

THE 20TH ANNUAL AMELIA CONCOURS
HONORS THE ORIGINAL
"ULTIMATE DRIVING MACHINE",
BMW's IMMORTAL 328

"... a long legged proper sports car."
Sir Stirling Moss



Photo by David Wendt.

The 20th annual Amelia Island Concours d'Elegance will showcase the legend and legacy of the car that set BMW on its path to become known as the "ultimate driving machine".

Experts, enthusiasts and fans of the Bavarian marque consider the BMW 328 the first sports car worthy of the title.

Eight decades ago BMW responded to a national call that Germany should build not only the world's fastest and greatest pure racing cars, but the world's best sports cars as well. While Mercedes-Benz and Auto-Union carried

Germany's racing colors on the grand prix circuit, BMW became Germany's primary flag carrier in international sports car competition.



Photo by David Wendt.

The BMW 328 struck just the right balance with elegant and aerodynamic styling, impeccable road manners plus advanced and inspired engineering. Even BMW's signature kidney split grille that survives to this day as a BMW styling hallmark remains an important component of the 328 design package. So was real world open road performance.



Photo by David Wendt.

"The 328 is the car that set BMW on its current course," said Bill Warner, Founder and Chairman of the Amelia Island Concours d'Elegance. "The poise, speed and stamina of the 328 and its descendants are the roots of BMW's reputation and give genuine credibility to BMW's 'Ultimate Driving Machine' label."

Competition was at the heart of the 328's genesis. It debuted on the 14-mile Nurburgring's 154-turn Nordschleife, winning the sports car class of the 1936 Eifel Race. That first BMW 328 prototype not only won the two-liter class (without

supercharging), but also achieved the best time of all sports cars. The BMW 328 then won the Belgian Grand Prix des Frontieres in Chimay and the Bucharest Grand Prix.



Photo by Verena Glashauser.

"The star of the BMW 328 class for our 20th anniversary is the unique 328 Buegelfalte ('trouser crease', for the razor edge fender styling) roadster," said Warner, "It finished sixth in the 1940 Mille Miglia and is the only 328 special roadster built at the BMW factory. We're honored to have it on the field for our 20th anniversary Concours."



Photo by Verena Glashauser.

Tickets are now available
visit www.ameliaconcours.org

About The Amelia Island Concours d'Elegance

Now in its second decade, the Amelia Island Concours d'Elegance is among the top automotive events in the world. Always held the second full weekend in March, "The Amelia" draws over 250 rare vehicles from collections around the world to The Golf Club of Amelia Island and The Ritz-Carlton, Amelia Island for a celebration of the automobile like no other. Since 1996, the show's Foundation has donated over \$2.5 million to Community Hospice of Northeast Florida, Inc., Spina Bifida of Jacksonville, The Navy Marine Corps Relief Society, Shop with Cops, and other deserving charities. The 20th annual Amelia Island Concours d'Elegance is scheduled for March 13-15, 2015. For more information, visit www.ameliaconcours.org.



Amelia Island Concours d'Elegance
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