

Media Information  
1 December 2011

- Check against delivery -

## **Statement**

**Dr. h.c. Ian Robertson**

**Member of the Board of Management of BMW AG,  
Sales and Marketing**

**Joint Press Conference BMW Group, Toyota Motor  
Europe and Toyota Motor Corporation**

Ladies and Gentlemen,

I am so pleased to be here today for this most auspicious event.

The agreement between our two companies marks a milestone for our future collaborations.

The idea of opening new business channels by supplying our engines to other car companies was announced back in the autumn of 2007.

It was in connection with launching the BMW Group's corporate strategy Number ONE.

As we see it, both companies set the benchmark in complementary fields.

Toyota has a wealth of experience to offer when it comes to battery technology.

And the BMW Group has long been at the forefront developing some of the most technologically advanced clean diesel engines available.

Our diesel engines are a significant part of our BMW Efficient Dynamics technology package.

These engines offer customers a combination they truly value:

- More performance, with
- Lower fuel consumption, and the
- Lowest level of emissions.

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49 89 382-61611

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

## Media Information

1 December 2011

Date

Subject

Statement Dr. Ian Robertson, Member of the Board of Management of BMW AG,  
Sales and Marketing,  
Joint Press Conference BMW Group and Toyota Motor Corporation

Page

2

And these are the clean BMW diesel engines that we are going to supply Toyota Motor Europe – in both 1.6 and 2.0-litre units.

Japan is also a very important market with highly discerning customers for us. This year also marks the 30th anniversary of BMW in Japan. And we have been celebrating with solid sales growth. In the year up to the end of October, sales have increased by 8%. Our consistent performance here puts us in a good position to hold onto the title: number one premium import car brand in Japan.

With the premiere of the BMW X5 BluePerformance, we are now also entering the Japanese market with clean diesel engines. Japan is a major market for innovative mobility. It is already one of the largest markets in the world for hybrid vehicles today. In this year alone, we have sold more BMW ActiveHybrid 7 in Japan than anywhere else in the world.

It is precisely because of hybrids, electric vehicles, and clean diesel that the continued development in innovative powertrain technologies is so vital.

We see our partnership as an important step forward.

It will help both companies bring even more sophisticated hybrid and clean diesel vehicles to customers.

Thank you very much!