

Media Information  
20 November 2019

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## Speeches

**Pieter Nota**  
**Member of the Board of Management of BMW AG,**  
**Customer, Brands and Sales**

**Bernhard Kuhnt**  
**President and CEO BMW of North America LLC**

**Dr. Markus Schramm**  
**Head of BMW Motorrad**

**Markus Flasch**  
**CEO of BMW M GmbH**

**BMW Group Press Conference Los Angeles Auto Show**  
**20 November 2019, 9.00 a.m. (PST)**

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Bernhard Kuhnt, President and CEO BMW of North America LLC

Good morning, welcome to the BMW Group! We're excited to be back on the West Coast in LA.

If you were with us in 2017, you remember we started with a completely empty stand. We then filled with various new cars and concepts. Those concepts turned into production models we showed in 2018 like the 8 Series and the X7. All part of the largest product offensive in our company's history.

Over these past years, our team has worked so hard to accomplish so much. As of October we have achieved positive sales growth in 25 of the past 26 months. And we are optimistic we can carry this positive momentum forward together with our dealer network. Our success underscores our ability to deliver the right vehicles to the right market, giving our customers the choices they demand.

And alongside our amazing products comes our meaningful commitment to the U.S. In fact, this year we are celebrating the 25th anniversary of our U.S. manufacturing plant – Plant Spartanburg – a highlight we are all very proud of.

With a production capacity of up to 450,000 vehicles each year, our plant in South Carolina is the largest plant in our global production network. There we provide more than 11,000 American jobs and produce more than 1,500 vehicles every day.

So you can see why we are so excited about our history and our future in the U.S.

Today we will show you eight incredible vehicles, including four world premieres and a thrilling motorcycle concept I'm sure you're going to love. And once again we combine the best of performance, luxury and electrification for this market.

Now let's start with two cars making their show premieres.

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Ladies and Gentlemen, the BMW X5 M and X6 M.

Fresh from the production line at Plant Spartanburg, these are the newest members of our M family. The third generation of our BMW M Sports Activity Vehicle and Coupe will be available for the first time in both a 600-horsepower standard model and a 617-horsepower Competition model. [BMW X5 M and X5 M Competition: fuel consumption combined: 13.0 – 12.8 l/100 km; CO<sub>2</sub> emissions combined: 296 – 291 g/km; BMW X6 M and X6 M Competition: fuel consumption combined: 12.7 – 12.5 l/100 km; CO<sub>2</sub> emissions combined: 289 – 284 g/km]

The X5 M and X6 M also provide improved luxury and comfort, while also featuring the latest in driver assistance, personal connectivity and infotainment. Both go on-sale in the spring of 2020. The U.S. is the biggest market for the BMW M Brand – and California is the biggest market within the U.S. for BMW M.

Now to introduce the next reveal – another vehicle that's really perfect for this country. In fact, you can just see it cruising down the Pacific Coast Highway. I'd like to hand-over to BMW Motorrad CEO, Markus Schramm.

Welcome Markus!

Dr. Markus Schramm, Head of BMW Motorrad

Hello everybody! Welcome to the world of BMW Motorrad!

We are proud to be the most successful manufacturer of premium motorcycles and scooters worldwide. 2019 is proving to be a great year for BMW Motorrad once again. To date, we have already sold more motorcycles than ever before. That means we are well on track to finish 2019 as the ninth record sales year in succession.

The U.S. is one of our most important markets – and I would like to say a big thanks to our team here – because year-to-date, we are the only motorcycle brand in the U.S. to achieve growth in a declining market.

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Now, it is my pleasure to show you what's next, to continue our success story.

At the Villa d'Este we presented this BMW Motorrad Concept R18 for the large cruiser segment. The outstanding positive feedback was overwhelming.

The focus of this concept bike is on simplification. It is authentic and highly emotional; it is a purist – inspired by heritage.

For 2020, we are working on a second concept bike – the R 18/2 – I brought some images with me for you.

This bike is built on the same architecture and shows the range of character we are able to cover with that. The other bookend so to speak: a modern, dynamic custom cruiser with a rough performance appeal.

It is my pleasure to confirm that the series bike will come to the market in the second half of next year. The official name for this BMW cruiser will be BMW R 18.

