

Click to prove  
you're human

























[illegible]



declining luxury cars, declining profitable motorcycle sales as the economy improved and small profit margins from microcars meant BMW was in serious financial trouble. A "600" 4 seat version of the Isetta, with the "fridge" front door and one side door and a 600 cc air cooled horizontal twin motorcycle engine, was a sales flop. This led to a "proper car" styling by Michaelson and the 600 was developed into the 600s which was available for fund raising. The company was nearly taken over by rival Daimler-Benz. Herbert Quandt and Harald Quandt, had acquired a controlling interest, largely based on the sales prospect of the 700 result in the company surviving as a separate entity. The Quandts' father, Günther Quandt, was a well-known German industrialist. Quandt joined the Nazi party in 1933 and made a fortune among the German Wehrmacht, manufacturing weapons and batteries.[5][6] Many of his enterprises had been appropriated from Jewish owners under duress and with minimal compensation. At least three of his enterprises made extensive use of slave laborers, as many as 50,000 in all.[7][8] One of his battery factories had its own on-site concentration camp, complete with gallows. While the Quandt family and BMW were not directly connected during the war, funds amassed in the Nazi era by his father allowed Herbert Quandt to buy BMW.[9] The BMW 700 was successful and assisted in the company's recovery. The 1962 introduction of the BMW New Class compact sedans was the beginning of BMW's reputation as a leading manufacturer of sport-oriented cars. Throughout the 1960s, BMW expanded its range by adding coupe and luxury sedan models. The BMW 5 Series mid-size sedan range was introduced in 1972, followed by the BMW 3 Series compact sedans in 1975, the BMW 6 Series luxury coupes in 1976 and the BMW 7 Series large luxury sedans in 1978. The BMW M division released its first road car, a mid-engine supercar, in 1978. This was followed by the BMW M5 in 1984 and the BMW M3 in 1986. Also in 1986, BMW introduced its first V12 engine in the 750i luxury sedan. The company purchased the Rover Group in 1994, but the takeover was not successful and caused BMW large financial losses. In 2000, BMW sold off most of the Rover brands, retaining only Mini. BMW acquired the rights to the Rolls-Royce brand in 1998. The 1995 BMW Z3 expanded the line-up to include a mass-production two-seat roadster, and the 1999 BMW X5 was the company's entry into the SUV market. Their first mass-produced turbocharged petrol engine was introduced in 1980 (m102), with most engines switching over to turbocharging over the following decade. The first hybrid BMW was the 2010 BMW ActiveHybrid 7, and BMW's first electric car was the BMW i3 city car, which was released in 2013. After many years of establishing a reputation for sporting rear-wheel drive cars, BMW's first front-wheel drive car was the 2014 BMW 2 Series Active Tourer (a four-door MPV). 1917 BMW iIla aircraft engine 016 advertisement for Bayerische Flugzeugwerke BMW's origins can be traced back to three separate German companies: Rapp Motorenwerke, Bayerische Flugzeugwerke and Fahrzeugfabrik Eisenach.[citation needed] The history of the name itself begins with Rapp Motorenwerke, an aircraft engine manufacturer which was established in 1913 by Karl Rapp. A site near the Oberwieselfen was chosen because it was close to Bayerische Flugzeugwerke (then called Otto Flugmaschinenfabrik), with whom he had contracts to supply his four-cylinder aircraft engines.[10] Rapp was also sub-contracted by Austro-Daimler to manufacture their V12 aircraft engines, under the supervision of Franz Josef Popp, who was delegated to Munich from Vienna.[10] Popp did not restrict himself to the role of observer, becoming actively involved in the overall management of the company.[11] In April 1917, following founder Karl Rapp's departure, Rapp Motorenwerke was renamed to Bayerische Motoren Werke (BMW).[12]:11 BMW's first product was the BMW iIla aircraft engine. The iIla engine was known for good fuel economy and high-altitude performance.[13] The resulting orders for iIla engines from the German military caused rapid expansion for BMW. The large orders received from the Luftstreitkräfte for the BMW iIla engine were overwhelming for the small company, however government officials in the relevant ministries were able to give BMW extensive practical support for the rapid expansion[14] and funding to build a new factory near BMW's existing workshops. The German Empire did not, however, wish to go on supporting BMW with loans and guarantees, and therefore urged the flotation of a public limited company.[15] The name change to Bayerische Motoren Werke compelled management to devise a new logo for the company, and the famous BMW logo was designed at this time. However, they remained true to the imagery of the previous Rapp Motorenwerke emblem.[16] Thus, both the old and the new emblems were built up in the same way - the company name was placed in a black circle, which was once again given a material form by placing a symbol within it. By analogy with this, the blue and white panels of the Bavarian national flag were placed at the center of the BMW logo. Not until the late 1920s was the logo lent a new interpretation as representing a rotating propeller.[17] BMW's corporate history considers the founding date of Bayerische Flugzeugwerke (7 March 1916) to be the birth of the company.[12] BfW Helios motorcycle After the end of World War I in 1918, BMW was forced to cease aircraft engine production by the terms of the Treaty of Versailles.