



**ROUNDEL** MAGAZINE  
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# LOVE FOR THE E21

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# Genesis—BMW From The Beginning

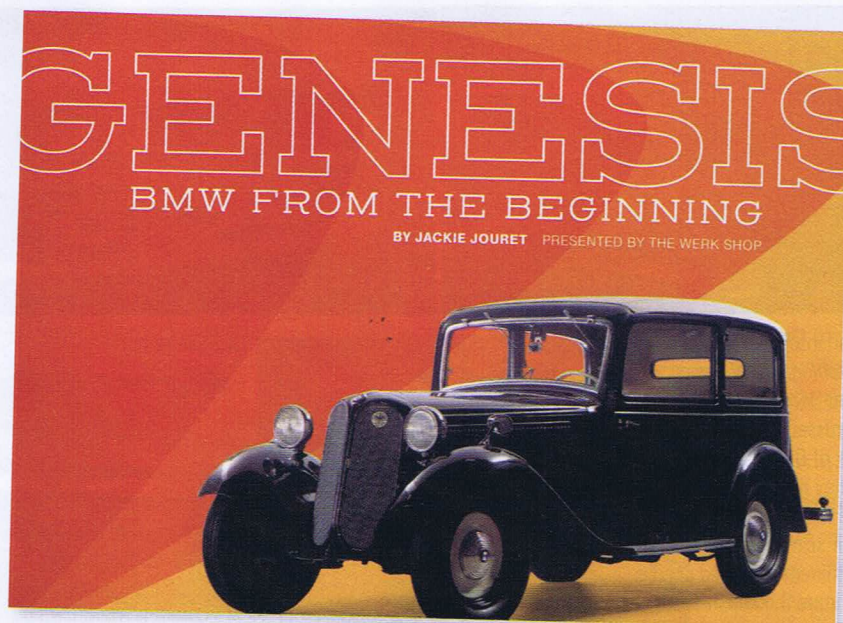
By Jackie Jouret

First printing May 2020

164 pages

Softcover \$65,  
hardcover with slipcase \$500

Review by David Lightfoot



This year marks the fourth year that the BMW CCA Foundation has put together a major exhibit, and each year, *Roundel* writer Jackie Jouret has authored a book to accompany the exhibit. This year's show is called "Genesis—BMW From the Beginning," and features cars and motorcycles from the early days of BMW up until the *Neue Klasse* era that began in the early 1960s with the BMW 1500 sedan.

Unfortunately, the opening of Genesis, scheduled for mid-May, was cancelled, like most of the happenings in our new world order. However, there is an excellent video that has been produced; it is available on the Foundation's website and allows you to visit the exhibit virtually.

And then there is the book! Jouret's book stands on its own as simply a great piece of work, and I recommend it highly—and since you may not be able to view Genesis in person, all the more reason to get the book. (You should also consider the previous books, if you don't already have them; they would make excellent summer reading, and a necessary addition to your BMW library.)

There are two versions of the Genesis book. First, the standard paperback version: 164 pages long, beautifully laid out, high-quality paper—all of the things that make a good production. The photos are outstanding, and the entire book is in color.

Then there is the special edition of the book, which is a hardcover volume; it comes in a slipcase and is very nice indeed. The standard version is \$65. The hardcover-in-slipcase version is available only as part of a package you receive for a \$500 donation to the Foundation.

Back to the content: The best of all are the words. I'm a big fan of Jackie Jouret and have read everything that she has written about BMWs—at least I think I have. This may be her best work ever.

Several short chapters serve as a brief history of the company. Despite the brevity of these chapters, there is much information that was new to me. I have several hundred books on BMW, including most of those written in English. But there were dozens of places in Jouret's book where I learned something new about the history of our favorite car company. Jouret has really done a great job of research to provide background for this book. When an author can be entertaining and thought-provoking, and educate us, well, that's about as good as it gets. Jouret manages the trifecta.

Woven into the company's history are the stories of the cars and their owners. This is really a big part of the delight in this book; maybe because the cars and motorcycles are older, these vehicles have longer histories. And these histories are often touched by war, drama, and sometimes mystery. Many of the cars

have decades missing in what is known about their past; for others, the history is known from new. Almost every one of them has a fascinating back story.

For most *Roundel* readers, the cars and motorcycles from the 1920s to the 1960s may not be of much interest. Let me urge you to learn more about this period of BMW's history; it is, to me, the most interesting part of the story of the marque, especially the years just before and just after World War II. BMW has had almost as many lives as a cat, with the current pandemic just the latest challenge. In every circumstance, BMW's management has been up to the challenge, and the company has survived—and often thrived.

I hope that the BMW Foundation will enjoy a similar history, perhaps leaving out the trials and tribulations, while managing to similarly survive and thrive. These major annual exhibitions are a sign of a healthy organization that we can all be proud of. This series of books published by the BMW CCA Foundation is the best new writing about BMW. Long may it continue.

I give this book my highest recommendation. The writing flows, the story is always interesting, and the illustrations are superb. This will be the best \$65 you spend all year—especially if you can't see the Genesis exhibit in person.