number of units
502	2,580	74/100	160	1954-1958	
501 eight-cylinder	2,580	70/95	160	1955-1958	
2.6	2,580	70/95	160	1958-1961	
2600	2,580	74/100	160	1961-1962	
2.6 luxury	2,580	74/100	160	1958-1961	
2600 L	2,580	81/110	165	1961-1964	8,941 (all 2.6l models)
502 3.2	3,168	88/120	170	1955-1958	
3.2	3,168	88/120	170	1958-1961	
3200 L	3,168	103/140	175	1961-1962	2,537 (models 7 to 9)
3.2 Super	3,168	103/140	175	1957-1961	
3200 S	3,168	118/160	190	1961-1963	1,328 (mocels 10+11)
507	3,168	110/150	190-220	1956-1959	253
503 Coupé	3,168	103/140	180	1956-1960	273
503 Convertible	3,168	103/140	180	1956-1959	139
3200 CS	3,168	118/160	200	1962-1965	603
730i/iL	2,997	160/218	233	1991-1994	14,531
740i/iL	3,982	210/286	240	1991-1994	31,135
840Ci	3,982	210/286	250 (limited)	1993-1996	4,728
840Ci	4,398	210/286	250 (limited)	1995-1999	3,075
530i	2,997	160/218	235	1992-1996	31,636
530i Touring	2,997	160/218	227	1992-1996	5,266
540i	3,982	210/286	250 (limited)	1992-1996	24,025
540i Touring	3,982	210/286	250 (limited)	1993-1996	2,459
730i/iL	2,997	160/218	235	1994-1996	23,046
735i/iL	3,498	175/238	243	1996-2001	28,445
740i/iL M60	3,982	210/286	250 (limited)	1994-1996	45,725
740i/iL M62	4,398	210/286	250 (limited)	1995-2001	134,564 incl. protection
740i/iL Protection	4,398	210/286	240	1999-2001	28,445
740d	3,901	180/245	242	1999-2001	3,450
535i	3,498	180/245	250 (limited)	1996-2003	20,135
540i	4,398	210/286	250 (limited)	1995-2003	81,887 incl. protection
540i Protection	4,398	210/286	250 (limited)	1997-2003	81,887 incl. protection
540i Touring	4,398	210/286	250 (limited)	1997-2004	9,555
M5	4,941	294/400	250 (limited)	1998-2003	20,482
X5 4.4i	4,398	210/286	206	1999-2003	82,130
X5 4.4i	4,398	235/320	240	2003-	4,648 to 2003
X5 4.6is	4,619	255/347	240	2001-2003	10,467
X5 4.8is	4,799	265/360	246	2003-	28 to 2003
Z8	4,941	294/400	250 (limited)	2000-2003	5,703
M3 GTR	3,997	279/380	250 (limited)	2002-	4
735iLi	3,600	200/272	250 (limited)	2001-	21,794 to 2003
745i/Li	4,398	245/333	250 (limited)	2001-	79,373 to 2003
740d	3,901	190/258	250 (limited)	2002-	1,749 to 2003
545i	4,398	245/333	250 (limited)	2002-	5,321 to 2003
545 Touring	4,398	245/333	250 (limited)	2002-	39 to 2003
645Ci	4,398	245/333	250 (limited)	2002-	4,148 to 2003
645Ci Convertible	4,398	245/333	250 (limited)	2002-	163 to 2003

New release in the BMW Profiles series:
BMW Touring and Sports Cars

The latest book in the Profiles series by BMW Mobile Tradition provides the first seamless survey of BMW's unrivalled successes in the sports and touring car arena – from 1960 to the present.



Photos from the new book in the BMW Profiles series.



Motor sport and BMW – the two are unquestionably intertwined. Since 1924, engines with the blue and white emblem have been propelling motorcycles and racing cars to major triumphs around the world.

But Munich doesn't just produce engines like the V10 for Formula One. Since 1960, BMW touring cars have been making racing history as well. No other car-maker in the world can boast a similar tally of successes. For the first time, these cars, their technology and their major successes are presented in a seamless survey, starting with the 700, 1800 TISA and 2002, along with the legendary 3.0 CSL coupés. Then came the 320i with a Formula 2 engine for the BMW Junior Team, and the M3, which won everything there was to be won – the World Championship, European Championship and various national championships around the globe.

BMW always has an appropriate 3 Series version lined up for the various race series, whether with four, six or even eight cylinders. And so in 2004, once again, there is barely a touring-car event

without a BMW on the grid. Sports cars with BMW engines similarly made headlines repeatedly, whether as unusual concepts such as the Procar Series in the 1970s featuring the BMW M1, or the V12

that powered the McLaren F1 to victory at Le Mans. A further win in the legendary 24-hour race was claimed by a Williams and BMW joint venture before they entered Formula One together.

The author: Stefan Knittel has been contributing articles on the history of motorcycles, sports and race cars to magazines for the last 25 years, and has made himself a name with a range of books on these subjects. His main interest is BMW, with whom he is associated not just geographically, but also through numerous activities over the years. After a definitive work on BMW motorcycles, he produced an in-depth account of the technical development of BMW's Formula car involvement from 1966 to 2000 to mark the company's return to Formula One. Through numerous conversations with those involved and through his research, it became clear that another book had to follow: on BMW touring and sports cars. It can be ordered from February 2005 on through BMW dealers or from Egmont VGS Verlagsgesellschaft mbH PF 10 12 51, 50 452 Köln, tel +49 (0) 2 21-2 08 11 31





Left: the calendar image for the month of June depicting a first trip to Italy in the BMW 600. Above: details from the photo shoot for the 2005 Classic Calendar.

BMW Classic Calendar 2005

The classic calendar is one of the highpoints of the year for classic-car enthusiasts and friends of the BMW brand. In the year 2005, the calendar is taking a new and exciting approach based on the 1950s, a particularly important decade for BMW.

The 1950s were indisputably an exciting decade. After the dark years of the Second World War, things finally began to look up again worldwide. Names such as James Dean, Doris Day, Elvis and Marilyn Monroe kindled a sense that life could be fun. People began to travel and

buy cars again, and looked ahead to the future with optimism.

For BMW, too, these were exciting times. A difficult post-war revival was followed by economically straitened times that gave rise to vehicle concepts that were as diverse as they were unusual.

There was the stately "Baroque Angel" with its proud V8 engine, the BMW Isetta – fondly described as a "bubble car" – and the racy BMW 507 sports car.

Though BMW's post-war models were widely admired for their design and build quality, they failed to make an

impact on the company's sales figures. By the late 1950s the company stood on the brink of ruin. Only the launch of the rather unassuming BMW 700 put BMW back on the path of recovery and, ultimately, success. The BMW 700 became the forerunner of the "New Class" and the legendary BMW 2002.

But none of this could detract from a general mood of new-found enjoyment and mobility. Everything was young, fresh and waiting to be discovered. For many, the 1950s would become a legendary era; for others it was a decade of decisions.

The latest Classic Calendar by BMW Mobile Tradition aims to unite

these two aspects and breathe life into them again.

Each of the twelve monthly images tells its very own story from the 1950s, a bold era full of optimism, élan and joie de vivre. Of course BMW's vehicles and products are cast in the very best light – whether on a first holiday trip to the sunny south, on a business trip abroad or during a cocktail on a lake-side terrace.

Gear up for a year full of big stories and evocatively staged photographs of your favourite models, true to BMW Mobile Tradition's motto: history moves with us.

