

COMPANY «BAYERISCHE MOTOR WERKE AG»

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Company «BAYERISCHE MOTOR WERKE AG» (BMW AG) is a manufacturer of motorcycles, bicycles, engines and cars. The company's motto is the phrase: «Fre`ude am Fahren», which means: "With pleasure at the wheel", and for the countries of the Great Britain: «The Ultimate Driving Machine». This company is included in the list of companies that have high sales figures.

The skyscraper, which consists of four cylinders pressed close to each other, is the head office of the company «BMW» since 1973. The building has 22 floors in its construction, 101 meters high. The first logo is very different and not at all similar to the current one, which was created by Karl Rapp. The logo depicted the silhouette of a black horse, around which there were broken circles. Today there are several variants of meaning of the logo, such as:

1. Since the company was previously engaged in the production of aviation equipment, there is a version that the emblem looks like an airplane propeller that flies against a blue sky. In the 1920s, a magazine was published in Germany in which the logo was combined with the image of an airplane flying in the clouds.

2. In its color scheme, the BMW AG logo has similarities with the flag of Bavaria. The four parts of the circle, two of which are painted blue and the other two are painted white, are very symbolic for Bavaria, where the company itself was born.

It was founded in 1913 in the German city of Munich, after the merger of two small companies that had previously been founded by Karl Rapp and

Gustav Otto. Gustav Otto is the son of Nikolaus August Otto, who was a famous inventor of internal combustion engines. Increasing economic benefits is the main goal that was laid down in the connection of companies. The first goods to be produced were aircraft engines. For example, one of the most famous passenger liners of the 1950s, the Junkers 52, was equipped with three BMW 132 engines at once. In 1919, according to the Versailles Peace Treaty, a ban was imposed on the production of aircraft in Germany. And the BMW company was forced to switch to the production of agricultural activities and the braking system of trains. After that, the BMW company begins to manufacture engines for motorcycles, and then motorcycles at all. BMW motorcycles quickly captured the hearts of people, as they were comfortable and efficient in the racing environment. In 1923, the first BMW motorcycle was released.

After taking off in the production of motorcycles, the company did not want to stop there, and in 1928 the company began to produce cars. The first cars were produced with small-liter engines. The first car produced by BMW was the Dixi 3/15 PS. The speed of this car could reach up to 80 km/h.

Currently, the company is conducting a market analysis of what is required by buyers. It equips new cars with modern technologies that have not been used in cars of other brands yet. The company places great emphasis on environmental protection, because it is the first company to introduce environmental compliance requirements for its production. It produces many cars that are powered by electric motors and do not release excess gases into the environment. The company is one of the leaders in the automotive industry, and occupies a huge place in the market, competing with other companies. The quality, exterior, technical data and ease of management, which invariably accompany absolutely all products of this brand, have been speaking for themselves for more than a hundred years.