



## World Class Logos - BMW

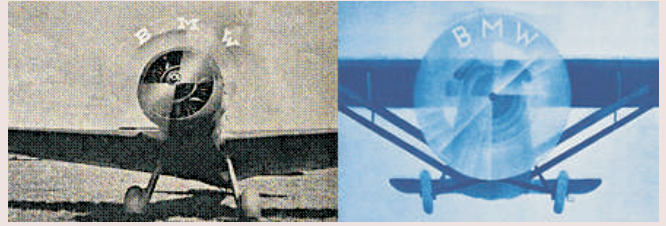
**The Company** Founded by Karl Friedrich Rapp in 1916, BMW AG is a leading manufacturer of automobiles and motorcycles in the world. It is based in Munich (state capital of Bavaria), Germany. The name BMW AG stands for Bayerische Motoren Werke Aktiengesellschaft, or Bavarian Motor Works/Company in English. The company was BMW is also the parent company of the MINI and Rolls-Royce car brands.

**The Logo** The BMW logo is one of the world's most recognized symbols that exemplifies class, personality and sophistication. The logo

reflects the origins of BMW as a military aircraft engine maker during WWI .

According to the company's journal, "BMW Werkzeitschrift" (1942), the BMW logo emerged when a BMW engineer was testing the company's first 320 bhp engine. He admired the reflection of the shining disc of the rotating propeller that radiated like an aura of two silver cones.

In between the two cones, the blue from the sky shined that made the 'rotating propeller into four



areas of color – silver and blue'. The engineer, who envisioned this image, also saw three letters – B M W – reflected on the propeller. Thus, the BMW logo was born. ■