Ordering the calendar

The BMW Classic Calendar costs 25 euros and is available through your BMW dealer or online at:

www.bmw-shop.de





Top: Hanns Grewenig was particularly assiduous in building up an operational dealer network. Here are the showrooms of Danish dealer Nellemann in Aarhus in 1951. At the time, there were no BMW cars. They were then presented to customers a year later.
Below: Hanns Grewenig with the head of production, Hans Deby.

Hanns Grewenig – the businessman

The year 1948 plays a particularly important role in the history of BMW. Following the years when the company was engaged in emergency production of cooking pots, grey cast iron and similar products that were outside the company's product range, BMW bounced back as a mobility group with the first post-war motorcycle – the R 24. Kurt Donath was production and development director and he had provided impressive proof of the company's technical expertise (Mobile Tradition Live 02/04). However, the Board of Management still lacked a director for sales and finance. This gap was plugged two and a half months after the launch of the R 24 in Germany. Hanns Grewenig joined BMW as a Member of the Board of Management and was the leading light of sales for the next nine years.

by Manfred Grunert

Hanns Grewenig trained as an engineer and was a devoted salesman. In 1948 he joined BMW, and the company was lucky enough to gain an established expert on cars.

Born in Strasbourg in 1891, he joined the navy when he was 20 years old and qualified as a marine engineer. Grewenig spent the First World War as a chief engineer on a submarine, and after the war he became interested in the automobile industry. He completed a

training in sales and was then head of a number of repair workshops before he joined the Berlin subsidiary of the Ford Motor Company in 1927. One year later, he moved to General Motors in Berlin-Borsigwalde.

He there provided impressive proof of his managerial qualities, going on to head customer services, spares manufacture and component sales. He ended up there as sales manager responsible for car sales in Bavaria, Württemberg, Baden and Hesse.

In the mid-1930s, Grewenig was appointed factory manager of the Opel truck plant in Brandenburg. In 1938, he became operations director of the Opel complex in Rüsselsheim. Opel AG appointed him as a full Member of the Board of Management in 1939. Now 40 years old, Grewenig moved to Vogtland in 1941 after he was offered a post to head vehicle manufacturer Vomag in Plauen. When American troops withdrew at the end of the Second World War and

Plauen came under Soviet occupation, Grewenig moved to western Germany.

The post at BMW seemed to have been tailor-made for him. He was a trained engineer with a great deal of experience in sales. Grewenig was also familiar with the entrepreneurial challenges in management positions and he supplied all the skills and qualities that were required to get BMW back on its feet and return to its former popularity. In the initial stages, he focused on rebuilding a competitive dealer structure. The greatest obstacle proved to be that BMW was not yet in a position to deliver any automobiles. Although motorcycles were regarded as a sign of life in the company, this wasn't enough to secure the loyalty of the dealers and convince them that their commercial future lay with BMW.

Right from the start, Grewenig therefore supported the plans put forward by

his colleague on the Board of Management, Kurt Donath, to commence automobile production in Munich. In order to bridge the transition period, Grewenig gave instructions to his sales department to review the dealer network from the period before the war and check the following requirements (quote):

- “BMW dealers may not have any German competing makes in our cubic capacity and price class.
- There must be an adequate, clean and well-managed service workshop available.
- Dealers must enjoy an outstanding reputation among motoring customers.
- The credit information obtained from two major credit reference agencies must be satisfactory, particularly from a commercial perspective.”

A majority of the dealers meeting these conditions allowed themselves to





The BMW 502 Convertible in one of 82 BMW dealerships in Germany.

be repeatedly fed with promises that automobile production would soon be started up again and by the launch of the successful motorcycle models in 1950 and 1951 (R 25, 25/2, 51/3 etc.).

A number of dealerships were also taken over by other manufacturers with the approval and support of BMW. This ensured that the dealers remaining with BMW earned enough money and didn't

construction of the BMW 501 in December.

In spite of the delay, Grewenig and his staff succeeded in assuring the loyalty of 82 dealerships across Germany in accordance with the designated qualitative standards.

Grewenig didn't just see the sales structure as a sales hub. Since dealers had direct access to customers, they

Right: Hanns Grewenig in 1955. As a trained engineer and businessman with a great deal of experience in the automobile sector, he was first choice after the Second World War to be commercial director responsible for sales on the Board of Management at BMW.

refused to go along with the trend in the German automobile industry to meet falling sales in 1953 with price cuts, because this would have reduced the gross earnings of the dealers. Grewenig's perspective was that this would have had serious consequences for the company overall.

The value of the close contact with the dealership organization was demonstrated in spring 1954. The general agent for BMW in Switzerland, C.A. Drenowatz, drew the attention of the Board of Management to a "faired motorcycle" manufactured by the Italian manufacturer Isomoto in his report on the Geneva Motor Show. Grewenig asked Drenowatz to send one of the vehicles to Munich immediately so that it could be evaluated. At the time, he was desperately looking for a model to expand the BMW product range. Motorcycle sales were threatening to collapse.

In 1953, he put forward an idea to enter the 350 cc class, which was relatively free of competition, to avoid the threat of a collapse in motorcycle business, but this was ignored. Although the BMW 501 appeared to meet sales expectations, production costs were high and the profit generated was too low. The Isetta offered the opportunity to position the company with a ready-made product in the flourishing micro car segment. Grewenig and Donath succeeded in convincing the Supervisory Board to

take up manufacturing of the Isetta under licence. Following a BMW modification to the "Motocoupé", the Isetta was launched in 1955, and with sales

totalling more than 160,000 units, it became the vehicle with the highest sales in the history of BMW up to that date.

There were of course huge differences between the Isetta and the large 501 and 502 saloons launched at the same time – the size, the price, the



Grewenig's consummate skill succeeded in setting up a dealer structure after the Second World War – even though there weren't any cars to sell yet

become victims of cut-throat competition caused by conditions within the organization itself. "Poor dealers are useless as far as we're concerned," was how Grewenig justified his strategy to the Supervisory Board. The first contracts could only be concluded after the Supervisory Board had approved the

were also regarded as opinion-makers for product quality, pricing and brand image. They also fulfilled a market research function, even if this was unstructured. Grewenig carried on a very extensive correspondence with his sales dealerships and was personally committed to meeting their requirements. He



Caricature of the Board of Management having a drink in the boardroom. Hanns Grewenig (sitting) talking with his colleagues Heinrich Krafft von Dellmensingen (left) and Kurt Donath.

development costs – but they had one thing in common: lack of product quality. A memorandum written by Grewenig in 1956 remarked that “The constant increase in the number of complaints relating to cars and Isettas is causing extraordinary expenses in production and a catastrophic decline in confidence among customers.”

The commercial director responsible for sales and finance at the company had to address this situation. He demanded improvements in production quality whatever it took – regardless of the costs. Grewenig also believed that the product range had to be expanded. But not at any price. If a product was being discussed that he believed would exert a negative effect on the company's image, he was not prepared to make any concessions, and rejected it. For example, he had requested the introduction of a BMW scooter



Hanns Grewenig shows German Federal President Heuss the BMW stand at the IAA Frankfurt Motor Show in 1955.