[18] At the time, Max Wiedmann held about 80 percent of the shares in BMW, the majority of which were obtained from his father-in-law Julius Auspitzer. Following Wiedmann's capitulation, the company was renamed from BMW GmbH to BMW AG and registered as a company on 13 August 1918, taking over the manufacturing assets, order book and workforce from BMW GmbH.[19][additional citation(s) needed] The shares in BMW AG were owned by the Viennese financier Camillo Castiglioni (33%), the Nuremberg industrialist Fritz Neumeyer (33%), Bayerische Bank (17%) and Norddeutsche Bank (17%).[14] To remain in business, BMW produced farm equipment, household items and railway brakes. The BMW M2B15 industrial engine was also used in various motorcycles, including the 1920 Helios model built by Bayerische Flugzeugwerke (which would later merge with BMW). This was not enough and BMW became a sub-contract manufacturer for braking system manufacturer Süddeutsche Bremsen-AG [de], now known as Knorr-Bremse Share of the Bayerische Motoren Werke AG, issued September 1925, signed by Camillo Castiglioni as member of the supervisory board On 20 May 1922, Camillo Castiglioni purchased back the rights to the name BMW for 75 million reichsmarks. Castiglioni was also an investor in another aircraft company, called Bayerische Flugzeugwerke (formerly Otto Flugmaschinenfabrik), which he renamed to Bayerische Motoren Werke AG.[20] The disused factory of Bayerische Flugzeugwerke on Lerchenauer Straße was re-opened to produce engines for buses, trucks, farm equipment and pumps under the BMW brand name. BMW's headquarters have been at that location ever since.[10][12][22][23] BMW 801 radial engine BMW 003 jet engine With German rearmament in the 1930s, the company again began producing aircraft engines for the Luftwaffe. In 1939, BMW bought Brandenburgische Motorenwerke, also known as Bramo, from the Siemens group of companies and merged it with its aircraft engine division under the name BMW Flugmotorenbau GmbH. A new factory at Allach, outside Munich, began production of aircraft engines later that year.[24] Over 30,000 aero engines were manufactured through 1945, as well as over 500 jet engines such as the BMW 003. To enable this massive production effort, forced labor was utilized, consisting primarily of prisoners from concentration camps such as Dachau and Munich-Allach.[25][26] By the end of the war, almost 50% of the 50,000-person workforce at BMW AG consisted of prisoners from concentration camps.[27] Among its successful World War II engine designs were the BMW 132 and BMW 801 air-cooled radial engines, and the pioneering BMW 003 axial-flow turbojet. Towards the end of the Third Reich, BMW developed some military aircraft projects for the Luftwaffe—the Strahlbomber, Schnellbomber and Strahljäger—but none of them reached production. Main article: History of BMW motorcycles BMW R24 BMW's motorcycle history began in 1921 when the company commenced manufacturing engines for other companies. BMW's own motorcycles—sold under the BMW Motorrad brand— began in 1923 with the BMW R 32,[28] (which was powered by a flat-twin engine (also called a "boxer-twin" engine). Production of motorcycles with flat-twin engines continues to this day, however BMW has also produced many models with other types of engine. BMW 3/15PS (1928-1931)BMW 3/20 (1932-1934)BMW 328 (1936-1940) BMW's production of automobiles began in 1928, when the company purchased the Automobilwerk Eisenach car company from Gothaer Waggonfabrik. Eisenach's current model was the Dixi 3/15, a licensed copy of the Austin 7 which had begun production in 1927. Following the takeover, the Dixi 3/15 became the BMW 3/15, BMW's first production car.[29][30][31][32] Towards the end of 1930, BMW attempted to introduce a new front axle with independent wheel suspension for both their models, the BMW "Dixi" 3/15 DA4 and BMW "Wartburg" DA3, but this resulted in accidents with the prototypes because of construction faults.[33] In 1932, the BMW 3/20 became the first BMW automobile designed entirely by BMW. It was powered by a four-cylinder engine, which BMW designed based on the Austin 7 engine. BMW's first automotive straight-six engine was released in 1933.[34][35] In the BMW 303, which was larger and more conventional than its 3/20 predecessor.[36][34] The 303 was also the first BMW to use the "kidney grille" that would become a characteristic of BMW styling.[37] The 303 formed the basis for the four-cylinder 300 and the larger-engined 315 and 319.[38][39] while the 315/1 and 319/1 roadsters were built using the chassis of the 303.[38][40] and the restyled 329.[41] The 303 platform was supplemented in 1936 by the BMW 326, a larger luxury car with a more rigid frame. The 326 was BMW's first four-door sedan.[42][43] A shortened version of the 326 chassis was used in the BMW 320 (which replaced the 329), the BMW 321 (which replaced the 320) and in the BMW 327 coupe.[44][45] Also in 1936, the BMW 328 sports car replaced the 315/1 and 319/1. Unlike its predecessors, the 328 had a purpose-built chassis and a unique engine (the BMW M328) which produced 59 kW (79 bhp; 80 PS).[41][46] From its introduction at the Eifelrennen race at the Nürburgring in 1936, where Ernst Henne drove it to win the 2.0 litre class.[41][47] to the overall victory of Fritz Huschke von Hanstein at the 1940 Brescia Grand Prix during World War II.[48][49] The 328 was highly successful in motor racing, with more than 100 class wins in 1937 alone.[50][51] The BMW 335 luxury car was produced from 1939 to 1941.[51] It was built using an extended version of the 326 chassis with the larger BMW M335 straight-six engine.[52] BMW 3/15PS (1928-1931) BMW 303 (1932-1934) BMW 335 (1939-1941) BMW-built BMW 340 (1945-1955)Bristol 400 (1947-1950) In East Germany, the BMW factories at Eisenach-Dürrenhof, Wandlitz-Basdorf and Zühlsdorf were seized by the Soviet Union. The factory at Eisenach was taken over by the Soviet Autowelo Company.