





# Launching The Bmw Z3 Roadster

*from "Yuppie Status Symbol" to "Ultimate Driving Machine"*

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# **BMW**

- BMW AG originated with 3 companies in Bavaria, Germany in 1916
- Started as Aircraft Manufacturers in 1916
- First motorcycle manufactured in 1923
- First car manufactured in 1929

## Fast Forward to 1992

- First plant outside of Germany in Spartanburg, South Carolina
- Steps towards becoming a successful global company