

BMW Group activities in China.

History of the BMW Group in Mainland China (excl. Hong Kong and Taiwan).

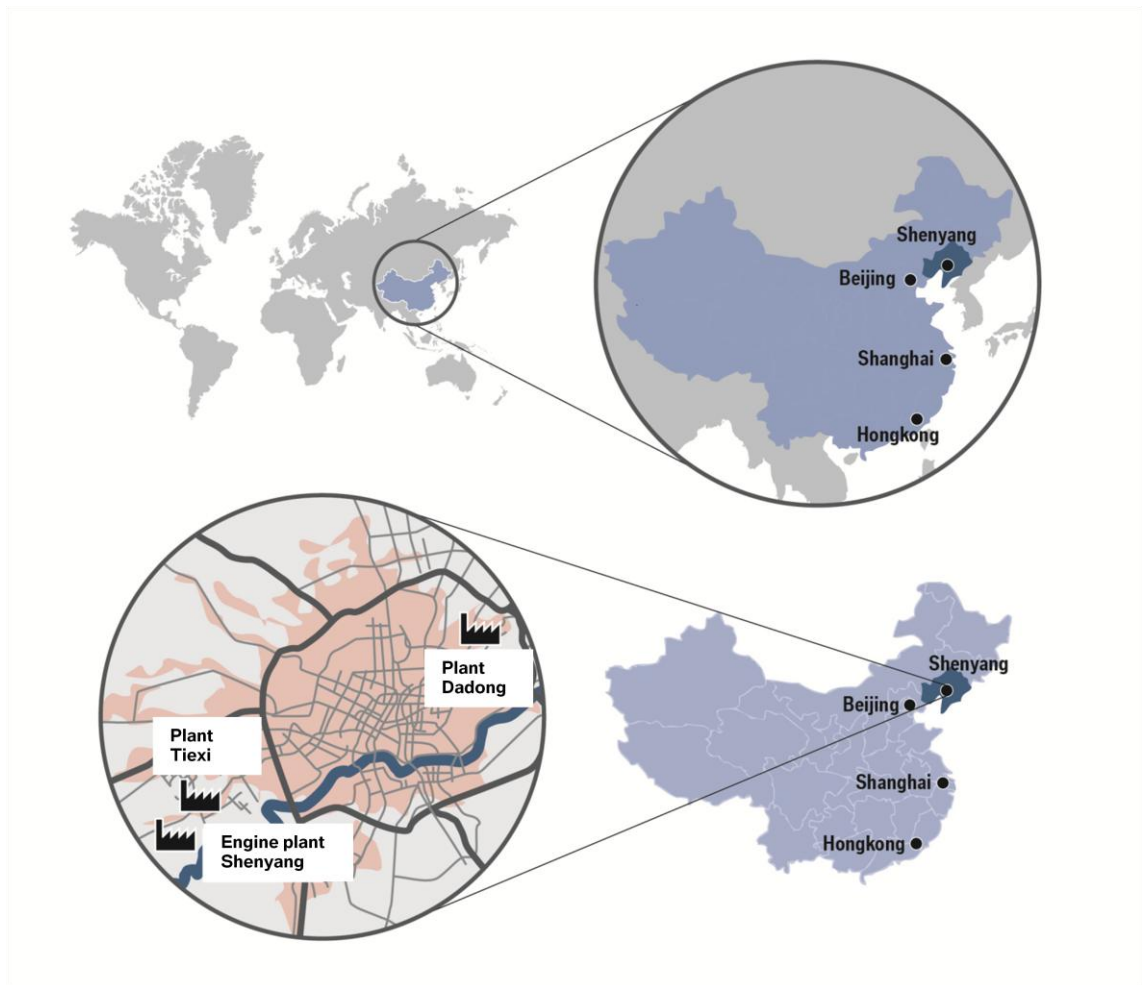
- 1994** BMW AG representative office established in Beijing.
- 2003** Joint venture between BMW and Brilliance (BBA).
Construction of BBA plant in Dadong (Shenyang) begins.
Start of production of BMW 3 Series for Chinese market in Shenyang.
- 2004** BBA plant Dadong opens.
- 2005** Formation of BMW China Automotive Trading Ltd. in Beijing to market imported BMW and MINI automobiles.
Start of R&D in Chinese market at Beijing location.
- 2006** Market launch of BMW 5 Series Long Wheelbase version developed for Chinese customers and built at the Dadong plant.
International Purchasing Office opens in Beijing.
- 2007** Opening of three BMW parts distribution centres (Shanghai, Beijing, Foshan).
- 2009** Construction of second plant in Tiexi (Shenyang) announced.
- 2010** Market launch of second generation of BMW 5 Series Long Wheelbase version.
Construction of Tiexi plant begins.
Establishment of BMW Automotive Finance (China) Co. Ltd.
- 2012** Start of production of 2.0 litre four-cylinder petrol engines.
Tiexi plant opens and production of BMW X1 and BMW 3 Series Long Wheelbase version begins.

