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**‘Heroes of Bavaria’: A Collection of BMW’s Most Iconic Race Cars Opens at the LeMay – America’s Car Museum**

**Woodcliff Lake, NJ – May 11, 2018 . . .** Working with the BMW Car Club of America (BMW CCA) Foundation and the LeMay – America’s Car Museum (ACM), BMW of North America LLC. is helping to launch the “Heroes of Bavaria – 75 Years of BMW Motorsports” exhibit at the museum on the evening of May 12. Seventeen of BMWs most iconic race cars from private collectors and the BMWUSA Classic Collection (owned by BMW NA) will chronical and celebrate BMW’s storied motorsports legacy.

“BMW has been a forward looking company throughout its 100+ year history and the race cars from our past truly exemplify the spirit of innovation and engineering that has made BMW what it is today” said Thomas Plucinsky, Head, BMW Group Product Communications and Head of BMWUSA Classic. “We are happy to share eight of our best BMWUSA Classic Collection race cars with visitors to the Heroes of Bavaria exhibit at the LeMay.”

Heroes of Bavaria was the brainchild of the BMW CCA Foundation last year and proved to be a popular exhibit for BMW club members and fans. “Who doesn’t love historic race cars? The premiere of Heroes of Bavaria was the buzz of the BMW enthusiast community in 2017, with people traveling from all over the United States and Europe to get a look” said Scott Dishman, Executive Director, BMW Car Club of America Foundation. “ACM’s debut of Heroes now brings the excitement to the west coast, and the Foundation is proud to have gotten it all started.” For its second major exhibit, the BMW CCA Foundation is preparing an exhibit titled THE ICON: 50 Years of the 2002. This exhibit will celebrate the legendary

BMW 2002 model that cemented BMW's reputation as a true driver's car. THE ICON: 50 Years of the 2002 opens on May 18.

"As proven by the extraordinary collection of race cars within Heroes of Bavaria exhibit, BMW rightfully earns the title of the 'Ultimate Driving Machine.' Their vehicles have been tried-and-tested on race tracks for the last 75 years," said America's Automotive Trust CEO Adam Langsbard. "We're thrilled to be the first to display this unrivalled collection on the West Coast and share BMW's many motorsports accomplishments with the hundreds of thousands guests who visit ACM each year." Made possible largely through an ACM crowdfunding campaign, contributors will enjoy benefits including passes to the exhibit's opening celebration, limited edition posters and books, private tours of the ACM collection and the ability to "adopt-a-winner." One lucky individual can also purchase an exclusive [one-day experience at a BMW performance driving school](#), where they will be able to learn about the theory, physics and mechanics of performance driving.

The Bavarian-themed grand opening celebration at ACM takes place the evening of May 12. As part of the festivities, ACM Master Collector Peter Gleason will moderate a live discussion with notable BMW figures including:

- Bill Auberlen, the winningest factory race car driver in BMW history.
- Erik Wensberg, retired Motorsport and M Brand Manager for BMW of North America
- Thomas Plucinsky, Head, BMW Group Product Communications and BMWUSA Classic

Tickets to the opening night include member discounts and are available at <https://www.americascarmuseum.org/event/bmw-heroes-bavaria-exhibit-grand-opening-celebration/>. A free commemorative poster will be given to the first 150 people through the door.

For those who cannot make the evening opening, ACM Curator of Exhibitory Scot Keller will be leading an exclusive early entry Curator Talk & Tour on the morning of May 13, where he will delve into BMW's history and provide expert insight to the remarkable vehicles on display.

"The Heroes of Bavaria exhibit celebrates the history of BMW racing by featuring noteworthy race cars beginning with the infamous 328," said Keller. "The two-liter 328 – arguably one of the most successful sports cars of the 1930s – is just one of example of

BMW's motoring legacy, having achieved a class win in the celebrated Mille Miglia in 1938 and an overall victory in 1940."

Other notable vehicles include the very first 1961 700 RS, a 1972 3.0 CSL Group 2 Rally Car – the only one of its kind – and a 2000 BMW.Williams Formula F1 driven by Ralf Schumacher in eight races, achieving three podium finishes during the 2000 season.

The rest of the collection, which round out the 16 total vehicles are:

1. 1937 BMW 328 Roadster
2. 1961 700 RS First Built 700 RS
3. 1965 BMW 1800 TI/SA
4. 1972 BMW 3.0 CSL Group 2 Rally #6 Rauro Aaltonen/John Davenport
5. 1977 BMW (E21) 320 Turbo IMSA Group 5 #2 David Hobbs
6. 1981 March-BMW 812 Formula 2 #5 Christian Danner
7. 1981 March-BMW M1/C IMSA #2 David Hobbs/Mark Surer
8. 1986 BMW 635i 'John Player Special' Livery #1
9. 1987 BMW (E30) M3 Korman Firehawk Series #28 Davy Jones
10. 1992 BMW (E36) M3 GTS-3 IMSA #07 'Valvoline' Livery
11. 1994 BMW (E34) M5 Bridgestone Supercar #2 David Donohue
12. 1994 BMW (E36) 320i Super Touring #2 Paul Morris
13. 2000 BMW.Williams FW22 Formula 1 #10 Ralf Schumacher
14. 2011 BMW (E92) M3 GT IMSA Champion #56 Joey Hand/Dirk Mueller
15. 2015 BMW (E89) Z4 GTLM IMSA 'BMW NA 40<sup>th</sup> Anniversary' Livery #25 Auberlen/Werner/Farfus
16. 2017 BMW (F13) M6 GTLM IMSA 'Bill Power' Livery #25 Bill Auberlen/Alexander Sims/Kuno Wittmer

For more information on Heroes of Bavaria opening celebrations, go to [americascarmuseum.org](http://americascarmuseum.org).

**About LeMay – America's Car Museum ([americascarmuseum.org](http://americascarmuseum.org))**

America's Car Museum (ACM), an entity of [America's Automotive Trust](http://AmericasAutomotiveTrust.org), is an international destination for families and auto enthusiasts to celebrate America's love affair with the automobile and learn how it shaped our society. Based in Tacoma, Wash., the stunning 165,000-sq.-ft. facility has been recognized as one of MSN's 10 Best Automotive Museums worldwide, USA Today's 10 Best Museums in Seattle and KING5's Best Museum in

Western Washington. ACM serves as an educational center for students of all ages, features 12 rotating exhibits and hosts AAT's annual Signature Events. For more information, visit [americascarmuseum.org](http://americascarmuseum.org).

To purchase tickets or become an ACM member: [Click Here](#)

### **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 345 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW products is available to consumers via the Internet at: [www.bmwusa.com](http://www.bmwusa.com).

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**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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