Entering the Cruiser segment is an important step in strengthening the growth of BMW Motorrad, especially here in the US market. We are very confident that it's going to be a big success here – and a milestone for our goal to lead the premium motorcycle market.

And now, Roland, please start the engine.

Now I'd like to hand over to Pieter Nota, our member of the board for customers, brands and sales.

Pieter Nota, Member of the Board of Management of BMW AG, Customer, Brands and Sales

Good morning! Ladies and Gentlemen, here is our new fully electric MINI!

[combined fuel consumption: 0.0 l/100 km; combined electricity consumption:

16.8 – 14.8 kWh/100 km; combined CO<sub>2</sub> emissions: 0 g/km]

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It's the MINI many customers have been waiting for, and we are thrilled about the very positive response, with more than 80,000 people registering their interest.

It's the perfect city car: modern and inspired, combined with classic MINI go-kart feeling and, of course, zero emissions.

The MINI Electric is a further important milestone in our electrification strategy. By the end of this year, we will have a total of 12 fully electric and plug-in hybrid models available. That includes our new BMW X3 and X5 plug-in hybrids – which are both made at our plant in Spartanburg, and will soon be on their way to customers worldwide. [BMW X3 xDrive30e: fuel consumption combined: 2.4 - 2.1 l/100 km; combined power consumption: 17.2 - 16.4 kWh/100 km; combined CO<sub>2</sub> emissions: 54 - 49 g/km / BMW X5 xDrive45e: fuel consumption combined: 2.0 – 1.7 l/100 km; combined electric power consumption: 23.5 – 21.5 kWh/100 km; combined CO<sub>2</sub> emissions: 47 – 39 g/km]

The global success of our X family of vehicles from Spartanburg makes BMW the biggest net exporter of vehicles from the U.S. by value.

The BMW X3 is one of our most popular vehicles worldwide. Next year we will launch the fully-electric BMW iX3. This underscores what we call the “Power of Choice”:

From highly efficient combustion engines, and plug-in hybrids, to pure electric drivetrains: We want to offer the right model with the preferred drive train, for every customer, in every segment, across the globe.

We know that more and more people in the U.S. – like here in California – want to drive emission-free. And we are answering that call: We sell more electrified vehicles here, than any other non-U.S. car company.

By 2023, we will offer 25 electrified vehicles, more than half of them fully electric.

At the BMW Group, we believe electric vehicles can only make a real contribution to climate protection when the entire value chain is sustainable. Our

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concept of sustainable mobility goes far beyond the car. Take charging, for example...

Right here in California, we are cooperating with the Straus Organic Dairy Farm to create “green energy”. We are co-funding their work with bio-digesters – to create renewable energy that reduces greenhouse gas emissions and is one of the cleanest energy sources available in California. Soon we will be able to help produce as much electricity, as the entire BMW and MINI Electric Vehicle population in California consumes.

Once again, we are pioneering the way forward – our cooperation with Straus Organic Dairy Farm is the very first of its kind in the automobile industry.

Let’s get back to MINI – which not only has urban roots, but also a strong racing heritage. Customers have enjoyed two generations of the super sporty MINI John Cooper Works GP – and today, we are delighted to present the third generation! [combined fuel consumption: 7.3 l/100 km, combined CO<sub>2</sub> emissions: 167 g/km]

Ladies and Gentlemen,

With more than 300 horsepower and a top speed of 165 miles per hour, this is not only the most powerful GP produced, it is the fastest production MINI ever!

It is full of racing technology, taking MINI’s “driving fun” to a whole new level.

As you’ve just seen in the film, we put it through its paces on the race track during development. It completed the legendary German Nordschleife in less than eight minutes, putting it in the league of genuine sports cars.

This MINI is absolutely thrilling to drive, and sets a new benchmark in the small car segment. It will be released in 2020, with a limited edition of 3,000 units.

I think they look great together, and show two very exciting ways to experience MINI’s hallmark “go-kart feeling”.

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Ladies and Gentlemen,

As you see, our product offensive at the BMW Group continues. Over the past two years, nearly all our series have been newly launched or updated: From the BMW 1 Series to the 7 Series, from the X1 to the X7.

All of this has had a positive impact on our worldwide sales and we have achieved our strongest first ten months ever. Whilst we have been growing our business altogether, our sales in the luxury segment increased by almost 60%, in the year to date.

