

THE BEST THING ABOUT LEGENDS: THEIR COMEBACK.

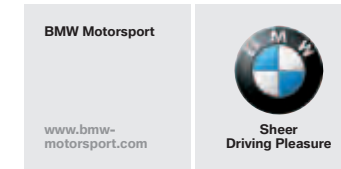
After 20 years the legendary BMW M3 is returning to the German Touring Car Championship (DTM). It is not only the fans that are looking forward to this comeback in Europe's biggest touring car series. The drivers, engineers and mechanics can barely await the start of the first race either. As a founding member and the first champion, BMW played a crucial part in shaping the DTM.

The DTM has always been a race series that promises one thing above all else: authenticity. First of all, authenticity with regard to serial production – because the racing cars unmistakably have their origins on the street. Secondly, authenticity for the fans – because the spectators here are served a genuine and unfiltered form of racing that is truly palpable.

Only the interplay of 40 years of racing experience, the most advanced art of engineering and highly skilled driving intuition can turn a BMW M3 into a BMW M3 DTM.



BMW E30 M3, 1992



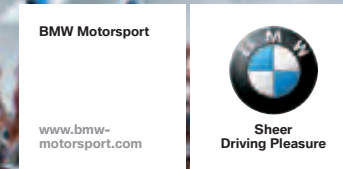
WE'RE BACK IN THE RACE. WWW.BMW-MOTORSPORT.COM

**For orders and enquiries regarding the Motorsport POS materials.
Please get in touch with your NSC contact person.**

For enquiries please get in touch with:
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For any other questions regarding orders,
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CHAMPIONSHIP STARTS WITH . AND YOU HAVE A FRONT ROW SEAT.



BMW M3 DTM

Technical specifications

Length	4,775 mm (excluding rear wing)
Width	1,950 mm
Height	approx. 1,200 mm (depending on suspension set-up)
Tank capacity	120 litres
Gearbox	sequential 6-speed sports transmission
Wheels	aluminium forged wheels 18" x 12" front, 18" x 13" rear

Engine data

Engine design	V8 naturally aspirated 4 valves per cylinder
Capacity	4,000 ccm
Max. power	approx. 480 h.p. (with air restrictor as per regulations)

YOUR POS IS PART OF THE RACING TEAM. SHOW IT OFF.

The comeback of the DTM adds a new attraction to your POS. Impress your customers and bring the excitement of motorsports right into your showroom. The attractive advertising materials communicate the very highest level of performance and passion – precisely what suits you.



Window display stickers

Measurements 2,000 x 620 mm
Printed on both sides
Article no. 893943619



Information flyer BMW M3 DTM
Measurements 105 x 148 mm
Article no. 893943615

Fan card including lanyard

Measurements 55 x 105 mm
50 fan cards
incl. 50 lanyards
Article no. 893943613



Counter display set with fan cards, lanyards and information folders

Measurements 250 x 450 mm
Incl. base with compartment for information flyer and pegs for fan card with lanyard
Article no. 893943611



Pillar*

Measurements 600 x 1,800 mm
Article no. 893943608
Alternatively: Showroom display (no picture)*
Measurements 598 x 1791 mm
Article no. 89394360901



Communication screen*
Measurements 2,800 x 1,200 mm
Article no. 89394362101
Alternatively: Information board (no picture)*
Measurements 1,220 x 1,840
Article no. 89394362001

* These advertising materials cannot be ordered from stock. Therefore they do not count for the minimum order value of the prize draw. You can obtain the production data via your NSC.



Floor stickers

Measurements 1,000 x 400 mm
Printed transparent floor sticker (white lettering with starting and finishing line)
Article no. 893943617

IN MARCH, WE'LL ACCELERATE EVEN MORE



Starting in March, you can look forward to an extensive motorsports package for your POS.

Pre-order now: DIN A1 poster with race car motifs, showroom DVD, autograph cards of the six drivers, the three team managers and Jens Marquardt, branded pens, I // M FAN stickers, sweets as well as the exclusive BMW Motorsport Team Brochure "110%" with thrilling reports from the world of motorsports.
For more information please contact your NSC.

YOU MAKE THE RACE. WITH YOUR CUSTOMERS.

After a 20-year absence, the legendary BMW M3 is returning to the DTM. And you and your customers can experience it live. An exciting programme awaits you in the BMW VIP Hospitality: Meet our team during the tours at the BMW pits and paddock. Get to know the drivers' personal side on stage during the team talk and look forward with excitement to the extensive information and reports which will be directly displayed to you live. Along with the exclusive catering throughout the days of the event, you'll additionally receive an attractive BMW M Race package and be given access to all the official areas. We're looking forward to welcoming you live at the race circuit. Order your tickets today at bmw-motorsport.com/tickets!



If you order 10 or more VIP tickets per race you can even host your customers at the race track and receive, among other things, individually branded tables in the BMW VIP Hospitality. For more information contact [welcome@bmw-motorsport.com](mailto:welcomed@bmw-motorsport.com)

MORE HP AT THE POS. FOR WINNERS WHO JUST CAN'T GET ENOUGH.

With the new Motorsport POS materials, you'll be the race leader in 2012. And if you order communication materials worth at least 790 euros by 26 February 2012, you'll have the chance to win our mega event kit – an original BMW Show Garage, which we'll run in the outdoor area of your dealership. Your customers will be absolutely thrilled! Among other things, the mega event kit contains the BMW M3 DTM

Show Car, a variety of interactive modules, monitors as well as an imitation command centre to provide that professional racing feeling. We'll take care of setting it up and dismantling it, running and manning it; transport is not included. The use of the BMW Show Garage is subject to availability.



WIN FANS AND CUSTOMERS. ORDER NOW VIA YOUR NSC.