





The name BMW stands for driving pleasure. But what is this acronym actually short for? And how did the BMW name come about? Read the eventful story of a moving company name here.

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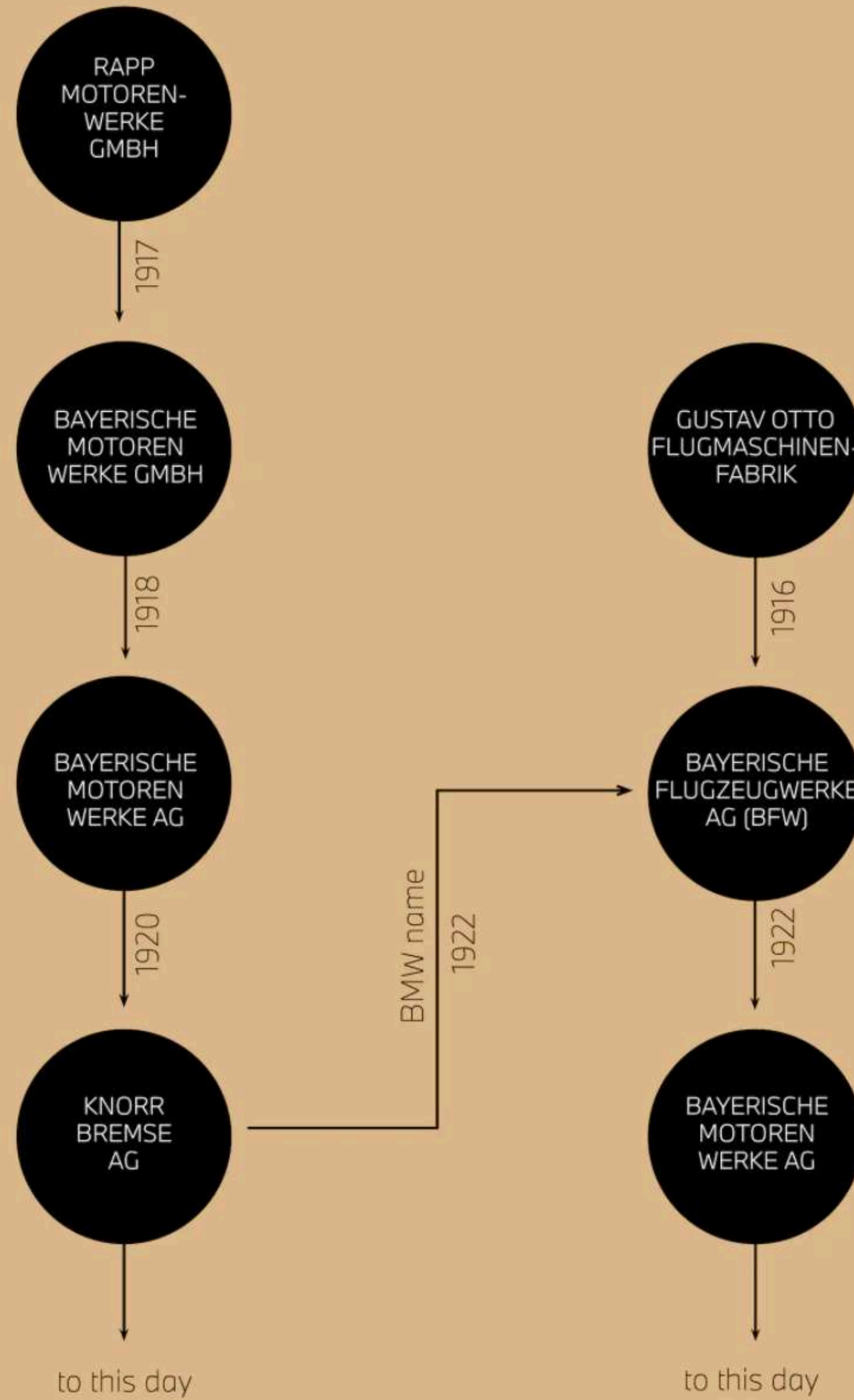


# BMW EXPLAINED

**The acronym BMW stands for Bayerische Motoren Werke GmbH, which roughly translates to the Bavarian Engine Works Company. The name harks back to the company's origin in the German state of Bavaria. It also indicates BMW's original product range: engines for various applications.**

Today's BMW AG has its origin in Rapp-Motorenwerke GmbH, which began producing aircraft engines in 1913. During the First World War, Rapp supplied the air force of the German Empire. At that time, automobiles had not yet broken through into the mainstream. If you wanted to travel long distances on land, you went by train.