Total BMW Group workforce.	2011
National Sales Company	496
BMW Financial Services	143
BMW China Service (International Purchasing + R&D Centre)	304

Total BBA workforce.	2011
Shenyang plants (including pre-production employees in Tiexi)	7,710
BBA Beijing Office	405

Over the coming years, more than 2,000 new jobs will be added to the roughly 8,000 already created in Shenyang.

Geographic distribution of plants in Shenyang and national sales company in Beijing.



Products available in Mainland China (no diesel models available).

- **BMW automobiles – produced locally.**
 - BMW 3 Series Sedan
 - BMW 5 Series Sedan Long Wheelbase version
 - BMW X1 (from 2012 on)
 - BMW 3 Series Long Wheelbase version (second half of 2012)

- **BMW automobiles – imported.**
 - BMW 1 Series, 5-door, Convertible and Coupé
 - BMW 3 Series Sedan, Convertible and Coupé
 - BMW 5 Series Sedan, Gran Turismo (BMW 5GT) and Touring
 - BMW 6 Series Convertible and Coupé
 - BMW 7 Series Sedan and ActiveHybrid
 - BMW Z4
 - BMW X1, X3, X5, X6 (also ActiveHybrid)

- **BMW M Series – imported.**
 - BMW 1 Series M Coupé
 - BMW M3 Sedan, Coupé and Convertible
 - BMW M5
 - BMW M6
 - BMW X5 M and BMW X6 M



BMW 5 Series Long Wheelbase version.



BMW 3 Series Long Wheelbase version.

- **MINI models – imported.**

MINI (MINI One, MINI Cooper Fun, MINI Cooper Excitement, MINI Cooper S)

MINI Coupé (MINI Cooper Coupé, MINI Cooper S Coupé)

MINI Convertible (MINI Cooper Convertible, MINI Cooper S Convertible)

MINI Roadster (MINI Cooper Roadster, MINI Cooper S Roadster)

MINI Clubman (MINI One Clubman, MINI Cooper Clubman Fun,

MINI Cooper Clubman Excitement, MINI Cooper S Clubman, MINI Cooper Clubman Hampton, MINI Cooper S Clubman Hampton)

MINI Countryman (MINI One Countryman, MINI Cooper Countryman Fun, MINI Cooper Countryman Excitement, MINI Cooper S Countryman)



MINI.

Sales development.

China belongs to the three largest single markets for the BMW Group worldwide.

