

Media Information
7 November 2011

BMW Group recognises suppliers for best innovations

Presentation of BMW Supplier Innovation Award

Munich. The BMW Group has presented its first BMW Supplier Innovation Award. A total of nine suppliers were recognised for outstanding innovations.

With its new award, the BMW Group aims to demonstrate that innovation is a crucial success factor for the company. Working closely with suppliers is extremely important to the BMW Group in expanding and reinforcing its leadership in the field of innovation.

Dr. Herbert Diess, member of the Board of Management of BMW AG, responsible for Purchasing and Supplier Network, explained: "Our suppliers are very important partners for us in the development of innovations. They make a vital contribution to the success of the BMW Group. We decided to create the BMW Supplier Innovation Award to pay tribute to our partners' achievements. This award is meant to give our suppliers the opportunity to present their achievements to the public and motivate them to gain a key competitive edge through their innovations for the BMW Group in the future."

At the awards ceremony, Dr. Klaus Draeger, member of the Board of Management of BMW AG, responsible for Development, also emphasised the significance of innovation: "One of our developers' core responsibilities is to maintain our role as a leading innovator through their everyday work. Nowadays, innovations have to be realised faster; they need to be more focussed and, above all, much more tangible for customers. Customer needs set the standard for us."

The BMW Group presented awards in a total of nine categories. These included areas of technology where the company aims to shape the individual mobility of the future as a premium manufacturer: Efficient Dynamics, lightweight construction, Connected Drive, "New Technology Experience", maximum

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customer benefit, quality, productivity and sustainability, as well as the special prize “Innovation New Business Model”.

The winners of the first BMW Supplier Innovation Award were:

Efficient Dynamics

ZF Friedrichshafen AG: 8HP ECO PRO mode automatic gearbox

The 8HP ECO PRO mode gearbox reduces fuel consumption without comprising driving dynamics. The ECO mode changes the engine's performance characteristics and at the same time displays driving pedal recommendations, thereby promoting an efficient driving style.

Lightweight construction

Novelis AG: Aluminium sandwich alloys

Novelis AG has succeeded in using so-called fusion technology to produce aluminium sheets from several layers of different aluminium alloys, thereby achieving a considerable reduction in weight.

Connected Drive

Autoliv B.V. & Co. KG: Image-based driver assistance system

This image-based driver assistance system can integrate a large number of information and safety functions into a multifunctional camera for greatly enhanced safety, convenience and information.

New Technology Experience

ZIZALA Lichtsysteme GmbH: Adaptive full-LED headlights

These LED headlights are the first fully-adaptive headlights to use LED technology for all lighting functions. The lights emphasise BMW's typical double-round design and allow it to show its “four-eye face” for the first time on low beam. The LED also produces a light that is closer to daylight, with strong contrast for greater safety.

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Maximum customer benefit

Brose Fahrzeugteile GmbH & Co. KG: Smart opener

The smart opener allows the luggage compartment to be opened hands-free through a deliberately motion of the foot towards the bumper, without taking out the key – a real benefit for customers.

Quality

NIPPON SEIKI CO., LTD: Full-colour head-up display

For the first time, the full-colour head-up display can use the full range of colours. This makes the symbols appear much more realistic and more intuitive.

Productivity

Schuler AG Compact: Crossbar servo-press

The crossbar servo-press combines the efficiency of a transfer press with the flexibility of a press line to achieve much higher productivity and cost savings.

Sustainability

Dürr AG: Dry separation

Dry separation makes the BMW Group paint shops even more environmentally-friendly. The system circulates air contaminated with paint particles into the filter, where stone powder binds the particles. Dry separation substantially reduces CO2 emissions and energy consumption.

Special prize: Innovation New Business Model

Pandora Media, Inc.: Extend Pandora app with BMW/MINI interface

The Extend Pandora app brings personalised radio service to BMW and MINI vehicles. The service plays only the user's favourite music. Once a type of music, band or artist has been selected, Pandora plays only that kind of song.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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