# THE FAMILY TREE OF BMW



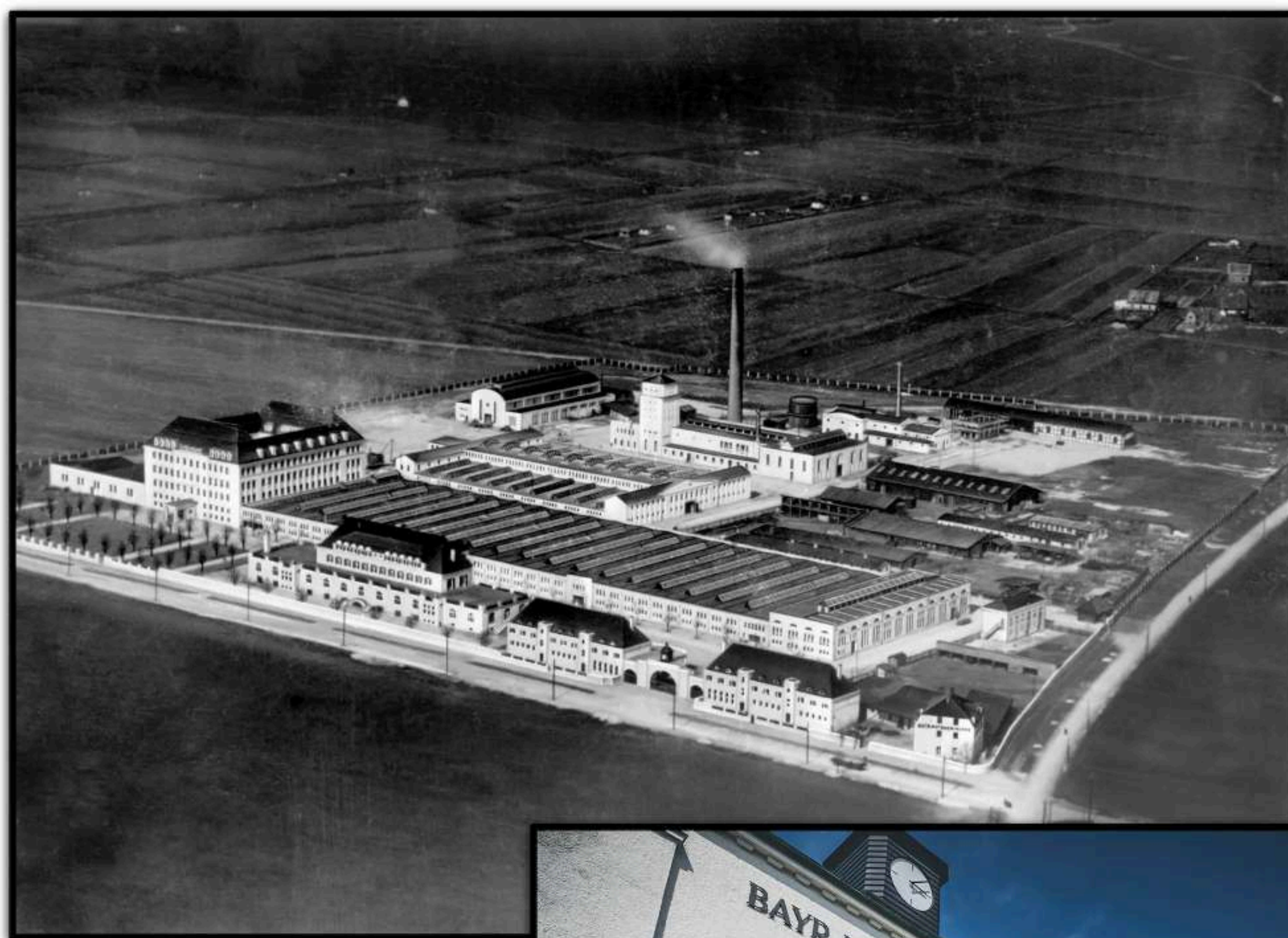


## Rapp Motorenwerke becomes BMW

Rapp Motorenwerke had its headquarters in the Bavarian capital, Munich – as did the factory where the engines were fitted into the aircrafts, Gustav Otto Flugmaschinenfabrik. When the Otto company went bankrupt in 1916, it became Bayerische Flugzeugwerke AG (BFW). Shortly afterwards, Rapp also changed its company name: In 1917, the company became known as Bayerische Motoren Werke GmbH. BMW's origin in the Rapp company can also be seen on the logo.







BMW AG

In 1918, the factory premises of the Bayerische Motoren Werke GmbH were still a greenfield site. Today, BMW Group Classic occupies these prestigious buildings in the Moosacher Straße, Munich.





BMW AG

BMW AG in the 1970s. The picture shows a shift change at the Milbertshofen plant in Munich, Germany.



# BMW founding, take two!

In 1922, the major investor and aircraft construction pioneer Camillo Castiglioni was the main shareholder of Knorr-Bremse AG. He bought the BMW company name and took over engine construction operations, along with the employees, production facilities and company logo, and transferred everything to BFW, Bayerische Flugzeugwerke AG.

**In the same year, the company moved into BFW's factory buildings in Lerchenauer Strasse and changed its name to Bayerische Motoren Werke AG. And that's how the BMW name found its way into the commercial register for a second time.**





BMW AG

A BMW showroom in Berlin in 1929.



All this means that BMW AG is the legal successor of BFW. The corporate headquarters and parent plant of the BMW Group are still located at the former BFW site in Milbertshofen, Munich to this day. And there's something else the aircraft manufacturers bequeathed to BMW AG, too: BFW's founding date of March 7, 1916 is considered to be BMW's official birthday.

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BMW AG

The first BMW motorcycle, the R 32, came onto the market in 1923, followed in 1933 by the BMW 303, the company's first completely new, self-developed car. BMW AG ceased production of aircraft engines at the end of the Second World War.



# SEE BMW'S PREDECESSOR COMPANIES IN OUR GALLERY



Rapp/BMW AG – BMW Group Archiv



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## What does BMW stand for?

The BMW name stands for Bayerische Motoren Werke GmbH. BMW was created in 1917 from the Munich firm Rapp-Motorenwerke. The company was incorporated into Knorr-Bremse AG in 1920 before being refounded as BMW AG in 1922. It was the successor of Bayerische Flugzeugwerke AG, founded in 1916. 1916 is therefore considered BMW's founding year.