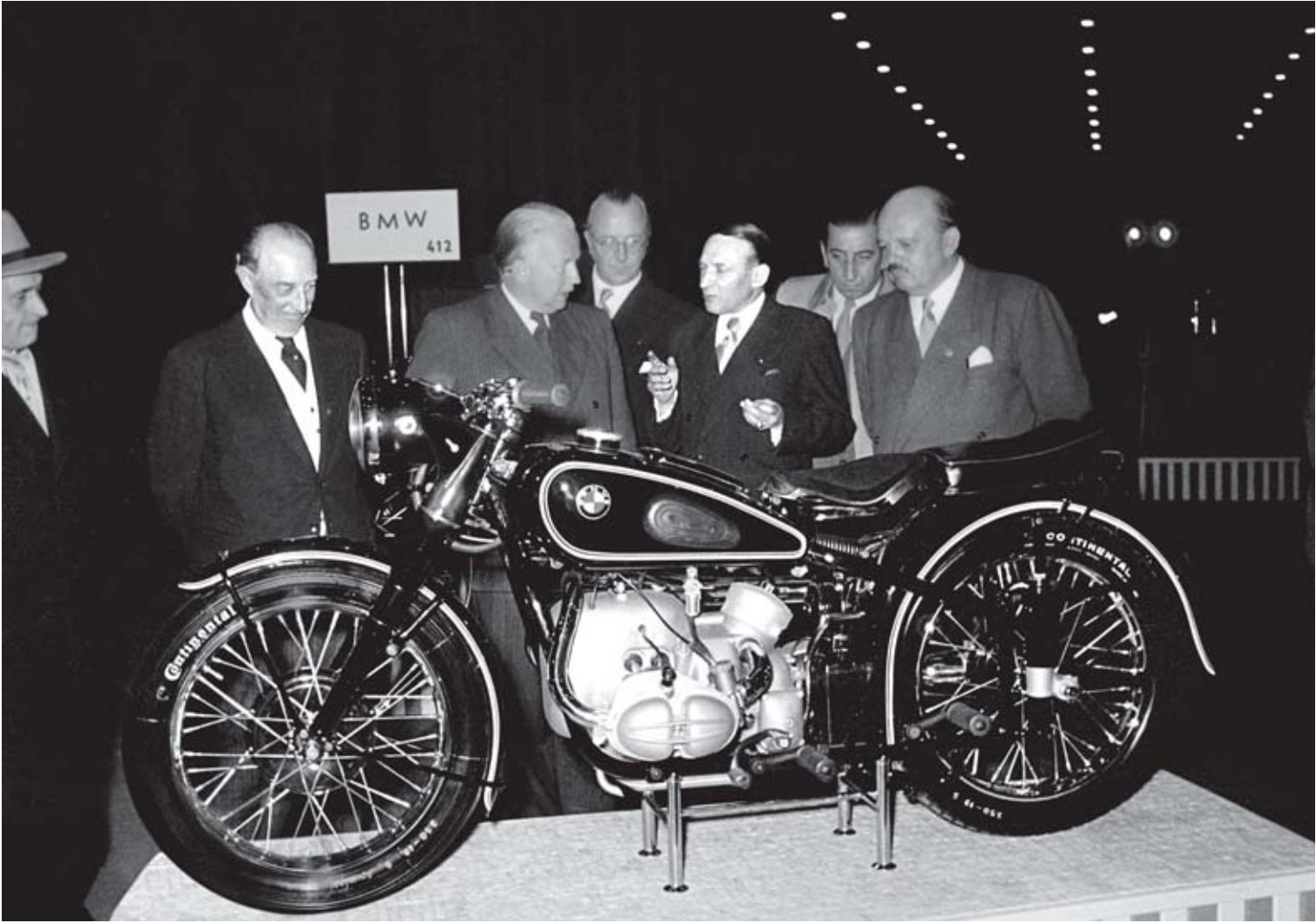
but continued to reject the concrete designs because neither the design nor the equipment met the exceptionally high expectations of BMW from the perspective of the Sales Department.

The vehemence with which he supported his point of view was demonstrated in BMW's “medium-sized car project”. Although Grewenig was always convinced that a car of this type would be a valuable element in the BMW range, he continually emphasized that the mistakes made with the BMW 501 and 502 must not be repeated. The discussion escalated in 1956. In a discussion with his colleagues on the Board of Management, Grewenig again emphasized that

“the so-called hard calculations made by Mr Donath before the commencement of automobile production and today's figures in the recent calculation demonstrated the extraordinary rise in total production costs, and this is the key to the continual losses

Grewenig was absolutely uncompromising in advocating his point of view. This finally led to his dismissal at BMW

in car production to date.” He continued that he would only give his consent to the medium-sized car project on the basis of reliable calculations. However, since there were no prototypes, the cost estimate was “incomplete and so weak that it couldn't serve as a basis for the sales price,” Grewenig continued. On 12 June 1956, the Chairman of the Supervisory Board Hans Karl von Mangoldt-Reiboldt informed Grewenig that he was uneasy about his continued objections. On the same day, von Mangoldt asked the responsible managers in for individual discussions: Heinrich Krafft von Dellmensingen (general administration and legal affairs), Hans Seyfried (finance), Fritz Fiedler (automobile production) and Willy Black (production works Munich). Grewenig only came in at the end. He again presented his perspective, that it was only possible to achieve a satisfactory result by reducing material and wage costs. In



Hanns Grewenig (2nd from left) with Kurt Donath (5th from left) at the launch of the BMW R 68 at the Frankfurt International Bicycle and Motorcycle Show (IFMA) in October 1951.

the end, von Mangoldt broke off the discussion saying that he trusted the calculations and statements made by the other managers.

The vote of no confidence against Grewenig was not without consequences. At the meeting of the Supervisory Board that followed, von Mangoldt convinced his colleagues, to appoint Ernst Hof as deputy Member of the Board of Management with Grewenig's responsibilities. Grewenig's contract was to be terminated one year earlier than planned on 31st December 1957. He was supposed to introduce his successor during the remaining year.

A memorandum from the Chairman of the Supervisory Board demonstrates the extent to which the relationship between von Mangoldt and Grewenig had been destroyed: “I stated clearly [in the discussion with Grewenig] that if tensions, lack of clarity or conflicts occurred that could result in BMW being damaged, the Supervisory Board had decided to intervene immediately and establish clear relationships by arranging for Mr Grewenig to retire prematurely.” The planned year turned into six months.

When Heinrich Richter-Brohm was appointed head of the Board of Management in March 1957, personnel issues were reappraised. BMW and Grewenig terminated the contract early by mutual understanding.

During his period of office, he had succeeded in reorganizing sales to give important new stimuli to BMW's product range. However, in contrast to the managers responsible for the technical divisions, he found the Supervisory Board less sympathetic to his requests. He was increasingly regarded as someone who continually raised objections and was obstructive without improving the situation of the company. He wasn't able to shake off this perception. The personal animosities between Grewenig and the Chairman of the Supervisory Board were the last straw.

Grewenig's career at BMW can be regarded as symptomatic of the entire company up until 1957. During the phase of reconstruction after the Second World War, the perspective of the customers, consideration for the dealers as multipliers, and the brand

values of BMW – everything that Grewenig stood for – were subordinated to the Development and Production divisions that dominated the company.



Corporate Identity in the 1950s: uniform dealer signs throughout Germany.



Riding in the wind tunnel

Today wind tunnel tests for new models are taken for granted and the term Cd factor is familiar to most. A crucial new area today is aero-acoustics, which aims to achieve the least possible noise at high speeds. In the infancy of car design it was a very different picture. World record-breaking motorcycle racer Ernst Jakob Henne was one of the first to take to the wind tunnel in pursuit of ever-higher speeds.

