



BMW 328 Homage

Munich – May 20, 2011... The BMW 328 is considered the most successful and best-looking sports car of the 1930s. The BMW 328's success was the result of its design parameters – through the use of systematic lightweight construction, aerodynamic lines, optimum engine types and outstanding suspension technology, it laid the foundation stone for a new vehicle concept, by which performance only leads to success if combined with perfect harmonization of all parameters and maximum efficiency. With these characteristics, the BMW 328 was even then the embodiment of what the BMW brand still stands for today – dynamics, aesthetics and a high level of innovation.

This year, the dream sports car is celebrating its 75th birthday. The festivities will begin near Lake Como at the Mille Miglia. There, the main focus will be on the fascination of the BMW 328 racing car. To this day, the award-winning vehicle BMW 328 Touring Coupé still holds the record for the highest average speed on the Mille Miglia circuit and, in 2010, was again able to win the historic revival of the race. A week later at the Concorso d'Eleganza Villa d'Este, the two-seater's functional aesthetics will be the focus of attention. In this area of conflict between tradition and modernity, the BMW Group is paying tribute to the BMW 328 on the occasion of its anniversary with a special model – the BMW 328 Homage. "With the BMW 328 Homage, we wish to pay homage to the passion and inventiveness of the fathers of the BMW 328", explains Karl Bäumer, CEO of BMW Group Classic. "They created an icon, which is considered a milestone in the history of the automobile." The BMW 328 Homage translates the principles and the character of the vehicle of that time into present times and offers a possible interpretation of how the designers of that time, Fritz Fiedler and Rudolf Schleicher, might have built the BMW 328 in the present day using current technology.

The BMW 328 – lightweight construction as a principle.

The BMW 328 was also a special BMW insofar as the lightweight construction principle was systematically implemented on a BMW automobile for the very first time. Wherever possible, the lightest and at the same time most robust materials were used, thereby keeping the gross vehicle weight down to just 780 kilograms. In order to translate the idea of lightweight construction into this day and age, major parts of the exterior and interior of the BMW 328 Homage are made of carbon fiber reinforced plastic (CFRP). Whilst in the old days they favored the materials aluminum and magnesium, CFRP is now considered to offer the best ratio between weight and stability. The high-strength fiber fabric is lighter than aluminum, but also more stable. Wherever the material has been used on the BMW 328 Homage, it is also visible. In this way, the BMW 328 Homage not only reflects the lightweight construction principle functionally, but also visually.

The BMW Group leads the way in the production and use of CFRP in automotive construction and already possesses many years of experience in the series production of CFRP roofs and structural components for the BMW M6 as well as CFRP roofs for the BMW M3.

Source: BMW, 2011