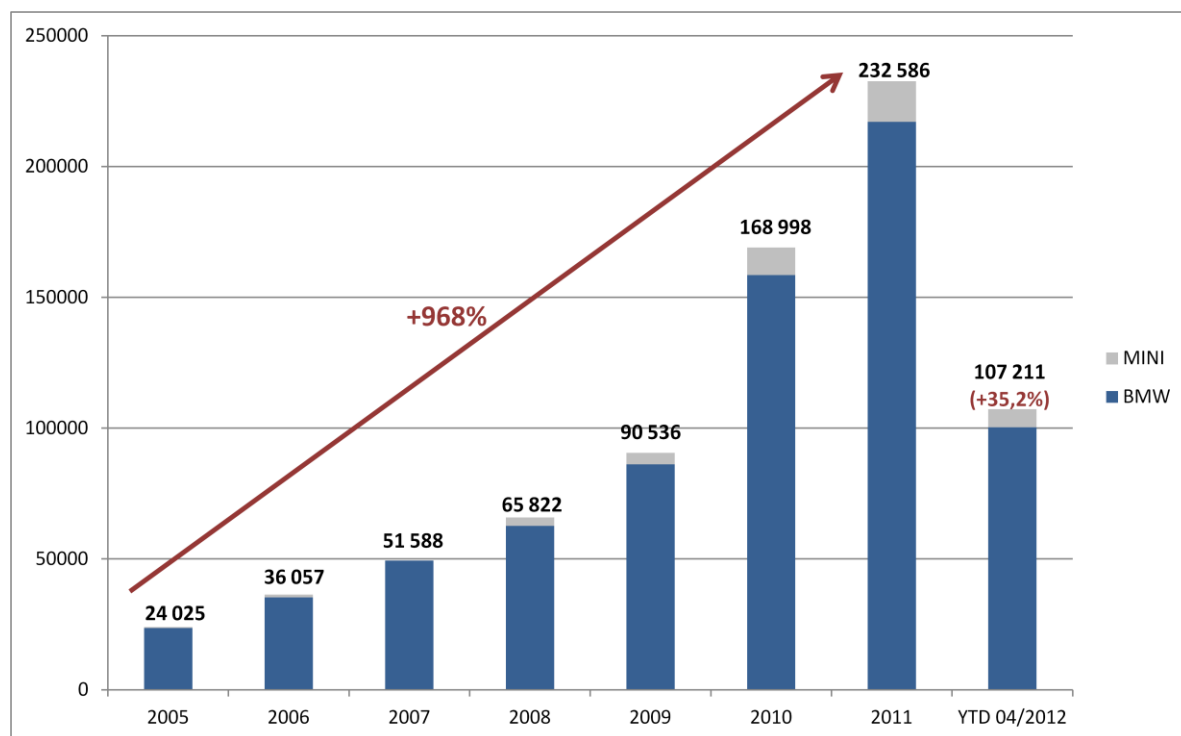
China is the most important market for BMW 7 Series, BMW X6 and BMW 5 Series (available as Long Wheelbase version) models.

BMW Group sales development in China (excl. Hong Kong and Taiwan) 2005 - 2011.

	2005	2006	2007	2008	2009	2010	2011	YTD 04/2012
BMW	23,595	35,300	49,388	62,688	86,168	158,489	217,068 (+37%)	100,300 (+35%)
MINI	430	1,057	2,200	3,134	4,368	10,509	15,518 (+48%)	6,911 (+33%)
BMW Group*	24,025	36,057	51,588	65,822	90,536	168,998	232,586 (+38%)	107,211 (+35%)

*excl. Rolls-Royce and BMW MOTORRAD.

BMW Group sales development in China (excl. Hong Kong and Taiwan) 2005 - 2011.

