



Media Information

April 20, 2015

- Check against delivery -

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President and CEO, BMW China

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Mr. Karsten Engel

Dà Jiā Zǎo Shàng Hǎo! (Good morning everyone)

Last month, we were very proud to hand over the two millionth BMW in China. This was a significant milestone for us and we look forward to welcoming even more customers to the brand in the future.

Today, we are delighted to present some very important new models in Shanghai. These clearly reflect the BMW Group's confidence in, and commitment to the future of the Chinese market.

As a successful company and a corporate citizen, BMW will remain firmly committed to social responsibility in China. In the past 7 years, our "Warm Heart Fund" has involved a significant amount of customers and dealers in public-service activities. Including youth traffic education programs, BMW has helped around half a million people. This is an integral part of our dedication to build a strong foundation for the future.

In 2015, the BMW Group aims to achieve sustainable growth in China, which is aligned with the outlook of the Chinese market. We will continue to focus on the quality of business and customer satisfaction. The growth of the BMW Group in China this year will be driven by our highly attractive product portfolio, which will be enhanced by more than 10 new and revised models.

I would like to highlight that BMW is in a good position to tap into the fast-growing premium SAV and premium compact segments in this market. And you will see more on that very soon.

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Our business will also be driven by our highly appealing brand. I'm very proud that our customers continue to perceive the BMW brand as the hallmark of innovation, passion and sustainability.

Let's now begin with a unique expression of Sheer Riding Pleasure on two wheels – the latest generation BMW S 1000RR, which is setting new standards in the super-sports motorcycle segment. With even sharper performance and particular attention on rider-friendliness, the new S 1000 RR excels in every respect. It will continue to defend its position at the top of the super-sports segment!

2014 was a very successful year for BMW Motorrad. This year we plan to build upon this success and introduce another 7 new models, including the S1000RR. This will bring our product offer in China to a total number of 16 different models, which covers customer demand in all segments.

Now I would like to hand over to Dr. Ian Robertson. Thank you very much!

Dr. Ian Robertson

Ni men hao ladies and gentlemen!

It's great to be back in Shanghai.

China's combination of strong tradition and a focus on the future is the same blend of qualities that underpins the success of BMW. Our ties with China are long-standing and we will continue to heavily invest in this market. Over the last five years we have invested more than two billion euros in our Chinese plants.

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Annual production capacity will increase from 300,000 to 400,000 units in the next years and we are going to double our range of locally produced models from three to six.

As the world's leading premium car company, our customers expect us to fulfill their individual wishes and demands.

And given the high demand for BMW vehicles worldwide, we are truly "spot-on" with our product portfolio. The BMW Group just achieved its strongest ever first quarter in sales worldwide. We are very pleased to have achieved solid growth in our key regions of Asia, America and Europe. We're confident that the new models we're presenting today will further drive that momentum.

Time and again, BMW has paved the way by creating new segments with truly innovative vehicles. The most recent example is right here - celebrating its Asia premiere in Shanghai.

Ladies and Gentlemen, the BMW 2 Series Gran Tourer!

This is the world's first premium Multi Purpose Vehicle – the first premium seven-seater in the compact segment. It combines the best of BMW engineering in terms of quality, dynamics, design and safety with great space and flexibility. No other MPV handles, corners or feels as secure as the BMW 2 Series Gran Tourer.

It was designed to maximize space for both passengers and cargo. It offers ample headroom and the panorama roof also enhances the luxurious feeling of "spaciousness".

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With three rows of seats, it can take seven passengers. We are certain that customers will appreciate the ease of adjusting the seats, the elevated seating position, and the intelligent storage options.

And, the Gran Tourer has more safety and connectivity features than any other vehicle in its segment. It offers full-colour Head-up Display, Adaptive Cruise Control and Park Assistant, just to name a few.

We believe that this is a vehicle customers have been waiting for and that there is much potential here in the Chinese market.

Earlier on I talked about how creating new segments is part of BMW's DNA. Back in 1999, we celebrated the launch of a brand new concept for premium vehicles: the BMW X5. The BMW Group made the bold decision to create a new premium segment - the Sports Activity Vehicle - and hasn't looked back since. "The boss" has been delivered to over 1.5 million customers since its debut.

Today, we are entering a new chapter with the BMW X5. We are fulfilling the needs of customers who desire the benefits of a full-size SAV, with zero-emission driving. I am delighted to present you with the World Premiere of the BMW X5 xDrive40e.

We are very proud of this car. It combines the best of both worlds: the versatility and luxurious ambience of a full-size SAV, together with outstanding efficiency. It is a great example of how our core models are benefitting from the technology and know-how transfer from BMW i.

Over the long term, we plan to offer every BMW model as a plug-in hybrid version.

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China has the potential to become the world's largest market for new energy vehicles.

As the leader in sustainable mobility, the BMW Group will continue to drive this field forward.

Let's take a closer look at the BMW X5 with eDrive technology. Driven by a four-cylinder petrol engine with BMW TwinPower Turbo technology and a synchronous electric motor, it provides both a sporty and efficient ride.

The figures speak for themselves:

- Only 3.3 liters of fuel consumption per 100 km
- Emissions of just 77 g CO₂/km
- With 313 horsepower!

In electric mode, the BMW X5 xDrive40e offers a range of up to 31 km and a top speed of 120km/h. The intelligent hybrid powertrain control ensures that the engine and the electric motor work together in perfect unison.

The lithium-ion battery is housed under the rear luggage compartment, so there's no compromise on luggage space. Charging the battery is easy. Simply charge at home from a standard outlet or take advantage of faster charging with the BMW i Wallbox or a public charging station. With BMW 360° ELECTRIC, customers are offered an holistic service concept - covering everything from the supply and installation of the charging station to maintenance, advice and other services. BMW will ensure that customers have everything they need to charge their cars from home.



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Catering to customers' demand for an SAV, as well as emission-free driving, we're very confident that this vehicle will be a big success here in China and worldwide.

It's already caught the eye of Hollywood producers. We're thrilled to once again be involved in a Blockbuster "Mission: Impossible – Rogue Nation" with cutting-edge BMW vehicles, such as the BMW X5 xDrive40e.

Thank you!