[53][54] and resumed production of the BMW 321 in 1945, just after motorcycle production also resumed.[53][54] A mildly revised BMW 327 entered production in 1948, followed by the BMW 340 in 1948. These were sold under the BMW name with the BMW logo affixed to them.[55] To protect its trademarks, BMW AG legally severed its Eisenach branch from the company. The Soviet Autowelo Company continued production of the 327 and 340 under the Eisenacher Motorenwerk (EMW) brand with a red and white version of the logo until 1955.[53] In West Germany, many of the BMW factories had been heavily bombed during the war. By the end of the war, the Munich plant was completely destroyed.[56] BMW was banned by the Allies from producing motorcycles or automobiles. During this ban, BMW used basic second-hand and salvaged equipment to make pots and pans, later expanding to other kitchen supplies and bicycles. In 1948, BMW was still barred from producing automobiles, however, the Bristol Aeroplane Company (BAC) inspected the factory, and returned to Britain with plans for the 327 model and the six-cylinder engine as official war reparations. Bristol then employed BMW engineer Fritz Fiedler to lead their engine development team.[57] In 1947, the newly formed Bristol Cars released their 400 coupé, a lengthened version of the BMW 327, that featured BMW's double-kidney grille.[57] By the end of the 1940s BMW had returned to motorcycle manufacture but still had not restarted automobile manufacture.[58] There were several approaches considered regarding how to re-enter the automotive market. Kurt Donath, technical director of BMW and general manager of the Milbertshofen factory,[53] advocated to produce another manufacturer's old models under licence, also purchasing the tooling to produce the cars from the other manufacturer.[59] Chief engineer Alfred Böning's preferred approach was a small economy car, and he developed the BMW 331 prototype, powered by a 600 cc (37 cu in) motorcycle engine.[59] In the end, it was sales director Hanns Grewenig's proposal that was successful. Grewenig believed that BMW's small production capacity was best suited to luxury cars with high profit margins, similar to the cars BMW made just before the war. To this end, he had Böning and his team design the BMW 501 luxury sedan.[60] The 501 was unveiled in 1951, however delays in receiving and setting up equipment caused production of the 501 to be delayed until late 1952.[61][62] BMW 502 (1954-1964)BMW iIsetta (1955-1962)BMW 507 (1956-1959) There were delays in the 501 luxury sedan because of the public response to the introduction of the Mercedes-Benz 300SL and Mercedes-Benz 190SL in 1954. BMW began development of a sports car based on the platform of the BMW 502 luxury sedan.[76] The styling was contracted out to industrial designer Albrecht von Goertz, who designed a two-seat roadster and a four-seat grand tourer versions.[77] The BMW 507 roadster was introduced at the Waldorf-Astoria Hotel in New York in early 1955.[78][79] while the BMW 503 four-seater was introduced a few months later.[77] However, high prices would be the downfall of both models. Max Hoffman, the BMW importer for the United States, told BMW that he would order 500 507s if he could sell them for US\$55,000 each. When the selling price was given as about twice that, and higher than the 300SL, he withdrew his offer.[80][81] 412 units of the 503 and 253 of the 507 were built during their production runs from 1956 (May for the 503, November for the 507) to March 1959.[81][82][83] BMW 700 (1959-1965)BMW New Class (1962-1972)Munich BMW factory in 1968 By 1959, BMW was in debt and losing money.[84] The iIsetta was selling well but with small profit margins.[85] Their 501-based luxury sedans were not selling well enough to be profitable and were becoming increasingly out-dated.[86] Their 503 coupé and 507 roadster were too expensive to be profitable.[86] The BMW 600, a four-seater based on the iIsetta, was selling poorly.[73] The motorcycle market imploded in the mid-1950s with increasing affluence turning Germans away from motorcycles and toward cars.[87] BMW had sold their Allach plant to MAN in 1954.[88] American Motors and the Rootes Group had both tried to acquire BMW.[89] At BMW's annual general meeting on 9 December 1959, Dr. Hans Feith, chairman of BMW's supervisory board, proposed a merger with Daimler-Benz. The dealers and small shareholders opposed this suggestion and rallied around a counter-proposal by Dr. Friedrich Mathern, which gained enough support to stop the merger.[85][89] At that time, the Quandt Group, led by half-brothers Herbert and Harald Quandt, had recently increased their holdings in BMW and had become their largest shareholder.[89] By the end of November 1960, the Quandts owned two-thirds of BMW's stock and the company was controlled by them.[84] In 1960, the development program began for a new range of models, called the "Neue Klasse" (New Class) project.[92] The resulting BMW New Class four-door sedans, introduced in 1962, are credited for saving the company financially and establishing BMW's identity as a producer of sports sedans. The New Class had front disc brakes and four-wheel independent suspension,[93] which helped establish BMW's reputation for sporting cars. It was the first BMW to officially feature the "Hofmeister kink", the rear window line that has been a styling feature of most BMWs since.[94] By 1963, with the company back on its feet, BMW offered dividends to its shareholders for the first time since World War II.[95] In 1965, the New Class range was expanded with the New Class Coupés luxury models. The following year, the two-door version of the 1600 was launched, along with a convertible in 1967. These models began the BMW 02 Series, of which the 2002 sports sedan model was the best known.