

Media Information

September 10, 2013

- Check against delivery -

**BMW Group Press Conference****65<sup>th</sup> International Motor Show  
Frankfurt, September 10, 2013****Dr.-Ing. Dr.-Ing. E.h. Norbert Reithofer  
Chairman of the Board of Management of BMW AG****Peter Schwarzenbauer  
Member of the Board of Management of BMW AG,  
MINI, BMW Motorrad, Rolls-Royce, Aftersales BMW Group****Dr. Ian Robertson (HonDSc)  
Member of the Board of Management of BMW AG,  
Sales and Marketing BMW, Sales Channels BMW Group****Dr.-Ing. Herbert Diess  
Member of the Board of Management of BMW AG, Development**

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**Dr.-Ing. Dr.-Ing. E.h. Norbert Reithofer,  
Chairman of the Board of Management, BMW AG**

Every age has its vision.

Our products have set many developments in motion and helped write the history of mobility.

This is the fourth time I have stood before you at the IAA Motor Show. Together, we will show you today how we are opening the door to the future.

On that note: Welcome to the 2013 International Motor Show in Frankfurt!

Ladies and Gentlemen,

Our history shows that: Our thinking and actions are always geared towards the long term. We anticipate change and chart our own course.

As a pioneer in individual mobility, we have always had a decisive impact in this field.

- The New Class showed that premium cars could be sporty and elegant back in the Sixties.
- The BMW X5 created the segment for Sports Activity Vehicles in the Nineties.
- And we also succeeded in bringing the British icons MINI and Rolls-Royce into the twenty-first century.

Our tradition is the foundation on which we are building both the present and the future. Thanks to our classic vehicles!

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All around the world, people know and love BMW, MINI und Rolls-Royce.  
Our cars and our motorcycles always generate enthusiasm.

Customers know and sense that mobility is our passion.

As a sector leader, we define what premium is. That requires foresight –  
and a keen sense of customer needs and social trends.

We connect:

- individual needs and ecological necessities,
- established approaches and revolutionary ideas,
- economic success and responsibilities.

That is what has made us the number one in the global premium segment for  
many years.

Today, we are on the verge of a new era of sustainable individual mobility.

We believe in electro-mobility.

And, even more importantly, we are putting it on the road.

Many of you will recall that we presented the first BMW i concept cars right here  
in Frankfurt in 2011. Ever since, the letter i has stood for innovation and a new  
dimension of sustainability in the automotive sector.

We deliver on our promises. Today, visions are becoming reality.

I invite you to:

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- Experience the power of ideas.
- Experience our innovative capabilities.
- Experience the present and future of mobility.

We will see each other again in just a few moments.

**Peter Schwarzenbauer, Member of the Board of Management of  
BMW AG, MINI, BMW Motorrad, Rolls-Royce, Aftersales BMW Group**

Ladies and Gentlemen,

Desirability is not a matter of size.

Not so long ago, a premium offering in the small car segment was unthinkable.

That was before **MINI**.

The BMW Group re-launched the British icon back in 2001.

Since then, MINI has conquered existing segments and created new ones.

Today, MINI is an independent, global brand.

More than 300,000 customers bought a MINI last year. For them, MINI is more than just a car. It is a way of life.

Today, MINI has almost nine million Facebook fans worldwide.

We have the right car for every MINI driver. The current model range comprises seven models. Each of them is also available as a John Cooper Works variant – for those looking for more sportiness and the ultimate racing feeling.

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MINI is a brand in motion.

It continues to evolve – with

- new ideas,
- new models,
- new engines – including electrification.

MINI will continue to grow and win new customers.

Like all our brands, it will contribute to the success of the BMW Group.

But MINI will always remain true to itself.

Because there can be no future without a past.

I was born at the same time that the first MINI came onto the market. Like many of you, I grew up with MINI. The brand has always fascinated me and been a part of my life.

So, I can promise you:

Anyone who buys a MINI will always be guaranteed maximum driving fun and hallmark cult design.

But you can rest assured that:

We will make certain that MINI remains everything but conventional.

Because MINI is absolutely “not normal”.

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Ladies and Gentlemen,

The BMW Group made automotive history with the rebirth of **Rolls-Royce**.

It all began with the Phantom, with other models to follow.

Together, they make Rolls-Royce what it is today:  
the absolute pinnacle of the automotive ultra-luxury segment.

“Take the best that exists and make it better.” Company founder Sir Henry  
Royce’s guiding principle is both an obligation and a source of inspiration for us.

Anyone who visits our manufacturing facility in Goodwood soon realises that:

This is a place where craftsmanship and innovation become one;  
where every one of our specialists works with passion and dedication.