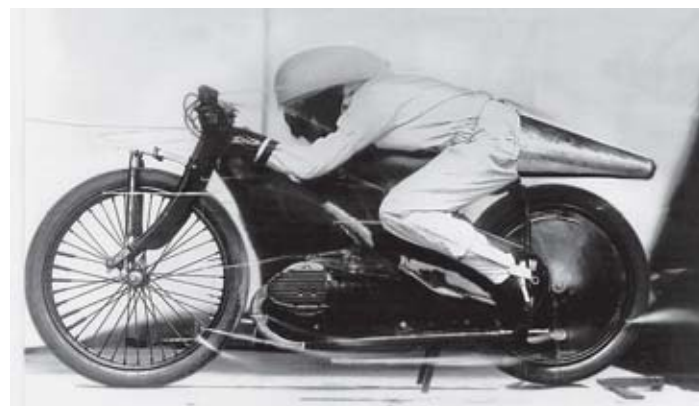
by Fred Jakobs

The roots of aerodynamics lie in aviation, where designers had to tackle this subject systematically from a very early stage. It was from aircraft and airship construction that the first designers came to cars, allowing their insights to flow

into automotive design to crucial effect. Edmund Rumpler was one. With his “teardrop car” of 1921 he ranks as the inventor of the very first aerodynamic production model. Then there was Paul Jaray, whose designs inspired the creation of numerous car concepts, some of them based on the BMW 326 and 328 models.

In the area of motorcycle design, on the other hand, no reliable insights into “streamlining” were yet available when Ernst Henne attempted to set up the first motorcycle world speed record in 1929. He and the BMW team, like every other motorcyclist or cyclist, were all-too familiar with the negative effects of wind drag, but they had few solutions to counter this retarding force other than a crouched, flat posture on the bike. Ernst Henne's first trademark were the eponymous “Henne

Ernst Jakob Henne, who set up numerous world speed records on motorcycles, during one of the first aerodynamic tests on his record-breaking bike.

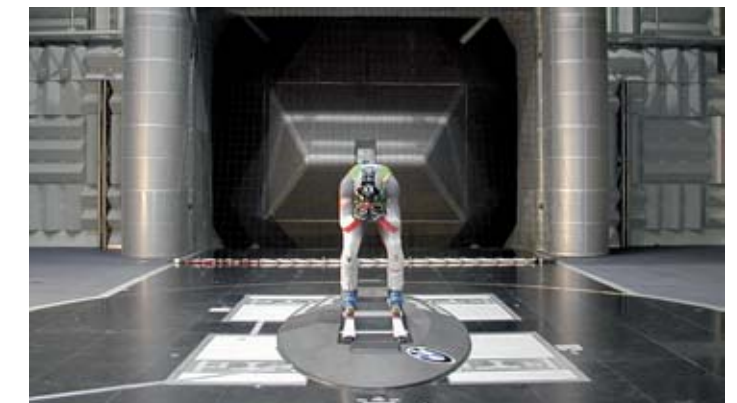


handlebars” with their very tight gooseneck curves and down-swept ends, which forced the rider into an almost supine position to create a very narrow surface area facing the airstream.

With his first record-attempt bike, Henne himself set to work in his own garage along with his racing mechanic Joseph Hopf. Exposed parts such as the front fork were clad in plywood, around which tape was wrapped. The next step was to enclose the tank and engine in order to further reduce unwanted turbulence. Later on, the rear drive was also given a teardrop-shaped fairing. It is, incidentally, a sign of the attention to detail and aesthetic sensitivity of the BMW engineers that they also painted this teardrop with characteristic white BMW lining.

In 1935 Ernst Henne claimed the last world record with a

Cars, motorcycles, skiers: everything that favours speed has to battle with air resistance and has to be tested and honed in the wind tunnel, such as here at BMW's Munich facility. Top left, the BMW Z1; below, a BMW Z8; above right, a skier from the Austrian team; bottom right, a BMW Cruiser.



Jock West, the speedy Brit on BMW

John Miln West, better known as Jock, died on 6th June this year, aged 95. West was the only non-German-speaking rider of the legendary BMW Kompressor works racer from the pre-war era. His successes on British soil earned BMW tremendous respect in what was Europe's most hotly contested motorcycle market of the time.

by Fred Jakobs



1967: Jock West on a pre-production motorcycle in Bavaria.

John Miln West, aka Jock, had racing in his bloodstream. He was born on 28th February 1909 in the small town of Belvedere in the county of Kent, the son of an English father and a Scottish mother. At the age of 14 he was given his first motorcycle, and in 1927, aged 18, he competed in his first race on a 350 cc Zenith – and crashed out. “I fell on my head and came to again in the paddock, not knowing where I was!” he recalled this painful debut of his career. In 1930 he began a degree course in engineering, which did



Left: Jock West during the 1938 Ulster GP. Right: At the start of the Senior TT with his supercharged BMW. West finished in 5th place.



A chance conversation at a friend's house led to a job interview – and Jock West became a BMW salesman

not stop him from pursuing his racing interest. In 1931 he made his debut in the Manx Grand Prix on an Ariel, followed by his first TT involvement on a 350 cc AJS in 1933. In 1934 he switched to Triumph, and competed in the Senior TT of 1935 on a Triumph and in the Junior TT on a works NSU.

That was the year in which he first met Don Aldington, manager of BMW's general importer in Britain, Frazer-Nash of Isleworth. A chance conversation in the house of a mutual friend led to an interview, by the end of which Aldington, who was keen to push forward Frazer-Nash's two-wheeled sporting involvement, offered West a post as motorcycle sales manager. West, who had just finished his degree, went to Isleworth the very next day and accepted the post without any idea of precisely what was in store for him: “I was taken on as a sales manager but I was virtually the only BMW motorcycle man for the whole of England.”

No risk: finishing was the main goal

This job also left him time for his motorcycle racing. West took every opportunity to compete in racing events with “his” BMW bikes. On a second-hand R 17 from which he had merely removed the mudguards, he managed to win a race on the Brooklands circuit, clocking an average speed of over 100 (!) miles an hour.

In 1937, Frazer-Nash asked BMW in Munich whether the factory wouldn't like to send Jock West a works supercharged bike along with a team of mechanics for the Isle of Man Senior TT. West had already taken part in a trial practice session in

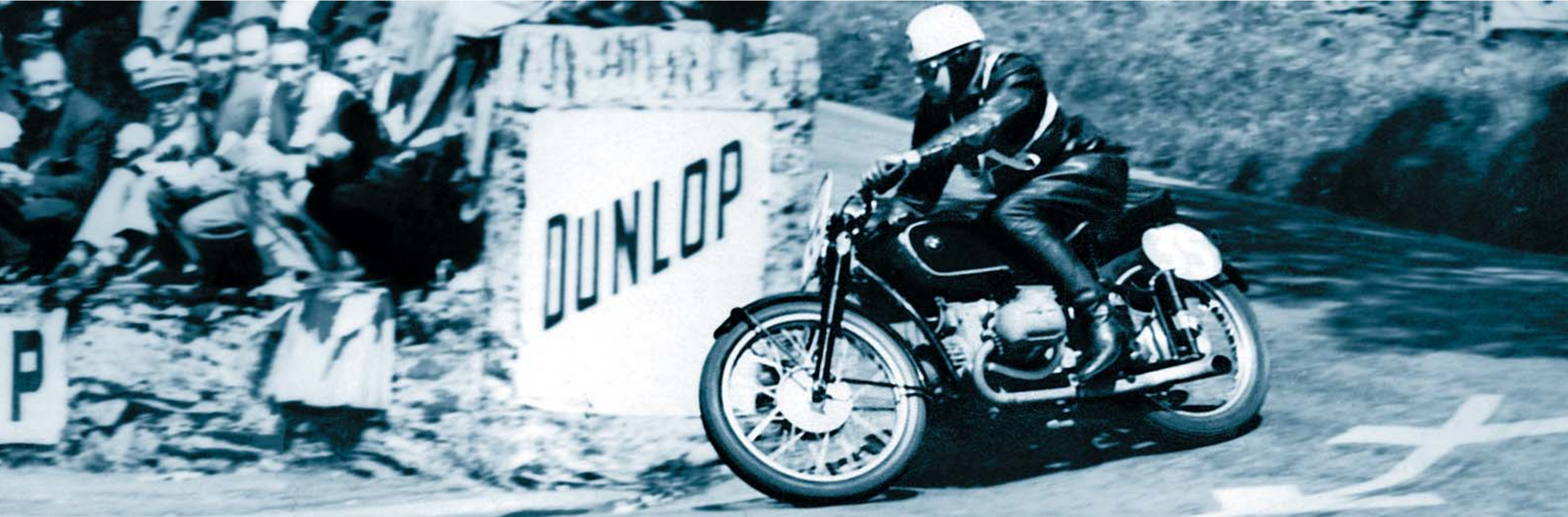
Hanover under the critical gaze of chief mechanic Sepp Hopf, and BMW agreed to the plan.