[96] BMW acquired the Hans Glas company based in Dingolfing, Germany, in 1966. Glas vehicles were briefly badged as BMW until the company was fully absorbed. It was reputed that the acquisition was mainly to gain access to Glas' development of the timing belt with an overhead camshaft in automotive applications,[97] although some saw Glas' Dingolfing plant as another incentive. However, this factory was outmoded and BMW's biggest immediate gain was, according to themselves, a stock of highly qualified engineers and other personnel.[98] The Glas factories continued to build a limited number of their existing models, while adding the manufacture of BMW front and rear axles until they could be closer incorporated into BMW.[99] E9 3.0 CSL In 1968, production of the BMW M30 engine began. BMW's first straight-six engine since World War II which would remain in production for 24 years. This engine coincided with the launch of the New Six large sedans (the predecessor to the 7 Series) and New Six CS large coupes (the predecessor to the 6 Series). The first generation of the BMW 5 Series mid-size sedans were introduced in 1972, to replace the 1968 BMW 2 Series platform. The 5 Series platform was no longer used in 1978. E30 M3 The 1978 BMW M1 was BMW's first mid-engined sports car and was developed in conjunction with Lamborghini. It was also the first road car produced by BMW's motorsport division, BMW M. In 1980, the M division produced its first model based on a regular production vehicle, the E12 5 Series M35Si. The M35Si is the predecessor to the BMW M5, which was introduced in 1985 based on the E28 5 Series platform. In 1983, BMW introduced its first diesel engine, the BMW M21. The first all-wheel drive BMW was the E30 3 Series 325iX model, which began production in 1985. The E30 became BMW's first model produced in a station wagon (estate) body style, when the "Touring" model was introduced in 1987. The 1986 E32 7 Series 750i model was BMW's first car to use a V12 engine. The E32 was also the first sedan to be available with a long-wheelbase body style (badged "iL" or "Li"). The BMW M3 was introduced in 1985, as part of the E30 3 Series model range. E31 8 Series The 8 Series range of large coupes was introduced in 1989 and in 1992 was the first application of BMW's first V8 engine in 25 years, the BMW M60. It was also the first BMW to use a multi-link rear suspension, a design which was implemented for mass-production in 1990 E36 3 Series. The E34 5 Series, introduced in 1988, was the first 5 Series to be produced with all-wheel drive or a wagon body style. In 1989, the limited-production BMW Z1 began BMW's first line of two-seat convertible Z Series models. In 1993, the BMW 3 Series Compact (built on the E36 3 Series platform) was BMW's first hatchback model (except for the limited production 02 Series "Touring" models). These hatchback models formed a new entry-level model range below the other 3 Series models. In 1992, BMW acquired a large stake in California-based industrial design studio DesignworksUSA, which they fully acquired in 1995. Their first automotive assembly plant outside of Germany was announced to be built in Greer, South Carolina (between Greenville and Spartanburg) in the United States. It was assembling cars a year later. The 1993 McLaren F1 is powered by a BMW V12 engine. BMW Z3 (1995-2002)Rover 75 (1998-2005) In 1994, BMW bought the British Rover Group[100] (which at the time consisted of the Rover, Land Rover, Mini and MG brands as well as the rights to defunct Austin and Morris brands), and owned it for six years. The purchase of Rover was not successful. Already struggling after years of industrial disputes, Rover had a poor reputation but in trying to improve its image it would become a rival to the BMW market segment. BMW found it difficult to reposition the English automaker alongside its own products and the Rover division was faced with endless changes in its marketing strategy. In the six years under BMW, Rover was positioned as a premium automaker, a mass-market automaker, a division of BMW and an independent unit. The 1996 documentary, When Rover Met BMW gave some insight into the difficulties faced by the two companies.[101] By 2000, Rover was incurring huge losses and BMW decided to sell off several of the brands. The MG and Rover brands were sold to the Phoenix Consortium to form MG Rover, while Land Rover was taken over by Ford. BMW, meanwhile, retained the rights to Mini (the all new Mini was launched in 2001). Back in Germany, the 1995 E38 7 Series 752tds was the first 7 Series to use a diesel engine. The E39 5 Series was also introduced in 1995 and was the first 5 Series to use rack-and-pinion steering and a significant number of suspension parts made from lightweight aluminum. The Z3 two-seat convertible and coupe models were introduced in 1995. These were the first mass-produced models outside of the 1/35 Series and the first model to be solely manufactured outside Germany (in the United States, in this case). In 1998, the E46 3 Series was introduced, with the M3 model featuring BMW's most powerful naturally aspirated engine to date. E53 X5 (1999-2006)E65 7 Series (2001-2008) with controversial rear-end styling BMW's first SUV, the X5, was introduced in 1999. The X5 was a large departure from BMW's image of sporting "driver's cars", however, it was very successful and resulted in other SUVs being introduced, such as the smaller X3 in 2003. The 2001 E65 7 Series was BMW's first model to use a 6-speed automatic transmission and the iDrive infotainment system. The E65 also attracted controversy for its exterior styling.[102] In 2002, the New Class series ended with the BMW 7 Series, a rear-mounted 697 cc (43 cu in) engine (based on the BMW i667 motorbike engine). The 700 was available as a 2-door sedan, a coupe and a "RS" model for racing.