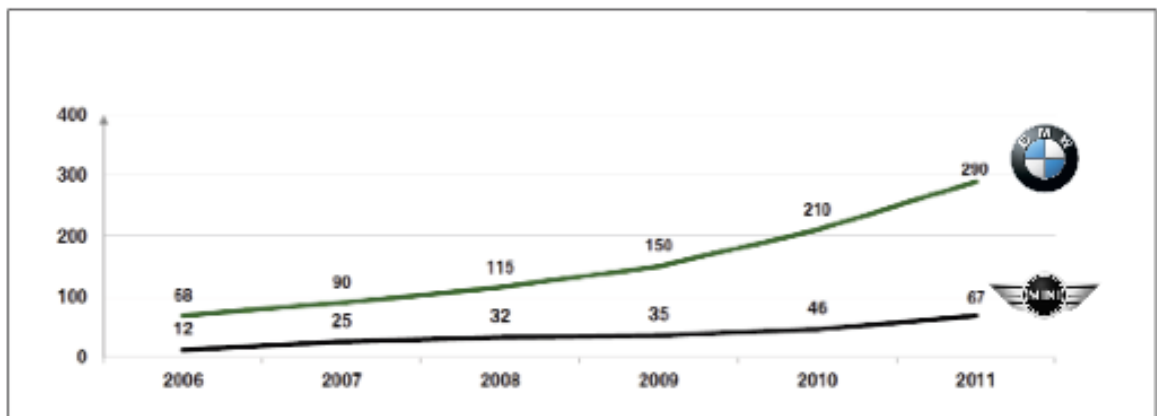


Development of retail network and aftersales.

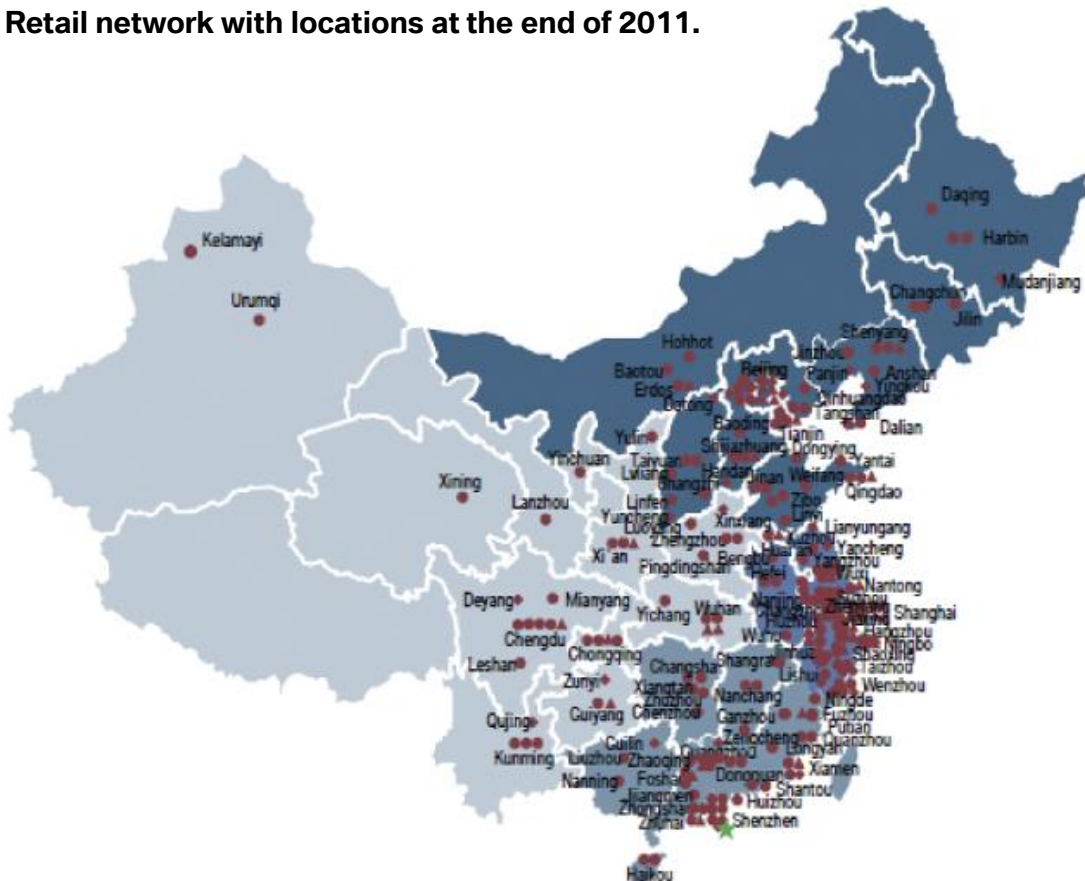
This successful sales development has been supported by the extensive expansion and enlargement of the company's retail network.

At the end of 2011, the BMW Group had more than 290 BMW and 67 MINI sales and services locations spread across the entire country.

Number of BMW and MINI dealerships in China (excl. Hong Kong and Taiwan).