However, the factory insisted that it did not want to take any all-out risk. Making it to the finish was more important to them than taking the bike to the limit to gain a good placing and in so doing risk retirement from the race. West accordingly tackled the event in suitably laid-back style. However, he was forced to stop on the final lap after running out of petrol, though he managed to refuel and ultimately went on to cross the finishing line in sixth place.

Back in Munich, BMW had now recognized the potential of this rider and provided another motorcycle for the Ulster Grand Prix. The Clady Circuit in Ulster was a very fast track with a bumpy straight some 11 kilometres long. West completed the 400-kilometre race in 2 hours, 41 minutes and 5 seconds to take first place. On the fastest of his twelve laps he posted an average speed of 149.9 km/h. It was the first time



Jock West in the 1938 Ulster GP.



Top: Jock West during the 1939 Senior TT. He finished second, beaten only by his team-mate Georg Meier, the first non-British competitor to win this event. Below: aerodynamics help West defy the airstream in the 1939 Senior TT.



the Ulster GP had been won by a non-British machine.

“The circuit was very narrow and bumpy, which made it very difficult in the heavy rain that usually accompanied races there. I didn't start off too well, but managed to carve my way through the field, and in the end I was in front,” said Jock West, looking back on this first major victory of his career.

In 1938, BMW sent three motorcycles to the Senior TT on the Isle of Man. Alongside West, German rider Georg Meier and Austrian Karl Gall had signed up for the event. Gall had a severe accident during practice and Georg Meier had to abandon the race on the first lap due to a technical failure. Jock West claimed fifth place to gain at least a succès d'estime on behalf of BMW.

Since Gall was still suffering from the consequences of his crash, West was nominated as the second BMW rider next to Georg Meier for the Belgian Grand Prix. He did more than justice to his role as “stand-in rider”, taking an

outstanding third place behind Meier and Fred Frith on Norton.

From BMW to the RAF

In the 1938 Ulster Grand Prix, West was once again the only competitor sporting BMW colours. Not only was he able to deliver a repeat performance of his previous year's victory, but with an average speed of 158.4 km/h (98.93 mph) he also posted the fastest lap time ever achieved in a motorcycle grand prix. For the British public this record counted for more than his victory, and by now BMW had gained a tremendous reputation in Britain as well. At the 1939 Senior TT, which Georg Meier was the first foreign competitor to win, West came in second to complete BMW's greatest success in road racing so far. In the German Grand Prix, the Englishman headed the BMW team as Meier and Kraus were injured, but had to retire from second place with a technical problem.

In the summer of 1939 West and his wife were in Germany, and when war

broke out BMW managed to get him one of the last flights out to England. During the war he served in the Royal Air Force as a Wing Commander responsible for aircraft maintenance. After the war he resumed his sporting career on AMC and AJS until retiring from active motorcycle racing in 1949. Career-wise he remained faithful to the motorcycle industry, and in 1963 he returned to BMW England.



Jock West after the 1938 TT. He came fifth to claim a succès d'estime for BMW.

West maintained his connections with BMW and his old friends up to an advanced age and was in regular correspondence with the widow of his team-mate Georg Meier and the daughter of mechanic Sepp Hopf to the last. His active retirement included two rounds of golf a week until he fell ill with cancer at the beginning of the year. Jock West died on 6th June 2004.



Setting off on a lap of honour in the 1989 TT: Jock West is on the number 2 bike, Georg Meier on 49.



Triumph in the Alps

Sporting successes are great publicity for a fledgling car marque, but that BMW would make a name for itself overnight was something not even the company's sales director Kandt dared dream of.

by Hagen Nyncke

It's a wonderful experience to drive through the Alps – along narrow roads leading through idyllic villages, past majestic mountains and around tight hairpins on high passes, with no end to magnificent vistas of mountains and valleys and the occasional stop to drink in the beauty of the landscape and give your small car and its passengers a well-earned break.

But the organizers of the 2nd International Alpine Rally of 1929 had something quite different in mind. The focus was not on enjoyment but, rather, a gruelling endurance test for man and machine. The competition profile left no room for illusions: five days of driving with daily stages of 465 to 629 kilometres on small country roads, rough tracks pitted with potholes, and endless hairpins; four or five of the most difficult Alpine passes every day; a total distance of 2,650 km with no rest day.

Yet 95 drivers would not be deterred and rose to the challenge. While 46 of them tackled the course in the individual classification, a number of companies registered several cars for the event and grouped them into twelve teams so that they could also be classified jointly. Some leading German companies sent a whole delegation: Mercedes-Benz 13 cars, Wanderer 9, Hansa 4, Hanomag 4, Stoewer 3, Brennabor 3, Röhr 3. Among the smallest group of cars in the 1.5 litre displacement class, in which the Hanomags and Dixis were competing, was a manufacturer that had not yet made its mark as a car producer: the Bayerische Motoren Werke.

Three prototypes on a gruelling endurance ride

It had been less than four weeks ago that BMW, after taking over the Eisenach Dixi factory, unveiled its modified version – the BMW 3/15 PS – before the public. It was an obvious step to draw attention to itself through sporting competitions, and an internationally respected event such as the Alpine Rally afforded the most favourable framework imaginable. Three pre-production models of the new sports two-seater were duly signed up by the factory. The nominated drivers were Albert Kandt jun., sales director at Eisenach, Willi Wagner, who ran cars in for the factory, and Munich's BMW dealer Max Buchner.

Though the major automobile associations of Germany, Austria, Switzerland and Italy were responsible for the organization and only ten percent of the route lay on German soil, more than half of the competitors hailed from Germany. The cars were classified into three groups according to engine size, which also dictated the average speed, ranging between 42 and 48 km/h. That may not sound particularly fast, but if one considers the average car performance of the time and the appalling conditions of the roads that were used by everyday traffic such as horsedrawn carts, lorries, post buses and the

like, that speed range is relativized. After all, according to the competition description, this was to be a reliability test for production touring cars and not a race, even if some participants saw it quite differently and turned up with models that could barely disguise their racing pedigree. Under these conditions, nobody took the three small BMWs particularly seriously.

In the early hours of 7th August 1929, 80 cars had lined up in the Munich suburb of Ramersdorf and were sent off at one-minute intervals. The first day's driving covered 553 km and led through the Pötschen and Tauern passes, across the Katschberg and the Gailberg-Sattel to Villach in Austria. It was soon evident that all competitors were aiming for high speeds in an attempt to build up as much reserve time as possible to allow for possible technical failures, repairs and other delays. On the dreaded Katschberg the sheep were already being separated from the goats: here many cars were forced to stop with overheated radiators, while the three small Fiats had to abandon the competition entirely as they could not tackle the 26 percent uphill gradient.

