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Media Information

11 October 2016

BMW Group: THE NEXT 100 YEARS “Iconic Impulses. The BMW Group Future Experience”

Krüger: “Our long-term corporate strategy, Number ONE > NEXT, focuses firmly on the customer and the experience of sustainable premium mobility. We want to offer our customers the ultimate in emotional products and innovative services – today and in the future.”

World premiere of the BMW Motorrad VISION NEXT 100: the fourth vision vehicle marking the centenary of the BMW Group “Iconic Impulses. The BMW Group Future Experience” exhibition platform at the Barker Hangar, Santa Monica, Los Angeles, from 11 to 16 October

Los Angeles. The BMW Group has today presented its fourth Vision Vehicle, the BMW Motorrad VISION NEXT 100, to mark the opening of its exhibition and event platform, “Iconic Impulses. The BMW Group Future Experience”, at the Barker Hangar in Santa Monica, Los Angeles. Following the BMW VISION NEXT 100, unveiled at the Munich Centenary Event on 7 March, and the MINI VISION NEXT 100 and Rolls-Royce VISION NEXT 100, it is now the turn of the BMW Motorrad brand to present its vision of premium future motorcycle mobility for the coming decades. The BMW Group intends to make an effective contribution towards resolving the social challenges that lie ahead.

The BMW Group’s future vision

The task of exploring how we will live and move around in the years and decades ahead is as challenging as it is interesting: how will society, the economy, living conditions and consequently our mobility change? What opportunities will new technologies open up for us? And what will digitalisation and connectivity mean for our future automotive needs?

These are the questions the BMW Group has set out to answer with its four Vision Vehicles. Each made by a different Group brand, they represent a distinct interpretation of future mobility and embody a specific set of brand values. All of them explore a number of future themes, autonomous and emission-free driving, connectivity and mobility services. Premium solutions by the BMW Group will be completely effortless, constantly available, tailored to the user’s individual needs and sustainable.

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"Our long-term corporate strategy, Number ONE > NEXT, focuses firmly on the customer and the experience of sustainable premium mobility. We want to offer our customers the ultimate in emotional products and innovative services – today and in the future," said BMW AG's Management Board Chairman, Harald Krüger, as he opened the press conference on 11 October in Los Angeles.

The BMW VISION NEXT 100: "The Ultimate Driver"

The BMW Vision Vehicle has typical BMW driving pleasure at its core. In the years and decades ahead, BMW drivers will want to continue driving themselves most of the time, and constant connectivity, digital intelligence and cutting-edge technologies will assist. But these cutting-edge technologies are set to do even more: they will turn BMW drivers into the Ultimate Driver. At the same time, however, drivers will be able to hand over active control of the vehicle if they wish, leaving the BMW VISION NEXT 100 to take over while they sit back and turn their attention to other things.

The MINI VISION NEXT 100: "Every MINI is my MINI"

The key idea behind the MINI VISION NEXT 100 is responsible use of resources for personal mobility. The motto "Every MINI is my MINI" is about innovative car-sharing, with MINI fans of the future able to access and tailor any MINI to their own personal preferences, anywhere and at any time. The MINI will be available to everybody at all times, picking drivers up autonomously from wherever they like and adjusting its appearance, driving characteristics and connectivity to suit the user's personal lifestyle. New, customised mobility with the MINI VISION NEXT 100 builds on connected digital intelligence.

The Rolls-Royce VISION NEXT 100: "The Grand Sanctuary"

Fully autonomous, the Rolls-Royce VISION NEXT 100 takes luxury to a new dimension. The interior will be a private retreat, a "Grand Sanctuary" in which a virtual assistant not only drives the vehicle but also fulfils the occupants' every wish throughout the journey. The stunning exterior, with an elegant clamshell canopy and coach door, allows passengers simply to stand up and step out of the vehicle, ensuring they are the picture of refinement and taste wherever they arrive. The Rolls-Royce VISION NEXT 100 represents just one possible option for a unique, personal, customised Rolls-Royce. Picking up on its coachbuilding

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heritage, the marque uses innovative production methods and state-of-the-art materials to develop and handcraft an individual chassis to the customer’s own specifications. The vehicle will be powered by a zero-emission drivetrain.

