



Statement by Dr. Klaus Draeger Member of the Board of Management of BMW AG

International press launch of the BMW 5 Series Sedan Portugal, Cascais, Hotel Villa Italia 18 January 2010

- Please check against delivery -

Ladies and Gentlemen,

I would also like to take this opportunity to welcome you this evening on behalf of the BMW Group. You already had the chance to experience – and hopefully, enjoy – our new BMW 5 Series Sedan this afternoon.

The new BMW 5 Series made its world debut in Munich in November. On that occasion we focussed on a static presentation of the car – primarily so we could showcase its design. As far as I am concerned, it is everything a BMW sedan is meant to be: aesthetic, dynamic and efficient.

At the world premiere we assured you that the technology would deliver what its design promises. I think, by tomorrow at the latest, you will agree. Our engineers and designers gave their utmost for this car. The 5 Series is, after all, extremely important to the BMW Group.

The BMW 5 Series is:

- Is steeped in tradition. In the sixties the so-called “New Class” of BMW 1500, BMW 1800 and BMW 2000 models paved the way for BMW’s success. With its then unique combination of engine performance, superior handling and everyday drivability, it clearly filled a need. The sedan concept became a success and is still just as relevant today. From then on other series with the same approach were continually added to the product range. The first was the BMW 520, launched in 1972.

We have prepared a short film on the history of the 5 Series which you can watch in the background while I am speaking.

- The new BMW 5 Series represents the model’s 6th generation. Each of the 5 Series has been a winner and played a major role in the company’s success around the world.

- The 5 Series is one of the core models in our product portfolio. It forms one of the pillars of our company, together with the 3 Series and the 1 Series.
- Our major-series models – and that includes the BMW 5 Series – account for just over half of our profit margin.

So you could say that the BMW 5 Series is of major strategic and economic significance to the BMW Group. And we intend to keep it that way: Because, although we have new products in new niches, the sedan concept is still extremely successful all around the world. The upper mid-range segment will also continue to grow in the future; perhaps not as strongly as smaller vehicle classes – but it will still grow.

You can imagine what high expectations we have of the new BMW 5 Series Sedan: It has to live up to its highly successful predecessor both in terms of innovative technology and sales figures. And those figures are pretty impressive. Since the BMW 5 Series was launched in 1972 more than 5.5 million models have rolled off the assembly line. In fact, the previous BMW 5 Series was the best-selling model in its segment for four years of its seven-year lifespan.

But Ladies and Gentlemen:

We believe the new BMW 5 Series Sedan can achieve that too. You and your colleagues already gave the design a very good reception back in the autumn. In fact, we were delighted with the positive coverage we received. But we are not the only ones who are excited about the new BMW 5 Series Sedan – our customers are too: 2 months ahead of its European release date customer orders are already exceeding our high expectations. I already mentioned that the new BMW 5 Series Sedan is at least equal to previous models when it comes to innovative technology. I would like to mention three things that set the new BMW 5 Series apart:

1. Its new series chassis.
2. Engines with higher performance and lower emissions – what BMW EfficientDynamics is all about.
3. Features that were previously only available in the upper class segment.

The outcome is a vehicle that offers substantially improved driving dynamics and comfort – ensuring that the new BMW 5 Series will

lead the competitive field. Customers who are keen on technology will certainly not be disappointed. And customers who value sustainability – and, I can assure you, there are more and more of those – will also find plenty to like about the new BMW 5 Series.

The BMW Group has been ranked the world's most sustainable automobile company for five consecutive years. And the BMW 5 Series plays an important part in that. In spring 2007, together with the BMW 1 Series, it became the first model series to feature Efficient Dynamics as standard. Since then there has not been a more efficient vehicle in this segment.

And the new BMW 5 Series has even lower fuel consumption and emissions than its already efficient predecessor. At the same time we were also able to boost performance – in perfect alignment with BMW EfficientDynamics. You can see just how successful our development strategy has been across the whole BMW Group product range from the chart behind me.

According to the official statistics of the German authority, KBA, and the European association, ACEA, the average emissions of all our models are lower than those of our competitors – lower even than the big volume manufacturers – even though our vehicles offer considerably better performance. The BMW Group will continue to offer its customers environmentally-compatible solutions for individual mobility in the future. And we will continue to play a pioneering role in this field.

But let's get back to the star of the evening: the new BMW 5 Series Sedan!

In just a few moments our Head of Design, Adrian van Hooydonk, will talk to you about the car's design highlights. After that you will have the opportunity to learn more about the technology inside the vehicle from our project leader, Josef Wüst.

I am looking forward to sharing some interesting discussions with you. I hope you have a productive drive through the country tomorrow – and I wish you luck finding the “ideal line” on the race track in Estoril.

Thank you for joining us today.

Now it is time to make way for the new BMW 5 Series Sedan!