Our customers depend on that. Almost 3,600 of them last year, in fact –  
more than ever before in the long history of the Rolls-Royce brand.

But Rolls-Royce is not a brand that competes on volume.  
Our bespoke motor cars have always been rare and desirable.

Our focus is firmly on the customers – with all of their personal wishes and needs  
– while, at the same time, making a positive contribution to the success of the  
entire BMW Group.

Our latest model is the **Rolls-Royce Wraith** – a car of superlatives.

The most powerful, and in my opinion, most beautiful car ever to be graced by  
the Spirit of Ecstasy.

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Its performance delivers what its design promises.

A V12 TwinTurbo engine with 632 horsepower – there has never been a Rolls-Royce like this before. It surges from zero to hundred in just 4.6 seconds.

But it is just as luxurious and cultivated as you would expect from a Rolls-Royce.

Take advantage of the opportunity at our stand to sit inside – and you will understand what I am talking about.

Rolls-Royce not only has a magnificent history.  
Even more importantly, it has tremendous potential for the future.

Ladies and Gentlemen,

From the automotive luxury class to sheer driving pleasure on two wheels.

I am proud to say that **BMW Motorrad** is coming into top form – just in time for its ninetieth anniversary.

Although the relevant market volume has halved over the last five years, we remain on course for a new sales record. We sold nearly 84,000 motorcycles in the year to the end of August.

Germany is still home to most of our customers. But at the same time we are also developing growth markets in Asia and South America.

We will introduce another four motorcycle models before the end of the year.

And that is by no means all.

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Today marks a new chapter for BMW Motorrad, with:  
the world premiere of the **BMW C evolution**.

This bike is proof that:

Electric “sheer driving pleasure” is possible right now – on two wheels,  
offering total everyday driveability with:

- a range of up to 100 kilometres and
- easy charging at any household power outlet.

The C evolution features battery modules and electrical components that are  
also used in the BMW i3. Its electronics meet our passenger-car standards –  
to ensure maximum safety.

All in all: a maxi-scooter from BMW Motorrad –  
customised for emission-free driving in the city.

In 2014, the BMW C evolution comes onto the market.

BMW Motorrad is perfectly equipped for the future.

You could say our customers are spoilt for choice.

Thank you.



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**Dr. Ian Robertson (HonDSc), Member of the Board of Management of  
BMW AG, Sales and Marketing BMW, Sales Channels BMW Group**

Ladies and Gentlemen,

BMW is a sporty brand. And M is still the most powerful letter in the world.

We launched our BMW M Performance models for all of our customers who want to combine particularly sporty handling with greater everyday driveability.

And what a success they have been!

From January to July 2013, we increased sales of M and M Performance models by more than 45 per cent year-on-year.

More and more customers are ordering their BMW with an M sports package. This year, we already sold 160,000 of these packages – an increase of almost 50 per cent.

Our custom equipments are also in great demand. By the end of July, we have already sold almost 19,000 cars with BMW Individual equipment.

Our aim is to not only satisfy our customers, but also to amaze them again and again. And that applies just as much to our core BMW brand as to BMW M.

And here we have two world premieres to prove it!

Please welcome the new **BMW 4 Series Coupé**.

For us, one thing was clear: A model this unique needs its own name. The 4 signifies even more presence, aesthetic appeal and dynamic performance.

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Its one-of-a-kind design makes this coupé a real eye-catcher.

This car has everything it needs to expand BMW's leading position in this segment.

The BMW 4 Series Coupé will be in showrooms from October.

Ladies and Gentlemen,

Whenever we put a BMW on the road, it always has a clear mission: to be the benchmark for an entire industry.

**The BMW X5** fulfils this mission like no other.

This vehicle is a true pioneer.

The BMW X5 was the world's first premium SAV – and is still its most successful. It created a new segment – and has dominated it since.

We have sold more than 1.3 million units since 1999 – that's why it has earned the nickname "the boss".

Here's what you can expect from the third generation:

- more sportiness and comfort,
- improved fuel economy,
- and the combined innovative power of BMW ConnectedDrive.

The new X5 will be in showrooms from November.

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We are confident that: The new X5 and the entire BMW X Family will continue to fascinate our customers.

And now we'll show you how you will soon be able to drive the X5 even more efficiently.

Thank you.

**Dr.-Ing. Herbert Diess, Member of the Board of Management of  
BMW AG, Development**

Ladies and Gentlemen,

Yet another world premiere: Here you have the **BMW Concept X5 eDrive**.

With its plug-in hybrid drive train, it features a four-cylinder combustion engine and an electric motor we developed ourselves.