The BMW Motorrad VISION NEXT 100: “The Great Escape”

The key idea behind this BMW Motorrad Vision Vehicle is to create a pure, unbounded ride experience. In the future, the special sensation of freedom will be made possible by even greater connectivity between rider, bike and the outside world. The assistance systems in the BMW Motorrad VISION NEXT 100 will not only anticipate and advise when action is needed but also intervene, when required, to keep riders safe. Protective clothing such as helmets and padded suits will no longer be needed. Instead, riders will simply be able to enjoy the sensation of absolute freedom. A key assistance system in this Vision Vehicle is the Self-Balancing mechanism, which keeps the motorcycle balanced both while in motion and while stationary, and prevents it from tipping over. This technology consequently allows all riders of any level of skill or expertise to keep on pushing boundaries for an ever more positive ride experience. Information is exchanged between rider and bike largely via the smart visor. This spans the rider’s entire field of view and provides not only wind protection but also relevant information, which it projects straight into the line of sight as and when it is needed. In terms of design and function, the BMW Motorrad VISION NEXT 100 takes its cues from various striking elements in the history of BMW Motorrad, adding a contemporary twist each time. The black frame triangle, for example, harks back to the first ever motorcycle by BMW Motorrad, the R32, made in 1923. Seen from the side the Vision Vehicle resembles a naked bike, with the ergonomics and seating position of a roadster. The forms and execution of the power unit resemble the traditional BMW boxer engine, but it is actually a zero-emission drivetrain.

The USA as the perfect platform for the world debut of the BMW Motorrad VISION NEXT 100 and the finale of the “BMW Group Iconic Impulses. The BMW Group Future Experience”

The BMW Group chose to unveil the BMW Motorrad VISION NEXT 100 in the USA. The US market is one of the largest for BMW motorcycles and one in which the BMW Group intends to continue developing its business. As a pioneer in the field of sustainable mobility, the state of California is the ideal place for the

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presentation of the fourth Vision Vehicle, which is an interpretation of the motorcycle mobility of tomorrow. The megacity of Los Angeles is the perfect setting for the finale of the event and exhibition platform “BMW Group Iconic Impulses. The BMW Group Future Experience”.

The USA is also home to the most prolific BMW plant in the world: BMW Plant Spartanburg. As one of the BMW Group’s most important facilities, Spartanburg has seen investments of almost US\$ 7 billion since production began in 1994. More than 70% of the BMW X models (BMW X3, X4, X4 M, X5, X5 M, X6 and X6 M) manufactured there are exported, with a total value of US\$ 9.8 billion a year. This made BMW the largest car exporter in the USA in 2015.

The BMW Group and its dealership and supplier network currently employ around 70,000 people in the USA.

The “BMW Group Iconic Impulses. The BMW Group Future Experience” event and exhibition concept.

This event and exhibition concept allows as many people as possible around the world to experience the BMW Group’s vision of future mobility. It is open to the public in Los Angeles from 11 to 16 October 2016.

The narrative of the exhibition takes visitors through different worlds of experience and reflects the BMW Group’s 100-year history as a pioneering, innovative company. Visitors also learn more about key global megatrends and about the challenges and opportunities society will face over the decades as the forthcoming changes progress. In addition, the exhibition provides information about the BMW Group and its responsibilities regarding the environment, society and its employees.

The Inner Rotunda of the exhibition provides the setting for Vision Vehicle debuts, press conferences and various other events. It also offers a platform for discussions around key questions of the future. Specialists from a wide range of areas, such as politics, science, business, culture and the interested public, are invited to contribute their thoughts and ideas and join an open exchange with a variety of perspectives on key future topics.

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"Iconic Impulses. The BMW Group Future Experience." – Dates and Vision Vehicle debuts:

Munich (7 March 2016)

World debut of the BMW VISION NEXT 100

Beijing (5 - 15 May 2016)

Asian debut of the BMW VISION NEXT 100 – Opening of the "Iconic Impulses. The BMW Group Future Experience" exhibition and event platform

London (16 - 26 June 2016)

World debuts of the MINI VISION NEXT 100 and the Rolls-Royce VISION NEXT 100 – "Iconic Impulses. The BMW Group Future Experience" exhibition and event platform at the Roundhouse in London

Los Angeles (11- 16 October 2016)

World debut of the BMW Motorrad VISION NEXT 100 – "Iconic Impulses. The BMW Group Future Experience" exhibition and event platform

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Rolls-Royce VISION NEXT 100

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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 31 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.

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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