

Media Information
2. August 2011

The BMW Group at IAA 2011

BMW's world premiere cars to drive at exhibition again

BMW continues the successful active driving concept from 2009

Munich. At this year's IAA, BMW will once again be presenting its world premiere vehicles actively on a circuit in Hall 11 on the Frankfurt Exhibition Site. The successful concept of presenting the cars as they drive has been developed and refined, providing the press and the public with the experience of efficiency and dynamics through the products themselves. The combination of trade fair and event in the form of stage shows will allow visitors to become immersed in the world of the brand.

BMW's highlight this year at the IAA, forming the heart of the exhibition stand, will be the vehicle concepts of the new BMW sub-brand BMW i. With the BMW i3 Concept and BMW i8 Concept, the BMW Group is presenting its visions for future mobility. The concept vehicles offer a foretaste of the first series-produced electric automobiles in the new BMW i sub-brand. Around 300 international journalists were already able to gain a clear impression of the BMW i vehicles and the world which they inhabit on part of the IAA exhibition stand at the end of July.

The new BMW 1 Series is also making its debut on the exhibition stand. With a wide range of personalisation options as a result of lines being offered for the first time, its appearance sets particularly high standards for individual, differentiated presentation.

The BMW Group is also using the individual brand presentations at the IAA to inform and motivate its dealers. The exhibition stand in Frankfurt has been hosting industry-standard events for dealers and sellers since the middle of July. The new products from the BMW Group have been presented here to around 9,000 participants and described in more detail in workshops. In addition, current and future products, such as the new BMW 1 Series and the MINI Coupé, can be tested by the dealers and sellers on the external areas of the Frankfurt Exhibition Site and in the area of Frankfurt.

Media Information

Datum 2. August 2011
Thema The BMW Group at IAA 2011
Seite 2

As in 2009, the BMW Group, with its BMW, MINI and Rolls-Royce brands, will also be housed under cover in Hall 11. But the BMW Group also has a presence as a company. The brand presentations will be framed on both foyer sides of the hall by areas illustrating and explaining the company's commitment to sustainability. The Motorcycles division is presenting its two brands, BMW Motorrad and Husquarna Motorcycles, on the external space in front of Hall 11, thus completing the presence of the BMW Group.

In 2010, the moving BMW presentation at the 2009 IAA was awarded the silver Design Prize of the Federal Republic of Germany, which is presented each year by the German Design Council. The innovative brand presentation also won a Silver Lion in Cannes, awards from the Art Directors Club of Germany and New Year and a number of creative competitions.

You will find photographic material in our PressClub at www.press.bmw.de

If you have any queries, please contact:

Corporate Communication

Martina Daschinger, Business, Finance and Sustainability Communication, Marketing
martina.daschinger@bmw.de, telephone: +49 89 382-14908, fax: +49 89 382-24418

Alexander Bilgeri, Head of Business, Finance and Sustainability Communication
alexander.bilgeri@bmw.de, telephone: +49 89 382-24544, fax: +49 89 382-24418

Internet: www.press.bmw.de
e-mail: presse@bmwgroup.com



Media Information

Date 2. August 2011

Subject The BMW Group at IAA 2011

Page 3

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.