[90][91] In 1960, the development program began for a new range of models, called the "Neue Klasse" (New Class) project.[92] The resulting BMW New Class four-door sedans, introduced in 1962, are credited for saving the company financially and establishing BMW's identity as a producer of sports sedans. The New Class had front disc brakes and four-wheel independent suspension,[93] which helped establish BMW's reputation for sporting cars. It was the first BMW to officially feature the "Hofmeister kink", the rear window line that has been a styling feature of most BMWs since.[94] By 1963, with the company back on its feet, BMW offered dividends to its shareholders for the first time since World War II.[95] In 1965, the New Class range was expanded with the New Class Coupés luxury models. The following year, the two-door version of the 1600 was launched, along with a convertible in 1967. These models began the BMW 02 Series, of which the 2002 sports sedan model was the best known.[96] BMW acquired the Hans Glas company based in Dingolfing, Germany, in 1966. Glas vehicles were briefly badged as BMW until the company was fully absorbed. It was reputed that the acquisition was mainly to gain access to Glas' development of the timing belt with an overhead camshaft in automotive applications,[97] although some saw Glas' Dingolfing plant as another incentive. However, this factory was outmoded and BMW's biggest immediate gain was, according to themselves, a stock of highly qualified engineers and other personnel.[98] The Glas factories continued to build a limited number of their existing models, while adding the manufacture of BMW front and rear axles until they could be closer incorporated into BMW.[99] E9 3.0 CSL In 1968, production of the BMW M30 engine began. BMW's first straight-six engine since World War II which would remain in production for 24 years. This engine coincided with the launch of the New Six large sedans (the predecessor to the 7 Series) and New Six CS large coupes (the predecessor to the 6 Series). The first generation of the BMW 5 Series mid-size sedans were introduced in 1972, to replace the 1968 BMW 2 Series platform. The 5 Series platform was no longer used in 1978. E30 M3 The 1978 BMW M1 was BMW's first mid-engined sports car and was developed in conjunction with Lamborghini. It was also the first road car produced by BMW's motorsport division, BMW M. In 1980, the M division produced its first model based on a regular production vehicle, the E12 5 Series M35Si. The M35Si is the predecessor to the BMW M5, which was introduced in 1985 based on the E28 5 Series platform. In 1983, BMW introduced its first diesel engine, the BMW M21. The first all-wheel drive BMW was the E30 3 Series 325iX model, which began production in 1985. The E30 became BMW's first model produced in a station wagon (estate) body style, when the "Touring" model was introduced in 1987. The 1986 E32 7 Series 750i model was BMW's first car to use a V12 engine. The E32 was also the first sedan to be available with a long-wheelbase body style (badged "iL" or "Li"). The BMW M3 was introduced in 1985, as part of the E30 3 Series model range. E31 8 Series The 8 Series range of large coupes was introduced in 1989 and in 1992 was the first application of BMW's first V8 engine in 25 years, the BMW M60. It was also the first BMW to use a multi-link rear suspension, a design which was implemented for mass-production in 1990 E36 3 Series. The E34 5 Series, introduced in 1988, was the first 5 Series to be produced with all-wheel drive or a wagon body style. In 1989, the limited-production BMW Z1 began BMW's first line of two-seat convertible Z Series models. In 1993, the BMW 3 Series Compact (built on the E36 3 Series platform) was BMW's first hatchback model (except for the limited production 02 Series "Touring" models). These hatchback models formed a new entry-level model range below the other 3 Series models. In 1992, BMW acquired a large stake in California-based industrial design studio DesignworksUSA, which they fully acquired in 1995. Their first automotive assembly plant outside of Germany was announced to be built in Greer, South Carolina (between Greenville and Spartanburg) in the United States. It was assembling cars a year later. The 1993 McLaren F1 is powered by a BMW V12 engine. BMW Z3 (1995-2002)Rover 75 (1998-2005) In 1994, BMW bought the British Rover Group[100] (which at the time consisted of the Rover, Land Rover, Mini and MG brands as well as the rights to defunct Austin and Morris brands), and owned it for six years. The purchase of Rover was not successful. Already struggling after years of industrial disputes, Rover had a poor reputation but in trying to improve its image it would become a rival to the BMW market segment. BMW found it difficult to reposition the English automaker alongside its own products and the Rover division was faced with endless changes in its marketing strategy. In the six years under BMW, Rover was positioned as a premium automaker, a mass-market automaker, a division of BMW and an independent unit. The 1996 documentary, When Rover Met BMW gave some insight into the difficulties faced by the two companies.