

Corporate Communications

Media Information
13 April 2016

King Willem-Alexander and Queen Máxima of the Netherlands visit BMW Welt

Strengthening economic ties between the Netherlands and the BMW Group

Munich. A royal visit in the centenary year: King Willem-Alexander and Queen Máxima of the Netherlands paid a visit to the BMW Group today. Harald Krüger, Chairman of the Board of Management of BMW AG, welcomed the royal couple, who were accompanied by a Dutch economic delegation on a working trip to Bavaria headed by Lilianne Ploumen, Minister of Foreign Trade and Development Cooperation. The Bavarian Government was represented by Minister for Economic Affairs Ilse Aigner.

The one-hour visit focused on relations between the BMW Group and the Dutch economy. In the Double Cone and during its presentation of the BMW VISION NEXT 100 Vision Vehicle, the BMW Group provided an outlook for the mobility of the next 30 years and beyond – to a new age of mobility defined by sustainability, connectivity and automated driving.

“The BMW Group is honoured to welcome the Dutch royal couple to BMW Welt,” said Harald Krüger, Chairman of the Board of Management of BMW AG. “The Netherlands is a pioneer in the field of electro-mobility. We are delighted to continue deepening our strong relationship with the Netherlands.”

Speaking from the MINI exhibition, Peter Schwarzenbauer, member of the Board of Management of BMW AG, responsible for MINI, BMW Motorrad, Rolls-Royce, After Sales and Mobility Services, talked about the successful cooperation with Dutch contract manufacturer VDL Nedcar. Since summer 2014 MINI has utilised contract manufacturing in the Netherlands for the MINI 3-Door and the new MINI Convertible.

An orange MINI Convertible and the ReBorn Mini were both on display at BMW Welt: The historic Austin Seven with the serial number 983 was built in the Netherlands in 1959. In 2012, it was found in a barn in Groningen and completely rebuilt by hand by a five-person team from VDL Nedcar in 2013. More than 4,000 classic MINIs were produced in the Netherlands between 1959 and 1966, using parts from the UK.

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Stands on Allego and ParkNow also illustrated the excellent cooperation between the BMW Group and innovative partners in the Netherlands.

Dutch charging-station operator Allego works with the BMW i e-mobility service ChargeNow, which provides customers with a worldwide network of charging points. In BMW i markets, the service combines the largest number of providers of public charging infrastructure, so that drivers can use their ChargeNow card to access charging points operated by different providers.

ParkNow is an app and web-based service that is permanently changing the concept of parking. On the one hand, by creating parking transparency within a city: Participating parking garages can be filtered according to price, distance or availability of services, such as charging points or car-wash facilities. On the other hand, customers can also use ParkNow to reserve a parking spot in advance and receive directions to their chosen destination. ParkNow is offered in cooperation with Dutch company Parkmobile, which is the world's leading supplier of mobile on-demand payment systems for parking on public streets.

If you have any questions, please contact:

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

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The success of the BMW Group has always been based 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.

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