The second stage covered 462 km from Villach, across the Turracher Höhe, the Tauern pass, Thurn and Brenner to Merano, including an 18 km time trial at the Jaufen Pass. The number of retirements steadily rose, not so much due to technical problems as to accidents caused by breakneck speeds and uncooperative road users. Then there were those who failed to reach the staging point within the stipulated time limit, which put two teams out of contention.

The third day, with its 630 km circuit course across five passes in the Dolomites, took the drivers and vehicles to the

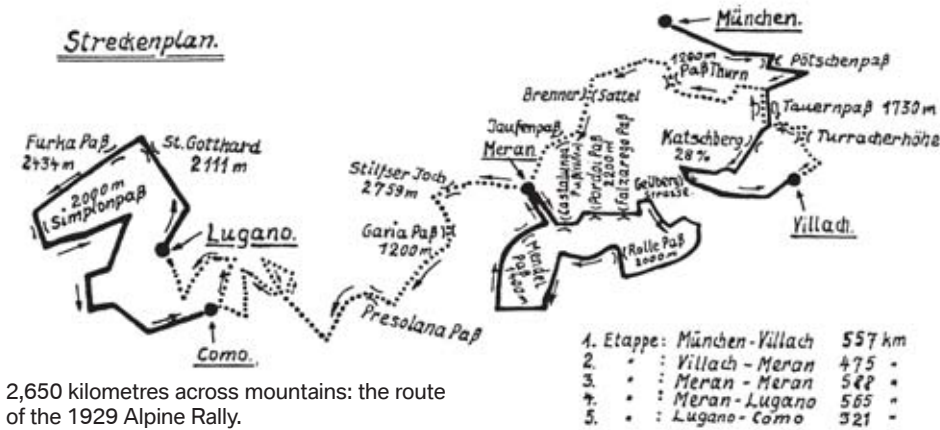


Warm welcome for the triumphant BMW team at the Eisenach plant. From left: Max Buchner, Albrecht Kandt and Willi Wagner.

very limit. While the leading drivers posted awesome speeds on the well-built Italian roads, the cars behind struggled not to drop back irretrievably. Though the high average speeds were not essential, drivers were opening up the throttle to coax out of the engines what they could. This was accompanied by the boundless enthusiasm of the spectators who fired the drivers on to new peak performances. Even the Italian police encouraged them to go faster with unambiguous hand signals. In the second time trial at the Pordoi Joch, the timings were so tight that only a few drivers made it inside the time limit. There were numerous accidents and collisions with walls and rocks. Cars plunging into ravines decimated the field to such an extent that by the end of the day, apart from the individual competitors, only four teams remained in the competition: Ford, Hanomag, Hansa – and BMW.

Day four covered 495 km to Lugano. Though there were several mountain passes to be tackled, the events of the previous “black day” meant the majority of drivers took things a little more cautiously. The most difficult stages had been covered and everything pointed towards those cars that had survived so far making it to the finish.

The fifth and final day's driving (463 km) led from Lugano across the



2,650 kilometres across mountains: the route of the 1929 Alpine Rally.

Gotthard and Furka passes. The Simplon had also been scheduled for this route, but due to a landslide the cars had to be rerouted to the Finero which, with its narrow, unsurfaced carriageway and countless switchbacks, gave the drivers a real run for their money again. Much-needed relief was provided by the final kilometres along the autostrada to Como. In particular the large cars were able to step on the gas here, and it was no surprise when Rudolf Caracciola surged into the lead. He was hailed like a hero by the Italians.

But this event was not designed for achieving top speeds. Only attentive observers had noticed that, throughout the days of the event, one works team at the back of the field had been ticking off its trials in trouble-free and entirely unspectacular fashion. The small 15 horsepower BMWs purred across the mountains with no hitches or breakdowns

and not only managed to keep effortlessly within the time limits, but always had enough time in reserve to compensate for any delays – which did not in the end materialize. Ultimately the three BMW teams were the only ones to reach the finish without incurring any penalty points. They had completed each stage with optimal times and were now celebrated as the winners of the Alpine Rally and bearers of the Alpine Gold Cup.

For the fledgling BMW brand it was a sensational outcome. Advertising with sporting achievements was still in its infancy at the time, but the motoring press left no stone unturned when it came to portraying this spectacular triumph in its true light. For BMW it was the beginning of a long succession of sporting victories. With the launch of the six-cylinder sports cars, the four-wheeled models from Eisenach began sweeping the board in the major Alpine events.



Final day's driving: Willi Wagner with his co-driver on the arduous ascent to the 2,431-metre Furka Pass.

Vintage Days of the American Motorcyclist Association

A mecca for classic motorcycles

The annual Vintage Days are a mecca for North American fans of historic two-wheelers. Some 40,000 riders on classic bikes made an unforgettable mark in Lexington, Ohio, while BMW Mobile Tradition presented its parts supply service.

by Fred Jakobs



Shades of “Easy Rider”: a BMW R 60/5 from the 1970s.

BMW was Marque of the Year at the world's largest gathering of classic motorcycles, the Vintage Days staged by the American Motorcyclist Association (AMA), held in Lexington, Ohio from 15th to 17th July. An estimated 40,000 visitors, mostly on classic two-wheelers, more than 900 dealers and some 4,000 motorcycles on sale were the impressive statistics of this event.

The focus of BMW's involvement was a large exhibition tent with around 40 meticulously restored motorcycles, most of them from the collection of Peter Nettesheim. BMW Mobile Tradition's parts service had also set up its stall in the same tent. On three freestanding walls it presented selections from the parts remanufacturing programme for classic motorcycles.

The most important American BMW clubs were all represented at the gathering. Numerous BMW motorcycles, starting with an R 51 of 1939 and extending all the way to a tuned R 75/5, took part in the vintage races held on the Grand Prix circuit as part of the event.

The author and staff member of the Historical Archive, held seminars on BMW's motorcycle history, and together with Georg Blumoser and Andreas Meissner of the Service



Around 15 motorcycles took part in the classic races. David Percival of Ozzy's BMW fielded six racing bikes in various classes.

and Parts department, he presented the range of services provided by BMW Mobile Tradition before a large crowd of American motorcycling enthusiasts. Afterwards the three Germans answered questions from the audience.

As part of the Vintage Days, a milestone of motorcycle racing history was formally presented to BMW Mobile Tradition to add to its collection: it was the R 90 S, assembled by the then American importers Butler & Smith, with which Steve McLaughlin won the very first superbike race in Daytona on 5th March 1976 (see detailed report starting on page 18).

Robert Rasor, President of the American Motorcyclist Association, was delighted with the successful collaboration of BMW Motorrad, BMW Mobile Tradition, the clubs, and not least of all the thousands of BMW bikers who had turned up: “It was an unbelievable thrill to have BMW as marque of the year this time, and I am delighted with the support given by both BMW AG and BMW North America. The BMW Mobile Tradition exhibition was an outstanding addition to the

programme. It was greatly enjoyed by everyone.” Mark Mederski, director of the Motorcycle Hall of Fame Museum of the AMA, also had reason to be pleased: Arturo Pineiro, Vice-President BMW Motorrad North America, presented the museum with an R 1100 RS from Battle of the Legends race series of 1996 as a gift.

Further information at: <http://home.ama-cycle.org/post/vmd/>



BMW R 32 from Bench Mark Works, Craig “Vech” Vechorik.



