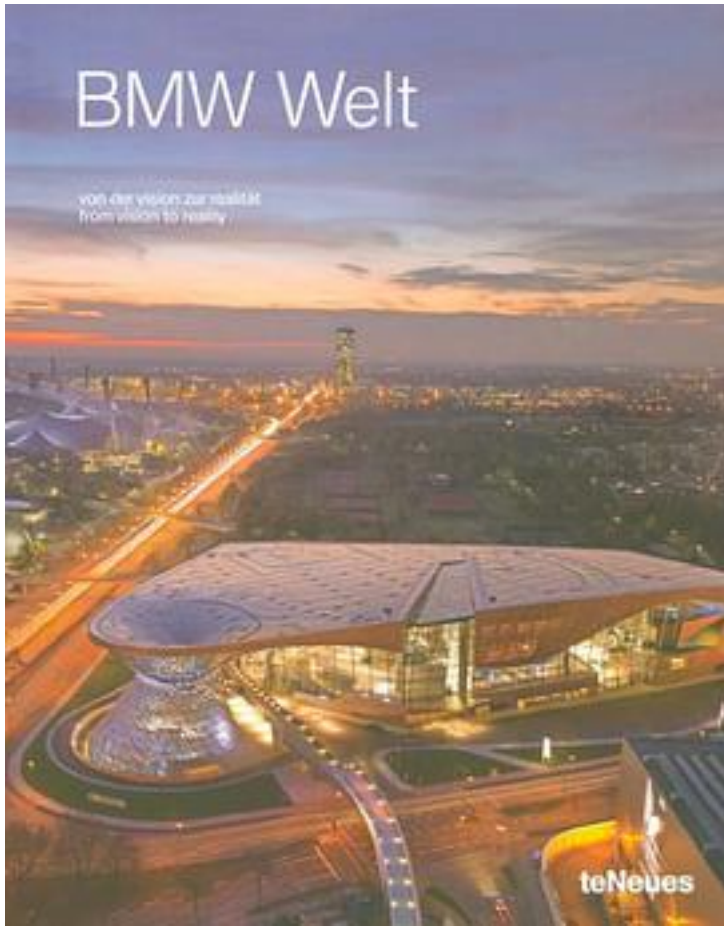


BMW Welt



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In October 2007, BMW Welt opened next to the BMW Group HQ. This architectural landmark is a gateway to all aspects of the brand: tradition and innovation; emotion and precision; dynamics and aesthetics. It is here that new cars are handed over. The stunning space also serves as a display area for BMW-themed events. In the

Technology and Design Atelier, visitors gain insights into the company's innovations and forward-looking technologies. Children can discover the world of mobility in the Junior Campus. This copiously illustrated volume celebrates this distinctive building, an icon of our times.

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