And I would like to thank our customers and team here in the US – for the positive contribution you have made to our worldwide sales this year. Last month, the BMW brand achieved more than 9% growth here, and that is fantastic! Thank you!

We are very confident that further new models will continue that positive momentum. So now, let's take a look at what else is new at BMW.

Our four-door Gran Coupés from the 4 Series and 8 Series are among the most elegant vehicles in our BMW line-up.

Today, I'm delighted to present a brand new model that will take this extremely successful vehicle concept to our compact class: Our first ever BMW 2 Series Gran Coupé. Here it is!

Ladies and Gentlemen,

The world premiere of our new BMW 2 Series Gran Coupé! It is another exciting addition to our compact class and completes our sporty and stylish BMW Gran Coupé family.

We are certain it will appeal to younger customers, with its modern, striking design and versatility. Not to mention the best-in-class driving experience, and cutting-edge connectivity.

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The M235i xDrive – boasts the BMW Group's most powerful four-cylinder engine - and customers will be thrilled by its agile and precise driving behavior. Quite simply – it is a true BMW – full of sporty DNA. [BMW M235i xDrive: fuel consumption combined: 7.1 – 6.7 l/100 km; CO<sub>2</sub> emissions combined: 162 – 153 g/km]

Speaking of sporty, let's now move to BMW M. To tell you more, please welcome Markus Flasch, CEO of M GmbH. Thank you!

Markus Flasch, CEO of BMW M GmbH

Good morning! It's great to be here!

The brand-new BMW M2 CS is a further addition to the M portfolio – taking the M2 to the next level. [fuel consumption combined: 10.4 – 9.4 l/100 km; CO<sub>2</sub> emissions combined: 238 – 214 g/km]

Highlights are the extensive and visible use of carbon fiber. Front splitter, sandwich-designed roof, gurney, rear diffuser and mirror caps. Plus the hood with its catchy central air vent. The result is a car with a very low center of gravity, great downforce and optimum aerodynamics.

With 444 brake horsepower, the M2 CS is perfect for the racetrack, but also a fantastic car for everyday use. And the good news for purists: it comes with a manual gearbox as standard.

There's even more: The M2 CS is the basis for the M2 CS Racing. Amateur racing and Clubsports are a big part of BMW M and BMW Motorsport.

Now, let's take a look at the top model in our range, the BMW M8 Competition Gran Coupé. The perfect combination of luxury, space and high performance! [fuel consumption combined: 10.7 l/100 km; CO<sub>2</sub> emissions combined: 244 g/km]



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With 617 brake horsepower, it sprints from 0 to 60 mph in just 3 seconds straight. That's what you can expect from a BMW 4.4-litre V8 engine with M TwinPower Turbo technology.

With racetrack DNA, it's as sharp, precise and agile as it can get. On the other hand, it simply exudes luxury. Especially the First Edition model. Only 400 cars will be built in this color and trim after the market launch next year.

What a great year we've had so far! To date, we have already sold more cars, than we did in the whole of 2018. And we have many more exciting models to come. What a great prospect for 2020! With that, I'd like to hand back to Pieter Nota.

Pieter Nota, Member of the Board of Management of BMW AG, Customer, Brands and Sales

Ladies and Gentlemen,

The sheer number of new vehicles and world premieres we showcased today, really underlines how important the US market is to us. Now I would like to bring some other highlights back on stage, because it makes a truly impressive picture. Let's start with our highly emotional BMW Motorrad Concept R 18 – and then our most powerful MINI ever, the MINI John Cooper Works GP – and last, but certainly not least, our new addition to the compact class, our first ever BMW 2 Series Gran Coupé.

Ladies and Gentlemen, thank you for joining us today. Now I would like to ask my colleagues to come back on stage. Thank you!

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The figures for fuel consumption, CO<sub>2</sub> emissions and power consumption are calculated based on the measurement methods stipulated in the current version of Regulation (EU) 2007/715. This information is based on a vehicle with basic equipment in Germany; ranges take into account differences in wheel and tire size selected as well as optional equipment.

Power consumption, emissions figures and ranges have been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes, dependent on the tire format selected. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub>-emissions. These figures are provisional.

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>.