



THE NEW BMW CLUB LOGO.
INTRODUCTION.

THE NEW BMW CLUB LOGO. GENERAL INFO ON THE NEW BMW CI.

Overview new BMW symbol.

- Introduction of the BMW emblem in autumn of 1917, revised in more or less regular intervals to adapt to the respective times
- After more than 20 years another update in March 2020, much **more than a mere design update**
- New transparent BMW symbol emanates candour and clarity, entices more than ever before to **become a part of the World of BMW**
- The logo will not be used on the vehicles or in the exterior and interior labeling of dealerships
- The transition period for the new BMW logo is from 3rd March 2020 to 31st May 2021



THE NEW BMW CLUB LOGO. IMPACT ON BMW CLUBS.

Main Impact.

- All logos of the official BMW Clubs need to be redesigned to the new BMW CI
- Transition period for BMW Clubs extended from March 2021 to the end of December 2021
- Guideline no. 5 has been revised and is now available for download in “BMW – The Club Office”
- BCCM will set up live sessions upon request for further details

Main Benefits.

- Use of pairing (BMW M, BMW i, BMW Motorrad) is now possible, permission by BCCM obligatory
- Proportions have been adjusted and standardized
- Transparency of new logo allows an improved and simplified integration on textiles and other materials

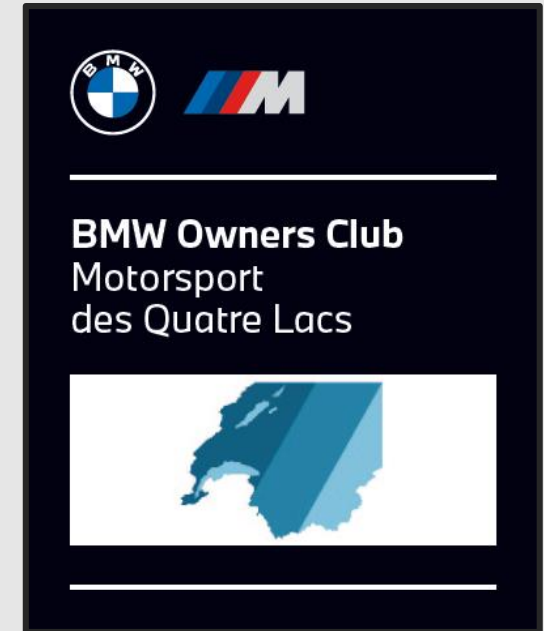
THE NEW BMW CLUB LOGO. TRANSITION PROCEDURE.

Structured procedure to ensure an easy and fast transition.

1. The umbrella organizations are clustered based on their number of member clubs
2. Based on step 1: Allocation of timeslots for submission of the revised logos
3. BCCM will support creation of new logos in cooperation with BMW Clubs
4. In case of individual needs (e.g. club anniversary) please let BCCM know

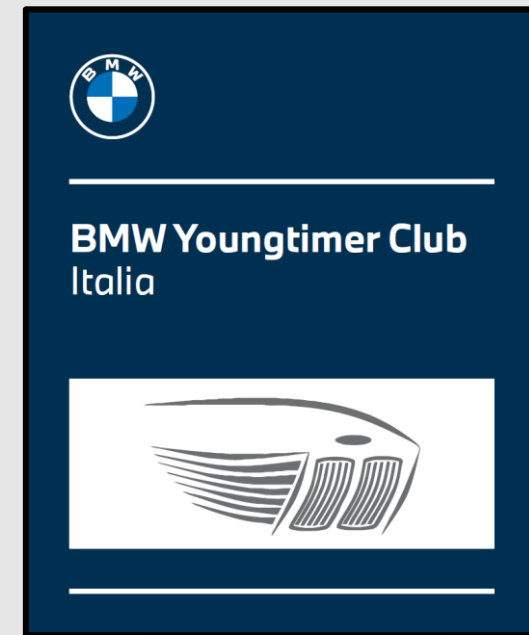
THE NEW BMW CLUB LOGO. DRAFTS.

Visualization.



THE NEW BMW CLUB LOGO. APPROVED.

First official new logos.



THE NEW BMW CLUB LOGO. DRAFT USAGE.

Visualization.



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THE NEW BMW CLUB LOGO. BCCM CONTACT.

Stay in touch.

We will contact each individual BMW Club in order of the umbrella size. Unfortunately we can't update all logos simultaneously.

If we don't have a current BMW Club logo on file, we'll come back to you.

If you want to make changes on the signet, please let us know.

All requests are addressed only to the BCCM:

bccm@bmwgroup-classic.com