



Media Information

April 25, 2016

- Check against delivery -

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**BMW Group**

**Beijing Motor Show – Auto China (2016)**

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**Speech Peter Schwarzenbauer**

Ladies and Gentlemen, Welcome to Beijing! I'm delighted to be here again!

I think you'll agree: The film showed that BMW Motorrad is surely the purest form of "Sheer Driving Pleasure" and fun on two wheels – both in the city and on winding country roads. That makes China the ideal place for BMW Motorrad. Because this country has everything a biker's heart desires: deserts, mountains, endless highways and pulsating cities. I firmly believe that BMW Motorrad has huge potential in China. More on that in a moment...

2015 was the fifth consecutive record year for BMW Motorrad worldwide. More than 136,000 customers chose a BMW motorcycle last year – an increase of almost 11 per cent year-on-year.

This positive trend continued in the first quarter of 2016, with more than 33,500 motorcycles sold in the first three months of the year – an increase of over 7% from the previous year.

We intend to continue this success – and have set ourselves ambitious goals to do so:

1. We aim to increase sales to 200,000 units by 2020.
2. We will continue to grow our range of models, and
3. Expand our commitment in existing markets and develop new markets – focusing on Asia and South America. This includes China, where we will extend our activities.

The G 310 R plays an important part in our plans. It will extend our model portfolio in the segment for bikes below 500cc. As an ambassador of our brand, it will represent

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the values of BMW Motorrad in this segment. Over the next 12 months, we will also be offering our 300 Series here in China.

And it doesn't stop there. We plan to offer a whole family in the middle cc segment to take advantage of strong growth in this market.

China will play a major part in our growth strategy. BMW Motorrad has had tremendous success in expanding its business here in the past few years. In 2015, we almost doubled the sales and we are looking to build on this in 2016. The signs are extremely positive: In the first quarter of 2016, our motorcycle sales in China were almost 75% higher than the previous year. And we will use this momentum. We will be introducing a total of nine new models here in China in 2016 alone.

The year got off to a great start for MINI, as well as BMW Motorrad. Globally, both BMW Motorrad and MINI performed exceptionally well in the first quarter of our centenary year.

We have never sold as many motorcycles and MINIs as in the first three months of this year.

Naturally, MINI is also here at the show and will be introducing the youngest members of the family: the new MINI Convertible and the new MINI Clubman.

Later, at Rolls Royce, you'll see the highlights we have in store for our Chinese customers in the super-luxury segment.

Ladies and Gentlemen,

We have been shaping individual mobility worldwide for the past 100 years. Passion, engineering excellence, vision and courage are what have made the BMW Group the global leader it is today. With BMW, MINI, Rolls-Royce and BMW Motorrad, we

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will continue to shape the future of individual mobility. In just a moment, BMW will give you a glimpse of what that looks like. Thank you

**Speech Dr. Ian Robertson**

Ni men hao ladies and gentlemen!

This is a really exciting year for the BMW Group and it's great to be back in China – our largest single market.

On the 7th March we launched our centenary activities in Munich, with our focus firmly on the "Next 100 Years.

I'm delighted to announce that we'll bring the NEXT 100 YEARS celebrations to Beijing next week. We're looking forward to sharing the joy of this significant milestone with people in China.

The BMW Group has started the year on a positive note and maintained a successful course in 2016. In the first three months of the year, sales increased by 5.9%, to reach a new all-time high of well over 557,000 vehicles.

We continue to target growth in worldwide sales and in China in 2016. Market development in China is normalising and we believe that the trend will continue in a similar fashion to 2015. We fully believe in the long-term growth potential of this market and are strongly committed to China and the needs of our customers in this market.

Just a few months ago, I was here in Beijing to present the new BMW 7 Series. Our flagship sets new benchmarks in the luxury segment and has had a successful start.

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For the first time, we are now expanding our 7 Series lineup under the labels of BMW M and BMW i.

BMW i underscores our commitment to be the leader in innovation and new technologies. We will be transferring our expertise from BMW i to “core brand” models and as of July 2016, all electrified BMW models will be labelled BMW iPerformance. This includes the BMW 740e iPerformance, which will be available later this year.

On the other hand - M Performance stands for a particularly dynamic driving experience. Customers have often asked us why there isn't an M version of our flagship – and now we have the answer: we will put the first M Performance variant of the BMW 7 Series – the BMW M760Li xDrive - on the road later this year.

Expanding the range of the BMW 7 Series so that it covers everything from high performance to low emission vehicles, demonstrates how the BMW Group constantly evolves to exceed its customers' wishes.

The BMW Group has always looked ahead, constantly challenging itself. Because we are convinced that: The best way to predict the future is to create it.

Last month, the BMW Group presented its new roadmap for the future: Strategy Number ONE>NEXT. It includes a very clear strategy for BMW M and the expansion of the BMW M product portfolio.

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All BMW M vehicles share one thing in common – their impressive driving dynamics. Demonstrating that this commitment is alive and well, please enjoy a short film with the BMW M4 GTS...

The BMW M4 GTS is an exclusive technological showpiece, which elevates the potential of the BMW M4 Coupe to an impressive new level. It comes in a limited edition of 700 units to celebrate the 30th anniversary of the BMW M3 – and there's already been an overwhelming customer response to this car.

For over 40 years, BMW M has been going from strength to strength. Its success on international racetracks has been matched by the demand from customers who value individuality, exclusivity and of course, high-performance.

The key to the future success of BMW M is strategic expansion – we are planning to close any gaps in the M portfolio. We also see growth potential in M Performance. In the future, M Performance will have a significantly wider share in our model portfolio.

This means we will create more fascinating M models like the M2 Coupé and M Performance models like the X4 M40i, which you see here at the stand.

Ladies and Gentlemen,

Ten years ago – right here in Beijing – we launched the very first BMW designed and built specifically for the needs of our Chinese customers - the BMW 5 Series long wheelbase. Built in China, for China.

Since then, we've also introduced the BMW 3 Series long wheelbase.

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We are driven to delight all of our customers and exceed their expectations. And of course we do this by understanding the different requirements and desires in every market we serve.

Today, I'm delighted to present to you the world premiere of a new BMW vehicle tailored specifically for the Chinese market:

The all-new BMW X1 long wheelbase version is another perfect example of our focus on the Chinese customer, as well as our commitment to the Chinese market.

And with an extra 11 centimetres added to its wheelbase, the BMW X1 offers the most room for passengers in its segment.

It is:

- The biggest and roomiest,
- The most innovative, (Note: HUD as USP)
- And of course, the sportiest.

Quite simply, it sets the benchmark.

With standard comfort suspension, servotronic steering and performance control, it provides unparalleled driving pleasure.

This car's performance has been expertly balanced with an all-new design, with authentic "X" DNA.

The exterior design language is striking: sporty and self-confident with a real presence. Note the LED headlights, which are unique in this segment.



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The luxurious interior makes use of high quality materials put together with precision craftsmanship – and the extra legroom provides for a very comfortable journey.

The new BMW X1 will be produced at the Tiexi plant and will be available for Chinese customers as of May 20th.

Thank you once again for joining us.

Please enjoy the rest of the day.

Xie Xie.