This means:

- More than 270 horsepower system performance.
- An average fuel consumption of less than 3.8 litres per 100 kilometres in the EU test cycle.
- CO<sub>2</sub> emissions of less than 90 grams per kilometre.
- A pure-electric range of up to 30 kilometres.
- A maximum pure-electric speed of 120 km/h.
- From zero to 100 km/h in under seven seconds.

It is the first BMW plug-in hybrid with permanent all-wheel drive – and provides a glimpse of what a series-produced vehicle could look like.

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By the way, we have another plug-in hybrid here on the stand:

The **BMW Concept Active Tourer Outdoor**.

Its efficient hybrid drive train is part of Efficient Dynamics.

No other manufacturer has reduced the fuel consumption and CO<sub>2</sub> emissions of its vehicles in recent years more than we have.

Today, Efficient Dynamics technologies are in every model.

Ladies and Gentlemen,

The BMW Group has adopted a dual-track approach to the future.

On the one hand, extremely economical combustion engines and plug-in hybrids. That is what we refer to as “evolution”.

On the other, the sustainable BMW i family. That is what we call “revolution”.

**The BMW i3** is the first premium electric vehicle designed from the ground up as an electric car: “Born Electric”, in other words.

To produce the BMW i3, we use electricity from wind and hydropower.

But, above all else, this car is proof that: Electric driving is not only emission-free. More than anything else it is: sheer driving pleasure in its purest form.

And I don't just say that as head of development.

- It has been confirmed by the many journalists who have taken it for a test drive.

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- And you, Ladies and Gentlemen, will have the chance to experience the i3 for yourselves with a test drive here at the IAA.

So, what makes it so unique?

- It weighs less than 1,200 kilos, for a start. Using carbon more than compensates for the battery weight.
- It has a remarkably small turning circle of 9.86 m, thanks to its “purpose-built” design. Its rear engine allows more room for steering the front wheels – which makes it perfect for sheer driving pleasure in the city.
- With step-less acceleration to top-speed, it sprints from zero to hundred in 7.2 seconds. Maximum torque is available from a standstill.
- It also has a lot of room. Although its exterior dimensions are smaller than those of a small car – inside, it is as spacious as a BMW 3 Series.
- We have developed special features to make electro-mobility more customer-friendly. The dynamic range assistant always shows the driver where the next charging station is located and calculates the range – taking into account the route, driver profile, drive mode and current traffic. The i3 is also the first car networked with public transport services.
- And, not least, its design ensures that it is instantly recognisable as a true BMW.

Around 100,000 people have already registered for a test drive.

That confirms our optimism.

The revolution has begun.

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And the i3 is just the beginning.

Where we go from here, you will discover in just a moment.

Thank you.

**Dr.-Ing. Dr.-Ing. E.h. Norbert Reithofer,  
Chairman of the Board of Management, BMW AG**

Ladies and Gentlemen,

That is something not even an engineer gets to experience every day.

BMW has never had a car like this before.

This here is a new generation of sports car: **The BMW i8.**

- Back in 2009, we showed you a revolutionary concept study right here in Frankfurt: the BMW Vision Efficient Dynamics. In the midst of the financial and economic crisis, it was our way of sending a clear signal.
- In 2011, we presented the concept car – which even made it into a Hollywood blockbuster.

Still, many people doubted whether the i8 would actually be built.

They saw it as a “Mission Impossible”.

But, here it stands today as a series model.

And it is just as emotional, dynamic and efficient as we promised.

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The BMW i8 combines the best of both worlds.

1. A super-charged, efficient three-cylinder petrol engine, and
2. an electric motor built by the inventor of “Sheer Driving Pleasure”.

Together that produces:

the values of a sports car – with the fuel economy of a small car.

- From zero to hundred in 4.4 seconds
- A fuel consumption of 2.5 litres per 100 kilometres.
- 59 grams of CO<sub>2</sub> per kilometre.
- A pure-electric range of 35 kilometres.
- An everyday range of 500 kilometres.

Ladies and Gentlemen,

That is what I call consistency. The BMW i8 is innovative down to the last detail.

And it will be on the market from early 2014 on.

Our BMW i family shows that:

- We believe in the success of e-mobility.
- We plan to capture significant market share.
- We built an own production site for our electric cars, and
- We intend to grow profitable with electro-mobility.



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Ladies and Gentlemen,

The future belongs to those who dare.

We at the BMW Group continue to lead the way. We take responsibility seriously, while concentrating exclusively on premium – with every brand of our company.

Behind every car, we see a customer.

His or her satisfaction is the benchmark for all our actions.

My Board of Management colleagues and I are firmly committed to this.

And so are our more than 100,000 BMW Group employees worldwide.

Their creativity and enthusiasm is our most important asset.

Together, we are shaping the future of mobility.

Thank you!