

Media Information
5 December 2012

BMW sets milestone in interactive customer communications **Re-launch of the BMW website www.bmw.de**

Munich. BMW has a new internet presence. The revised BMW website for Germany is now online with new content, innovative technology and new digital design. The heart of the website is the advanced configurator, which enables users to build the car of their dreams. Configurations can be saved and personal data managed in the personalised section, "My BMW".

As more and more customers obtain their information from the internet and have already made a preliminary choice before they go to a dealership, seamless integration of all customer touch-points becomes increasingly important.

The state-of-the-art vehicle configurator with 360° exterior, interior and night-time views is a key aspect of the new site and includes many useful details. The "My BMW" section provides users with customised information on BMW and recommends new products and services that best fit their profile. Configured vehicles can be saved and shared with friends via social media. Users will also find options for contacts and requests, on topics from offers and test drives to location of dealerships, with additional information on every page.

The website, based on a newly-developed high-tech platform with ten times as many images and three times the access speed, is a key channel for BMW to reach customers and prospects.

"Personalised information, combined with an emotionally-powerful, media-appropriate brand experience, is the key to customer orientation", according to Ulrich Lenz, head of Interactive Marketing for the BMW Group. "The basis is our intuitive configurator, which allows customers to build their dream BMW in a fun way, choosing from the full BMW line-up and a large range of equipment options – always accompanied by specific financing options."

The re-launch of the website is an important element of the Future Retail programme, which is primarily focused on satisfying individual customer needs.

In addition to new content and technology for enhanced user guidance and speed, the design of the website has also been updated. The new design is characterised

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by a simple, spacious page layout on a predominantly white background with large control elements. Emotional images presenting products and brand themes are complemented by an accessories showroom, seasonal after-sales offers and a BMW service area with an extensive news and event section.

In addition to Germany, the Netherlands will also launch the new website this year, with other countries to follow in 2013. Austria has already been online. The website will be rolled out dynamically in stages, with on-going enhancement of the master version.

If you have any questions, please contact:

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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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 eight years.

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