

BMW Group

Corporate Communications

Dr. Klaus Draeger

Member of the Board of Management of BMW AG, Development

Ian Robertson

Member of the Board of Management of BMW AG, Sales and Marketing

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Rolls-Royce
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Ni hao and good morning, ladies and gentlemen! I am delighted to be here with you today.

China is a strongly growing country. We at the BMW Group are happy to be a part of this growth. Chinese customers just love our three brands: BMW, MINI, and Rolls-Royce. They also have a growing interest in sustainable mobility.

The BMW Group is leading in sustainable solutions for today and the future under the banner of Efficient Dynamics. Over the past 13 years, we reduced emissions by more than 30 percent. According to the Dow Jones Sustainability Index, the BMW Group is the world's most sustainable premium car company.

For us, sustainable mobility means: highly-efficient combustion engines, hybrid, and electric drivetrains.

The MINI E project is the first time Battery Electric Vehicle has been used under the real driving conditions by normal customers in China. Right now, customers in Beijing and Shenzhen are testing the all-electric MINI E. Now let's take a look at our next milestone:

The BMW ActiveE is celebrating its Asian premiere here today. This electric car stands for: zero emissions, four seats, and sporty performance. This is emissions-free driving pleasure from BMW. The ActiveE is being tested under real-world conditions across the globe, including Europe and the US this year. Through these field-studies, we will better understand the needs of our customers and continue improving this technology. In 2012, we will bring this car to Chinese roads. In 2013, we will be launching the BMW i3. It will be our first all-electric car for urban centres around the world. The BMW i8 plug-in hybrid will be launched a few months later.

BMW combines sustainability and sportiness. We demonstrate this approach as the official sponsor of the 2012 London Olympic Games. Here in China, BMW is the exclusive automobile partner of the Olympic Committee for the next six years. And here's our sporty and sustainable athlete:

This BMW 5 Series is a concept sedan using plug-in hybrid technology. It is based on the new BMW 5 Series Long Wheelbase Version. The first 75 kilometres you travel use only electric power. And even more interesting — this car is being developed in China for Chinese customers.

Yao Ming (Chinese basketball player, held the Chinese flag in two Olympic Games, owner of a BMW ActiveHybrid 7, unveils the 5 Series Plug-in-Hybrid Electric Vehicle):

For a long time, I have cared a lot about social responsibility and I am a big fan of technology that helps sustainable development. Through programmes like the annual charity tour of the Yao Foundation, I believe one should always try to make the world a better place. This is true for anything from a small, warm-hearted donation to hybrid transportation. And I have to say, this car looks great!

Dr. Draeger: What would BMW be without fascinating design? Customers just rave about our design language. Some of the best car designers work for us. As part of our global design team, we are delighted to be opening a DesignWorksUSA studio right here in Shanghai. It's the perfect city — full of energy and lots of trend setters. Today's next world premiere also boasts a fascinating design: My colleague Ian Robertson will tell you all about it.

Mr. Robertson: The new BMW 6 Series Coupé is our most stunning interpretation of fluid power yet. This coupé captures the pure elegance of flowing water, whilst harnessing the strength of a thoroughbred.

Even at a standstill, the coupé shows elegant stylistic elements from the arching power lines on the bonnet to the muscular rear. The exterior tells a story of the relationship between the coupé's commanding engine and interior refinement.

The luxurious interior is designed to allow the driver and passenger easy access to all of the amenities. This includes an array of options for comfort, connectivity, and infotainment. Fitted as standard, the iDrive control system is linked to a 10.2 inch display, the largest on-board monitor in its segment. The 6 Series also comes with a set of innovative features, such as Adaptive LED Headlights and Full-colour BMW Head-up Display. The bonnet of this 650i covers an incredibly powerful 4.4 litre TwinPower Turbo V8 engine, ready at the drop of a hat with over 400 horsepower. The new BMW 6 Series Coupé is a car without compromise.

It is innovative, dynamic, and emotional cars like this 6 Series Coupé that continue to keep the BMW Group in lead. We continue to be the most successful premium automobile company in the world, having sold over 1.46 million cars last year. Our momentum has carried into 2011 for the BMW Group. We've achieved a record high in the first three months of this year, selling over

382,000 automobiles. This is just the start. I'm convinced 2011 will be our most successful year ever.

Here in China over the last few years, the BMW Group has experienced tremendous growth. We aim to continue building on this trend. In 2010 alone, the BMW Group grew here by 87% from the year before. This propelled China to become the company's third largest market worldwide. In fact, China was the worldwide sales leader for three BMW models last year: our flagship 7 Series, the 5 Series, and the X6. In China and across the globe, our customers expect only the best: more dynamic performance with even greater efficiency. Let me show you this next level of performance: here it is, the world premiere of the BMW M5 Concept!

You can see it. You can hear it. You can feel it. A BMW M is a car like no other. It ignites passion. It quenches peoples' desire for individuality and exhilarating performance. And for a quarter century, the BMW M5 has been doing just that. The original M5, back in 1984, was the first to offer the unique combination of high-performance sports car and elegant sedan. Thanks to its high-revving engine, the forthcoming M5 also promises to deliver more driving excitement than ever before.

Dr. Draeger: First of all, its new V8 engine with M TwinPower Turbo delivers the kind of thrust our M models are known for. Thanks to the advanced transmission with Drivelogic, engine power is efficiently delivered right to the wheels. Let's just say: its sheer driving pleasure really comes through. And while its performance is even better than the previous engine, its fuel consumption is 25 percent lower. This concept car is a true BMW M with its dynamically flowing lines, light alloy wheels, and large air intakes. It has a very athletic appearance.

Mr. Robertson: The BMW M5 Concept and all the cars you have seen today highlight our focus on innovation and aesthetics. Our vehicles continue to position the BMW Group as the world's most successful and sustainable premium car company. Thank you.