On the move for Mobile Tradition

In the early 1960s, when the “Isar 12” model made its regular appearances on German television screens assisting Munich's police force in their many crime chases, an entire nation sweated it out along with the superintendents and their trademark patrol car in the eponymous crime series. Nobody at that time would have imagined that today – 40 years on – such a BMW 501 would still be around. Parked in the Historical Collection of BMW Group Mobile Tradition, and ready for action, there is just such an “Isar 12” with dark-green paintwork and add-on parts associated with a police car. This BMW 501 is just one example of several hundred historic BMW vehicles which are sent out on assignments by Mobile Tradition. A glimpse behind the scenes reveals how BMW keeps its heritage up and running on the roads.

by Andreas Jancke

A distant drone can be heard on this summer's day in northern Italy. At the roadside, where the grass is a lush green and the asphalt shimmers in the heat, the spectators prick up their ears in anticipation. The sound of 130 bhp can be heard in the distance, but as yet nobody knows what kind of car is approaching.

The drivers steer their classics around the twisty roads with the utmost concentration. Rain, hail and even snow have accompanied them on the various stages of this eventful Mille Miglia. Drivers, minders and material have endured a tough test. Finally the skies have granted some driver-friendly weather. The in-line six-cylinder is running with effortless ease.

Scene change. In Hall 12, there's a buzz of activity. Stands and internal pavilions are being given the final touches. Stand builders are making

their way back to their stores with metal poles and toolkits. Cleaning staff are polishing exhibits. Hostesses are taking notes about the objects on display.

Then the doors open and visitors to the world's largest classic motor show flood into the exhibition halls. At the BMW Group Mobile Tradition stand they will get a close-up look at models such as the BMW 3/15 PS, BMW 507, BMW Z1 and BMW concept cars.

Scene change. The sound of howling turbines and the smell of kerosene fill the morning air. A Boeing 747-400 with a takeoff weight of 380 tonnes leaves the ground. On board is a BMW Formula One show car on its way to an international exhibition. As the aircraft gains in altitude, the high-performance racer remains tightly lashed down and well protected in the cargo hold, awaiting its arrival in another continent.

Scene change. Munich, a white building in Schleissheimer Strasse. In the third floor offices, six digital clocks indicate the time of day or night in cities such as Tokyo, Beijing, Cairo and Spartanburg.

This information is for the benefit of staff working in the Operations Management department at BMW Group Mobile Tradition on the internal



During rally appearances, the classic models are constantly serviced.

coordination of international vehicle assignments. These clocks tell the staff that the Formula One show car is due to land in Malaysia in 13 hours, that night is falling in Goodwood while the sun is already coming up in Shanghai, so they can ensure that all the arrangements for ongoing transportation are actually carried out. The geographical range and duration of these assignments can vary significantly, ranging from one-day photo shoots in the BMW Group Mobile Tradition building all the way to trips to Australia or Asia lasting several weeks.

At BMW Group Mobile Tradition, all activities of vehicles from the Historical Collection, through enquiries by interested car fans to the participation of BMW models at major classic events, are centrally controlled and coordinated. Whether for use at exhibitions, motor shows, tourist excursions, vintage rallies, weddings or other activities, BMW Group Mobile Tradition has a wide range of vehicles at its disposal for mobile applications. It is responsible for ensuring the quality of this collection and for the international deployment of vehicles at exhibitions and on the road.

“History moves with us”

With its large number of cars and motorcycles, most of them fully operational, as well as aircraft, Formula One, motorcycle and car engines (see box), BMW Group Mobile Tradition safeguards and maintains an extremely valuable technical and cultural heritage. Responsibilities are divided across various areas. The Historical Archives assess the historical and cultural standing of the collection. On the basis of these insights, decisions are made on the purchase of new vehicles and restoration work on vehicles already in the collection.

All this supports BMW Group Mobile Tradition's aim to promote the documentation of over eight decades of corporate history in an exemplary way, as well as bringing the past alive for people to experience today. Whether it is the spectators at the Mille Miglia Storico, visitors to the Techno Classica in Essen, club members in Australia or Formula One fans in Monte Carlo – thanks to the appearances of BMW classics, all those involved become witnesses to a “mobile tradition”. The appear-

ance of historical models at race tracks, along rally routes and at club meetings leaves behind an enduring impression. They all epitomize “Sheer Driving Pleasure” and showcase the heritage of the latest BMW models, thereby generating an awareness of living history. To present this “hands-on motoring history” in all its facets, an intelligent use of available resources is essential.

Resources and ranges

The services of BMW Group Mobile Tradition are not limited to the transportation and deployment of these classic models alone. Customers and dealers are offered advice on choosing a vehicle by the Operations Management team. The entire logistical coordination of the vehicle assignments is handled in collaboration with the Historical Workshop and the team of specialist minders. Reserved vehicles are prepared for transportation by the logistics staff, after which the specialists begin with the necessary preparations all the way down to the final polish. This precedes transportation to the destination, on-site supervision and the return journey to Munich where the procedure concludes with a “debriefing”. Loading, transportation and vehicle journeys are carried out exclusively by the specialist handlers, unless the model is taking part in a classic rally and there is an experienced driver behind the wheel.

In order to synchronize and organize these procedures, the Operations Management team and the workshop use project software which is tailored to their



Representing BMW Group Mobile Tradition, the 328 Coupé triumphed a second time after 1940.

needs and facilitates the comprehensive logistical coordination of the individual tasks. It enables all those involved to access an up-to-date overview of all resources available or earmarked for external assignments.

For use within Europe and internal applications, BMW Group Mobile Tradition has 15 tow cars, eleven car trailers and two trucks at its disposal. If an assignment exceeds the scope of these resources or overseas shipping is required, external haulage companies are called on to back up the shipping logistics with additional means of transport.

International field of activity

Apart from Mobile Tradition's involvement on the European continent, Britain and North America – Techno Classica (D), Mille Miglia (I), Goodwood Festival of Speed (GB), Silvretta Classic (AUT), 2,000 km through Germany (D), Lime

Handling the BMW heritage

The Historical Collection and Historical Archives were a relatively late development at BMW. Once the company had overcome its financial crisis in the late 1960s, initial resources were mobilized to promote the company's heritage and to build up a vehicle collection. An awareness was established of the importance of the corporate past and more and more scope was created for heritage cultivation. In 1973 the BMW Museum opened its doors. In the “bowl” next to BMW's head office at Petuelring, a mix of the company's own exhibits and loan items were put on display. Starting in 1983, BMW began to steadily build up a historical collection with the aim of providing a complete survey of the company's car and motorcycle production. At first this included production models only, but eventually motor sport vehicles, operational concepts and special models were added. In 1994, BMW Mobile Tradition was called into being. This signalled a broadening and deepening of all activities revolving around the company heritage. Today, one example of each model type from the ongoing production process is added to the collection, which is expanded and managed in collaboration with the Historical Archives, Operations Management and Historical Workshop of BMW Group Mobile Tradition.

The self-drive hire programme



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Rock Festival (USA) – more far-flung places such as Malaysia and Australia also form part of the geographical range. That's because Mobile Tradition is involved in supplying show cars to Formula One events as well. Model appearances in Pakistan, China, Saudi Arabia and Japan are similarly part of the service offered by BMW Group Mobile Tradition.

The number of vehicle assignments has steadily risen since 1993 (30). Last year, around 400 (100 of them involving Formula One cars) were organized. The majority of projects are commissioned by the BMW Group and its dealer network, e.g. for press events, new car launches, motor shows, film and photo shoots, and exhibitions. Around a quarter of enquiries come from the private sector of those interested in BMW's historical vehicles. Apart from the supervised events, the range of services offered by BMW Group Mobile Tradition includes another highlight: by popular request from BMW



Double act: specialists working on a classic engine.

enthusiasts and fans of vintage and more recent classic cars, a self-drive vehicle hire programme has been called into being.

