

Media Information
30 September 2014

Allianz and BMW Group expand global cooperation

Munich. Allianz SE and BMW AG have renewed their collaboration on a global level for another five years. The CEOs of the two companies, Michael Diekmann and Dr. Norbert Reithofer, signed the extension of a Global Partnership Agreement between both groups, which was originally agreed upon in 2009, in September 2014.

Since the start of the Global Partnership in 2009 Allianz and BMW tripled its joint customer insurance business, with the companies currently cooperating in 27 markets and distributing about 50 joint products.

The new agreement focuses on the international rollout of car and mobility-related insurance products such as car insurance, extended warranty and payment protection and also sets the basis for a global cooperation in areas such as e-mobility, used cars, sales channels and driver assistance and safety systems. Allianz products supplement the comprehensive range of financial services that BMW Financial Services offers to its customers. The goal is to provide BMW and MINI customers with competitive and tailor-made premium products and to generate synergies on a global scale.

BMW Aftersales is now also part of the agreement. This ensures an even stronger customer focus. Efficient aftersales processes guarantee seamless claims handling and premium services for the customers.

“The last five years have proven the strength of the partnership between BMW and Allianz. With our in-depth product and sales expertise in insurance solutions, our global presence and our ability to develop innovative products and services along the automotive value chain we are confident that this successful cooperation will develop even further”, says Karsten Crede, CEO Allianz Global Automotive.

“Since the start of our global partnership five years ago we have successfully expanded the joint customer insurance business with Allianz. It is our target to internationally expand and intensify our joint cooperation. With Allianz we do have an ideal partner, which supports us and our customers with comprehensive, transparent and high-class premium products and services on a global basis”, explains Erich Ebner von Eschenbach, head of the BMW Group's financial services division.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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