

# autocult

## FACTS & STORY

BMW 340/1 Roadster (Germany, 1949)

PROTOTYPES

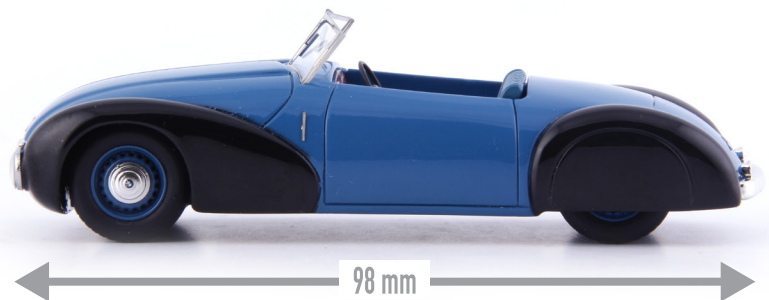
scale 1:43

#06029

release

05/2019

limited edition 333 pcs.



## Did not fit the concept

On August 13, 1946, Russian economic policy-makers integrated the former BMW plant in Eisenach into the Russian state-owned enterprise AWTOWELO AG.

In the spring of 1948 the first prototypes of a new car were finished and beginning in October 1949 the series production of the new BMW 340 sedan started. During the development of the sedan version, the 30-year-old Hans Fleischer also designed a sportive two-seater. As the responsible person for the car body design, Fleischer made significant contribution to the whole development of the 340. During this time several different prototypes were set on its wheels. Among others also the BMW 340/1; the first prototype that based on the 340. Contrary to the standard BMW 340 this model was designed as a convertible and had a significantly flatter front hood. Only the horizontally running chromed struts of the radiator grill bore little resemblance to the

standard version. The overall appearance of the slightly bulgy and curved car body was quite harmonic. The sports car was fitted with a 55 hp-strong, six-cylinder engine. The same engine that was fitted into the standard version. How serious the project of the two-seater was taken by the Russian-German leadership was shown by the fact that the prototype, together with the standard car, was on exhibition on the booth of AWTOWELO at a fair in Leipzig in 1949.

The car underwent a 10,000 km long test drive and also participated, driven by the Eisenach race driver Gustav Apel, in several road races. But the project never progressed to the stage of mass production. The reason for the cessation of the project is most probably traceable to the back-then state controlled economic policy, which had no use for the sportive two-seater.

**AutoCult GmbH**  
Äußere Further Straße 3  
90530 Wendelstein  
Germany

Tel. +49 / 9129 / 296 4280  
Fax +49 / 9129 / 296 4281  
info@autocult.de

[www.autocult-models.de](http://www.autocult-models.de)