Under the motto "Experience the soul of the BMW brand", private drivers have the opportunity to savour at first hand the Sheer Driving Pleasure afforded by BMW classics and to personally get behind the wheel of a BMW 3.0 CSi or a BMW Z1. Six cars and two motorcycles are currently available as part of this hire service.

For the handlers, some working days "on the road" start at three in the morning if vehicles have to be ready for the early start of a rally or exhibits need to be photographed or filmed in the dawn light. But the "wrap-up" procedure after the vehicles have returned is also labour-intensive. A detailed description of the condition of the vehicle and an overall summary of the assignment has to be drawn up by the workshop.

Flexibility in the Far East

At peak periods when two events involving BMW take place in direct succession – such as the Silvretta Classic and 2,000 km through Germany – it is possible for big gaps to appear in the halls of BMW Group Mobile Tradition due to the large number of classics out on the road.

At the wide-ranging events they attend, vehicle minders also have to be prepared for unusual situations cropping up. Even if all the eventualities of transportation have been thought through in advance and potential obstacles anticipated, there's no accounting for surprises – including technical faults. That is when specialist knowledge and resourcefulness are called for. When, for example, it emerged that the BMW M1 designed by Andy Warhol for the Art Car Series was one metre wider than the entrance to a Warhol exhibition in Normandy, the door frame was simply adapted to accommodate the size of the car. There were also stone steps on a ramp one metre high, four metres long and three metres wide to be overcome.

One frequently told story concerns a Formula One show car that returned from its sortie to Saudi Arabia seemingly covered in artistic decoration. When, prior to unloading the racing car, the handlers and logisticians noticed that customs control had used a green felt-tip pen to write on the cockpit wall in Arabic script, they decided to rename the model a "Formula One Art Car". Stories such as this are taken lightly by the handlers as it is very rare for genuine damage to be done to the cars.

At any rate, care in handling the vehicles is paramount. That goes for assignments in the Munich area as much as in faraway places, where the minders are also required to adapt to foreign cultures. The dispatching of Formula One show cars took one specialist all the way to China and Japan, where he had to coordinate the proper handling of the car at the Auto Shanghai and Tokyo Motor Show as well as at the Suzuka race track.

This trip to Asia, which lasted several weeks, involved a number of culinary and linguistic adventures as well as complicated "set-up" procedures – one Formula One show car was to be attached to the ceiling of the exhibition hall – and an interview with an Asian television team.

Moving into the future

Assignments such as this require the mechanic to undergo special training in dealing with the imponderables of such an elaborate venture. His cultural competence, adaptability and flexibility are also put to the test – not just during the shipping and unloading of the vehicle, but in terms of coping with his own mobility. On the way to the Suzuka International Racing Course, transport for the journey ranged from a futuristic bullet train to a slow suburban train. Following directions beyond the city limits of Tokyo wasn't easy. If he hadn't had the route written down in Japanese characters before setting out, allowing him to compare it with information on the platforms, the outcome of his journey might well have been uncertain. Such episodes broaden the range of experience of the team which faces ever-new challenges together. Looking back, these efforts have been worthwhile:



Customs clearance Arabian-style: green felt pen embellishment for a Formula One cockpit.

- This year, BMW dominated the Mille Miglia Storica with the 328 MM Coupé Touring. Neither capricious weather nor the challenging route managed to deter car or driver on the road to victory.
- The presence of BMW Group Mobile Tradition at the Techno Classica 2004 was once again a highlight for thousands of visitors who had an opportunity to talk shop about the meticulously kept cars and motorcycles.
- In Malaysia, the BMW Formula One show car was a star turn.

- In Munich, a wedding couple drove to church in a BMW 502 Baur Cabrio.
 - At the Goodwood Festival of Speed, a driver completed the high-speed course in a BMW 3.0 CSL.
 - Vehicles from BMW Group Mobile Tradition mastered 2,000 km through Germany with ease in the eponymous vintage rally.
 - At the BMW Museum Exhibition next to the Olympic Tower, exhibits for a new display concept were set up.
 - In Ludwigshafen, a BMW 2002tii participated in the Crème 21 Youngtimer Rallye.
 - At the NRW Forum in Düsseldorf, all 15 BMW Art Cars went on show under the same roof for the first time.
 - For a comparative "old versus new" test, the magazine "Auto Bild" tested a BMW 635CSi and a BMW 645Ci in the Munich area.
 - BMW Group Mobile Tradition provided a BMW 328 for the 28th International Annual Meeting of the BMW Veteranen-Club in Saarbrücken.
- The list of successful past assignments

Inventory of the collection

Classic cars (series up to 1972)	45
Classic cars (from 1973)	234
Classic bikes (series up to 1975)	49
Classic bikes (series from 1976)	75
Racing cars	79
Racing bikes	22
Total no. of cars	358
Total no. of bikes	146
Racing engines	57

is a long one. Future appearances by vehicles from BMW Group Mobile Tradition are already being planned. History moves with us.

The telephone is ringing in Schleissheimer Strasse. It's a call from Brazil regarding the Formula One Grand Prix. BMW Group Mobile Tradition will be in attendance with a car. Following this conversation, one of the six clocks is adjusted to Sao Paulo time. The chronology of yet another vehicle assignment begins.

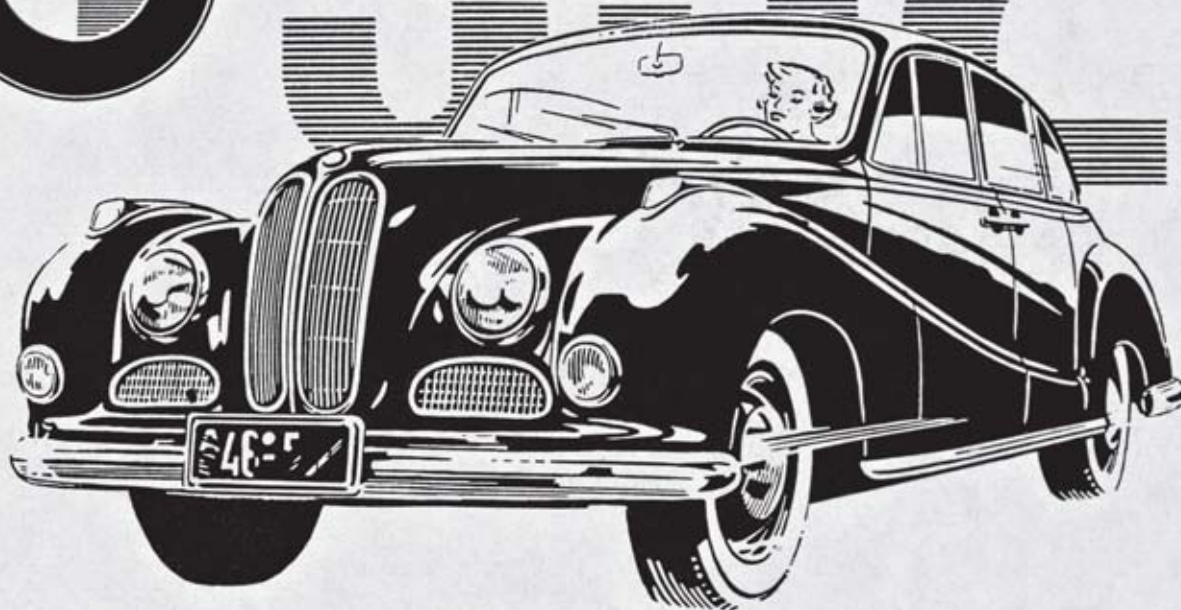


Major event: numerous BMW models go on display every year at the Techno Classica fair in Essen.



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V8 Zylinder



Der Achtzylinder für Automobil-Enthusiasten