[101] By 2000, Rover was incurring huge losses and BMW decided to sell off several of the brands. The MG and Rover brands were sold to the Phoenix Consortium to form MG Rover, while Land Rover was taken over by Ford. BMW, meanwhile, retained the rights to Mini (the all new Mini was launched in 2001). Back in Germany, the 1995 E38 7 Series 752tds was the first 7 Series to use a diesel engine. The E39 5 Series was also introduced in 1995 and was the first 5 Series to use rack-and-pinion steering and a significant number of suspension parts made from lightweight aluminum. The Z3 two-seat convertible and coupe models were introduced in 1995. These were the first mass-produced models outside of the 1/35 Series and the first model to be solely manufactured outside Germany (in the United States, in this case). In 1998, the E46 3 Series was introduced, with the M3 model featuring BMW's most powerful naturally aspirated engine to date. E53 X5 (1999-2006)E65 7 Series (2001-2008) with controversial rear-end styling BMW's first SUV, the X5, was introduced in 1999. The X5 was a large departure from BMW's image of sporting "driver's cars", however, it was very successful and resulted in other SUVs being introduced, such as the smaller X3 in 2003. The 2001 E65 7 Series was BMW's first model to use a 6-speed automatic transmission and the iDrive infotainment system. The E65 also attracted controversy for its exterior styling.[102] In 2002, the New Class series ended with the BMW 7 Series, a rear-mounted 697 cc (43 cu in) engine (based on the BMW i667 motorbike engine). The 700 was available as a 2-door sedan, a coupe and a "RS" model for racing.[90][91] In 1960, the development program began for a new range of models, called the "Neue Klasse" (New Class) project.[92] The resulting BMW New Class four-door sedans, introduced in 1962, are credited for saving the company financially and establishing BMW's identity as a producer of sports sedans. The New Class had front disc brakes and four-wheel independent suspension,[93] which helped establish BMW's reputation for sporting cars. It was the first BMW to officially feature the "Hofmeister kink", the rear window line that has been a styling feature of most BMWs since.[94] By 1963, with the company back on its feet, BMW offered dividends to its shareholders for the first time since World War II.[95] In 1965, the New Class range was expanded with the New Class Coupés luxury models. The following year, the two-door version of the 1600 was launched, along with a convertible in 1967. These models began the BMW 02 Series, of which the 2002 sports sedan model was the best known.[96] BMW acquired the Hans Glas company based in Dingolfing, Germany, in 1966. Glas vehicles were briefly badged as BMW until the company was fully absorbed. It was reputed that the acquisition was mainly to gain access to Glas' development of the timing belt with an overhead camshaft in automotive applications,[97] although some saw Glas' Dingolfing plant as another incentive. However, this factory was outmoded and BMW's biggest immediate gain was, according to themselves, a stock of highly qualified engineers and other personnel.[98] The Glas factories continued to build a limited number of their existing models, while adding the manufacture of BMW front and rear axles until they could be closer incorporated into BMW.[99] E9 3.0 CSL In 1968, production of the BMW M30 engine began. BMW's first straight-six engine since World War II which would remain in production for 24 years. This engine coincided with the launch of the New Six large sedans (the predecessor to the 7 Series) and New Six CS large coupes (the predecessor to the 6 Series). The first generation of the BMW 5 Series mid-size sedans were introduced in 1972, to replace the 1968 BMW 2 Series platform. The 5 Series platform was no longer used in 1978. E30 M3 The 1978 BMW M1 was BMW's first mid-engined sports car and was developed in conjunction with Lamborghini. It was also the first road car produced by BMW's motorsport division, BMW M. In 1980, the M division produced its first model based on a regular production vehicle, the E12 5 Series M35Si. The M35Si is the predecessor to the BMW M5, which was introduced in 1985 based on the E28 5 Series platform. In 1983, BMW introduced its first diesel engine, the BMW M21. The first all-wheel drive BMW was the E30 3 Series 325iX model, which began production in 1985. The E30 became BMW's first model produced in a station wagon (estate) body style, when the "Touring" model was introduced in 1987. The 1986 E32 7 Series 750i model was BMW's first car to use a V12 engine. The E32 was also the first sedan to be available with a long-wheelbase body style (badged "iL" or "Li"). The BMW M3 was introduced in 1985, as part of the E30 3 Series model range. E31 8 Series The 8 Series range of large coupes was introduced in 1989 and in 1992 was the first application of BMW's first V8 engine in 25 years, the BMW M60. It was also the first BMW to use a multi-link rear suspension, a design which was implemented for mass-production in 1990 E36 3 Series. The E34 5 Series, introduced in 1988, was the first 5 Series to be produced with all-wheel drive or a wagon body style. In 1989, the limited-production BMW Z1 began BMW's first line of two-seat convertible Z Series models. In 1993, the BMW 3 Series Compact (built on the E36 3 Series platform) was BMW's first hatchback model (except for the limited production 02 Series "Touring" models). These hatchback models formed a new entry-level model range below the other 3 Series models. In 1992, BMW acquired a large stake in California-based industrial design studio DesignworksUSA, which they fully acquired in 1995. Their first automotive assembly plant outside of Germany was announced to be built in Greer, South Carolina (between Greenville and Spartanburg) in the United States. It was assembling cars a year later. The 1993 McLaren F1 is powered by a BMW V12 engine. BMW Z3 (1995-2002)Rover 75 (1998-2005) In 1994, BMW bought the British Rover Group[100] (which at the time consisted of the Rover, Land Rover, Mini and MG brands as well as the rights to defunct Austin and Morris brands), and owned it for six years. The purchase of Rover was not successful. Already struggling after years of industrial disputes, Rover had a poor reputation but in trying to improve its image it would become a rival to the BMW market segment. BMW found it difficult to reposition the English automaker alongside its own products and the Rover division was faced with endless changes in its marketing strategy. In the six years under BMW, Rover was positioned as a premium automaker, a mass-market automaker, a division of BMW and an independent unit. The 1996 documentary, When Rover Met BMW gave some insight into the difficulties faced by the two companies.