Retail network with locations at the end of 2011.



Chinese automobile industry's first dealership to adopt sustainability standards.

In early 2011, BMW China introduced key sustainability standards for the management of its retail network aimed at motivating authorized BMW dealerships across China to fulfil their social, economic and environmental responsibilities towards the local community and at promoting sustainable development throughout the entire industry.

In June 2012, the first brand-new dealership to comply fully with these new standards opened in Beijing Xingdebao with a total area of 22,000 square metres. The new standards were welcomed by BMW dealers across the country.



Different environmentally-friendly, renewable energy sources such as wind power, solar energy and geothermal energy are exploited to the full within the framework of the sustainability standards.

- Together, wind turbines and solar panels installed on the 1,500 m² roof supply three per cent of annual energy requirements.
- The underground central air-conditioning system fitted with groundwater heat pumps uses the geothermal energy found in groundwater and topsoil for heating and cooling purposes.
- Thanks to the creative use of overhead lighting and glass walls, more than 75 per cent of the office area is illuminated by natural light, which substantially reduces the power needed for interior lighting.

- Thanks to an efficient water treatment system, more than 80 per cent of the water used for washing cars can be recovered; combined with rainwater collection and state-of-the-art water-saving solutions, this reduces water consumption by up to 50 per cent.

As a result of all these energy-saving measures, Beijing Xingdebao uses 26 per cent less power than conventional commercial buildings.

The BMW Group's new DesignworksUSA Studio and Connected Drive Lab.



Besides extending its production and sales network, the BMW Group is also expanding its international creative network with two new innovation centres in the Chinese metropolis of Shanghai.

The BMW Group subsidiary DesignworksUSA opened a studio in Shanghai in April 2012 to establish a base in one of the world's fastest-growing consumer goods markets. The Shanghai studio will promote exchange between DesignworksUSA designers at its three studios in Los Angeles, Munich and Singapore.

Located in the same building as DesignworksUSA, the new Connected Drive Lab will develop future-oriented ConnectedDrive functions in the areas of convenience, infotainment and safety that are specially geared towards Chinese customers.

Social commitment.



A comprehensive commitment to society is also an integral part of the BMW Group's corporate identity in China. The BMW Group continues to develop projects in China as part of the BMW Group's Corporate Social Responsibility (CSR) programme, with the following regional focus:

- **Road safety:**

The company is involved in teaching children in China about road safety: 330,000 Chinese children have already received road safety training from the BMW Group.



- **BMW Heart Fund:**

In collaboration with the China Charity Federation (CCF), BMW China and BMW Brilliance Automotive (BBA) are aiding reconstruction in the Sichuan region after the 2008 earthquake. The focus is on in-service training for teachers and support for the region's college students, in addition to a mentoring programme for almost 300 children.

- **Reduction in CO2 emissions:**

The BMW Group also plays a leading role in introducing pioneering environmentally-friendly technologies to reduce CO2 emissions from passenger traffic. The BMW Group is also working closely with the Chinese Government to introduce sustainable mobility.

BMW Group China's Olympic commitment.

The opening ceremony for the BMW China Olympics Project was held on 3 March 2012 in Guangzhou. The event was attended by more than 12,000 people.

As exclusive automotive partner of the Chinese Olympic Committee, BMW Group China is sponsoring four national teams (BMW: fencing, sailing; MINI: freestyle skiing, snowboard) until 2016 and launching an Olympic project for teenagers that comprises the following three elements:

- **Basketball:** Organise a national tournament for primary school children at 40 Hope Schools
- **Golf:** Hold three to four golf tournaments for juniors
- **Figure skating:** Training and development of young athletes

MINI also presented the MINI China Olympic Special Edition. This special-edition model MINI will be released on the market in the first half of 2012. A wide range of marketing activities under the Olympic motto "All for Joy" will get underway in 2012, aimed at promoting the Olympic dream and the Olympic spirit.



成就梦想。
BMW中国奥林匹克计划启动盛典。
为悦全力以赴。
2012 ALL FOR JOY

BMW GROUP

 
中国奥运会合作伙伴