[101] By 2000, Rover was incurring huge losses and BMW decided to sell off several of the brands. The MG and Rover brands were sold to the Phoenix Consortium to form MG Rover, while Land Rover was taken over by Ford. BMW, meanwhile, retained the rights to Mini (the all new Mini was launched in 2001). Back in Germany, the 1995 E38 7 Series 752tds was the first 7 Series to use a diesel engine. The E39 5 Series was also introduced in 1995 and was the first 5 Series to use rack-and-pinion steering and a significant number of suspension parts made from lightweight aluminum. The Z3 two-seat convertible and coupe models were introduced in 1995. These were the first mass-produced models outside of the 1/35 Series and the first model to be solely manufactured outside Germany (in the United States, in this case). In 1998, the E46 3 Series was introduced, with the M3 model featuring BMW's most powerful naturally aspirated engine to date. E53 X5 (1999-2006)E65 7 Series (2001-2008) with controversial rear-end styling BMW's first SUV, the X5, was introduced in 1999. The X5 was a large departure from BMW's image of sporting "driver's cars", however, it was very successful and resulted in other SUVs being introduced, such as the smaller X3 in 2003. The 2001 E65 7 Series was BMW's first model to use a 6-speed automatic transmission and the iDrive infotainment system. The E65 also attracted controversy for its exterior styling.[102] In 2002, the New Class series ended with the BMW 7 Series, a rear-mounted 697 cc (43 cu in) engine (based on the BMW i667 motorbike engine). The 700 was available as a 2-door sedan, a coupe and a "RS" model for racing.[90][91] In 1960, the development program began for a new range of models, called the "Neue Klasse" (New Class) project.[92] The resulting BMW New Class four-door sedans, introduced in 1962, are credited for saving the company financially and establishing BMW's identity as a producer of sports sedans. The New Class had front disc brakes and four-wheel independent suspension,[93] which helped establish BMW's reputation for sporting cars. It was the first BMW to officially feature the "Hofmeister kink", the rear window line that has been a styling feature of most BMWs since.[94] By 1963, with the company back on its feet, BMW offered dividends to its shareholders for the first time since World War II.[95] In 1965, the New Class range was expanded with the New Class Coupés luxury models. The following year, the two-door version of the 1600 was launched, along with a convertible in 1967. These models began the BMW 02 Series, of which the 2002 sports sedan model was the best known.[96] BMW acquired the Hans Glas company based in Dingolfing, Germany, in 1966. Glas vehicles were briefly badged as BMW until the company was fully absorbed. It was reputed that the acquisition was mainly to gain access to Glas' development of the timing belt with an overhead camshaft in automotive applications,[97] although some saw Glas' Dingolfing plant as another incentive. However, this factory was outmoded and BMW's biggest immediate gain was, according to themselves, a stock of highly qualified engineers and other personnel.[98] The Glas factories continued to build a limited number of their existing models, while adding the manufacture of BMW front and rear axles until they could be closer incorporated into BMW.[99] E9 3.0 CSL In 1968, production of the BMW M30 engine began. BMW's first straight-six engine since World War II which would remain in production for 24 years. This engine coincided with the launch of the New Six large sedans (the predecessor to the 7 Series) and New Six CS large coupes (the predecessor to the 6 Series). The first generation of the BMW 5 Series mid-size sedans were introduced in 1972, to replace the 1968 BMW 2 Series platform. The 5 Series platform was no longer used in 1978. E30 M3 The 1978 BMW M1 was BMW's first mid-engined sports car and was developed in conjunction with Lamborghini. It was also the first road car produced by BMW's motorsport division, BMW M. In 1980, the M division produced its first model based on a regular production vehicle, the E12 5 Series M35Si. The M35Si is the predecessor to the BMW M5, which was introduced in 1985 based on the E28 5 Series platform. In 1983, BMW introduced its first diesel engine, the BMW M21. The first all-wheel drive BMW was the E30 3 Series 325iX model, which began production in 1985. The E30 became BMW's first model produced in a station wagon (estate) body style, when the "Touring" model was introduced in 1987. The 1986 E32 7 Series 750i model was BMW's first car to use a V12 engine. The E32 was also the first sedan to be available with a long-wheelbase body style (badged "iL" or "Li"). The BMW M3 was introduced in 1985, as part of the E30 3 Series model range. E31 8 Series The 8 Series range of large coupes was introduced in 1989 and in 1992 was the first application of BMW's first V8 engine in 25 years, the BMW M60. It was also the first BMW to use a multi-link rear suspension, a design which was implemented for mass-production in 1990 E36 3 Series. The E34 5 Series, introduced in 1988, was the first 5 Series to be produced with all-wheel drive or a wagon body style. In 1989, the limited-production BMW Z1 began BMW's first line of two-seat convertible Z Series models. In 1993, the BMW 3 Series Compact (built on the E36 3 Series platform) was BMW's first hatchback model (except for the limited production 02 Series "Touring" models). These hatchback models formed a new entry-level model range below the other 3 Series models. In 1992, BMW acquired a large stake in California-based industrial design studio DesignworksUSA, which they fully acquired in 1995. Their first automotive assembly plant outside of Germany was announced to be built in Greer, South Carolina (between Greenville and Spartanburg) in the United States. It was assembling cars a year later. The 1993 McLaren F1 is powered by a BMW V12 engine. BMW Z3 (1995-2002)Rover 75 (1998-2005) In 1994, BMW bought the British Rover Group[100] (which at the time consisted of the Rover, Land Rover, Mini and MG brands as well as the rights to defunct Austin and Morris brands), and owned it for six years. The purchase of Rover was not successful. Already struggling after years of industrial disputes, Rover had a poor reputation but in trying to improve its image it would become a rival to the BMW market segment. BMW found it difficult to reposition the English automaker alongside its own products and the Rover division was faced with endless changes in its marketing strategy. In the six years under BMW, Rover was positioned as a premium automaker, a mass-market automaker, a division of BMW and an independent unit. The 1996 documentary, When Rover Met BMW gave some insight into the difficulties faced by the two companies.[101] By 2000, Rover was incurring huge losses and BMW decided to sell off several of the brands. The MG and Rover brands were sold to the Phoenix Consortium to form MG Rover, while Land Rover was taken over by Ford. BMW, meanwhile, retained the rights to Mini (the all new Mini was launched in 2001). Back in Germany, the 1995 E38 7 Series 752tds was the first 7 Series to use a diesel engine. The E39 5 Series was also introduced in 1995 and was the first 5 Series to use rack-and-pinion steering and a significant number of suspension parts made from lightweight aluminum. The Z3 two-seat convertible and coupe models were introduced in 1995. These were the first mass-produced models outside of the 1/35 Series and the first model to be solely manufactured outside Germany (in the United States, in this case). In 1998, the E46 3 Series was introduced, with the M3 model featuring BMW's most powerful naturally aspirated engine to date. E53 X5 (1999-2006)E65 7 Series (2001-2008) with controversial rear-end styling BMW's first SUV, the X5, was introduced in 1999. The X5 was a large departure from BMW's image of sporting "driver's cars", however, it was very successful and resulted in other SUVs being introduced, such as the smaller X3 in 2003. The 2001 E65 7 Series was BMW's first model to use a 6-speed automatic transmission and the iDrive infotainment system. The E65 also attracted controversy for its exterior styling.[102] In 2002, the New Class series ended with the BMW 7 Series, a rear-mounted 697 cc (43 cu in) engine (based on the BMW i667 motorbike engine). The 700 was available as a 2-door sedan, a coupe and a "RS" model for racing.[90][91] In 1960, the development program began for a new range of models, called the "Neue Klasse" (New Class) project.[92] The resulting BMW New Class four-door sedans, introduced in 1962, are credited for saving the company financially and establishing BMW's identity as a producer of sports sedans. The New Class had front disc brakes and four-wheel independent suspension,[93] which helped establish BMW's reputation for sporting cars. It was the first BMW to officially feature the "Hofmeister kink", the rear window line that has been a styling feature of most BMWs since.[94] By 1963, with the company back on its feet, BMW offered dividends to its shareholders for the first time since World War II.[95] In 1965, the New Class range was expanded with the New Class Coupés luxury models. The following year, the two-door version of the 1600 was launched, along with a convertible in 1967. These models began the BMW 02 Series, of which the 2002 sports sedan model was the best known.[96] BMW acquired the Hans Glas company based in Dingolfing, Germany, in 1966. Glas vehicles were briefly badged as BMW until the company was fully absorbed. It was reputed that the acquisition was mainly to gain access to Glas' development of the timing belt with an overhead camshaft in automotive applications,[97] although some saw Glas' Dingolfing plant as another incentive. However, this factory was outmoded and BMW's biggest immediate gain was, according to themselves, a stock of highly qualified engineers and other personnel.[98] The Glas factories continued to build a limited number of their existing models, while adding the manufacture of BMW front and rear axles until they could be closer incorporated into BMW.[99] E9 3.0 CSL In 1968, production of the BMW M30 engine began. BMW's first straight-six engine since World War II which would remain in production for 24 years. This engine coincided with the launch of the New Six large sedans (the predecessor to the 7 Series) and New Six CS large coupes (the predecessor to the 6 Series). The first generation of the BMW 5 Series mid-size sedans were introduced in 1972, to replace the 1968 BMW 2 Series platform. The 5 Series platform was no longer used in 1978. E30 M3 The 1978 BMW M1 was BMW's first mid-engined sports car and was developed in conjunction with Lamborghini. It was also the first road car produced by BMW's motorsport division, BMW M. In 1980, the M division produced its first model based on a regular production vehicle, the E12 5 Series M35Si. The M35Si is the predecessor to the BMW M5, which was introduced in 1985 based on the E28 5 Series platform. In 1983, BMW introduced its first diesel engine, the BMW M21. The first all-wheel drive BMW was the E30 3 Series 325iX model, which began production in 1985