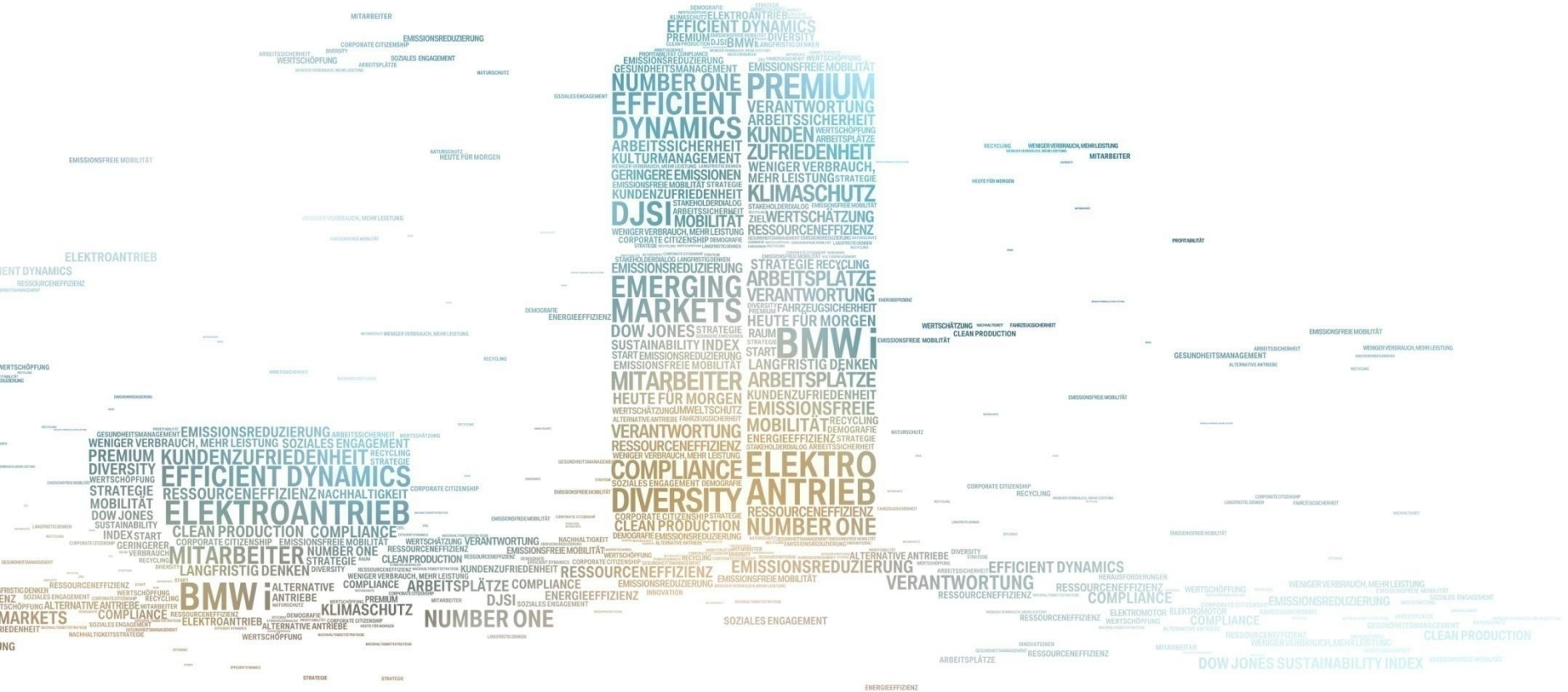
March 13, 2012

ANNUAL ACCOUNTS PRESS CONFERENCE

BMW GROUP

Rolls-Royce Motor Cars Limited



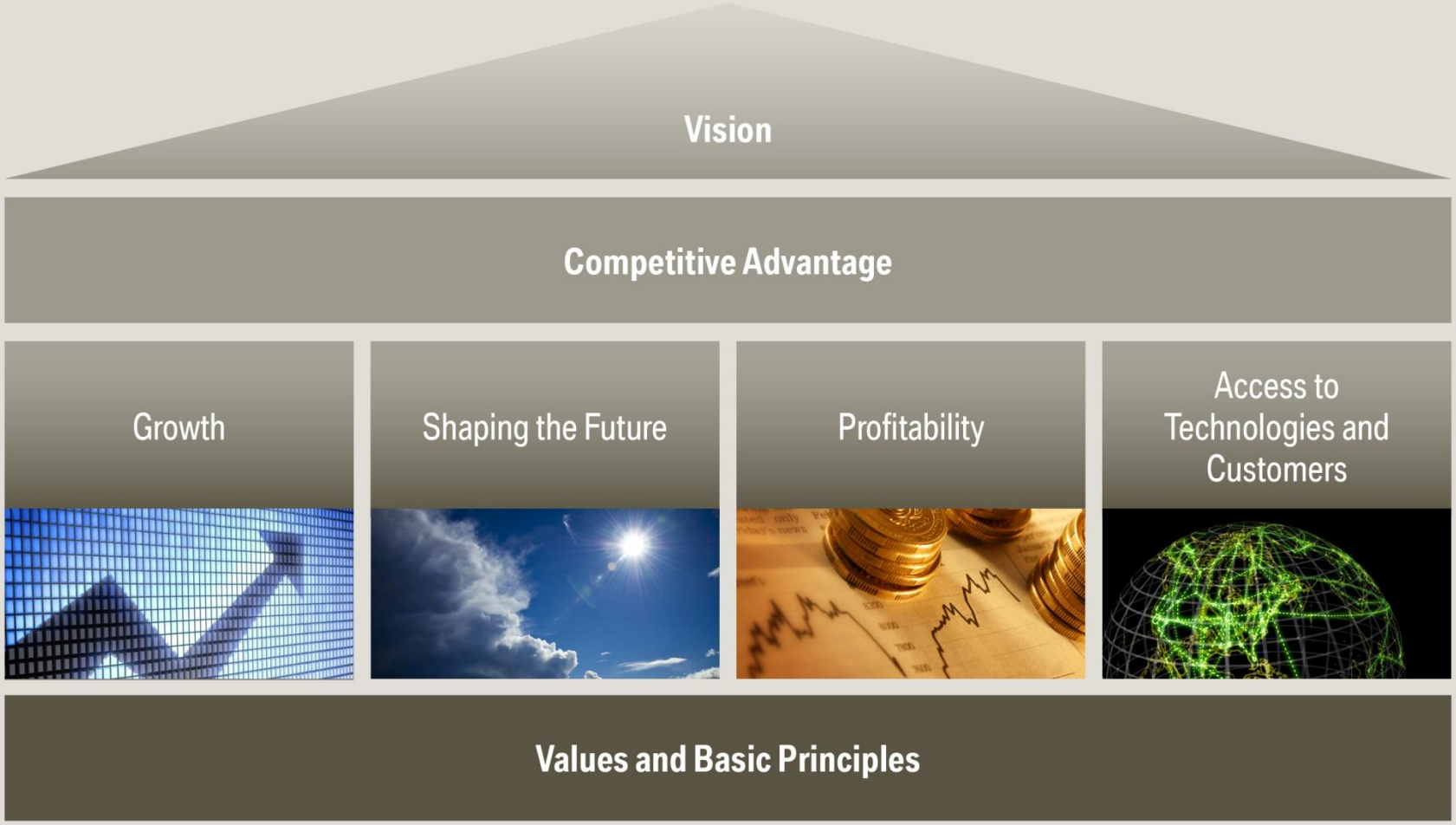
ANNUAL ACCOUNTS PRESS CONFERENCE

DR. NORBERT REITHOFER
CHAIRMAN OF THE BOARD OF MANAGEMENT OF BMW AG

BMW GROUP

Rolls-Royce Motor Cars Limited

BMW GROUP
STRATEGY NUMBER ONE



GLOBAL CHALLENGES REQUIRE NEW SOLUTIONS

Market volatility

Legislation

Paradigm shift

Megacities

BMW GROUP GOALS

2016 – more than two million vehicles sold.

Long-term – EBIT margin in the automobile segment in the range of 8 to 10 per cent.

2020 – to be the leading provider of premium products and premium services for individual mobility.

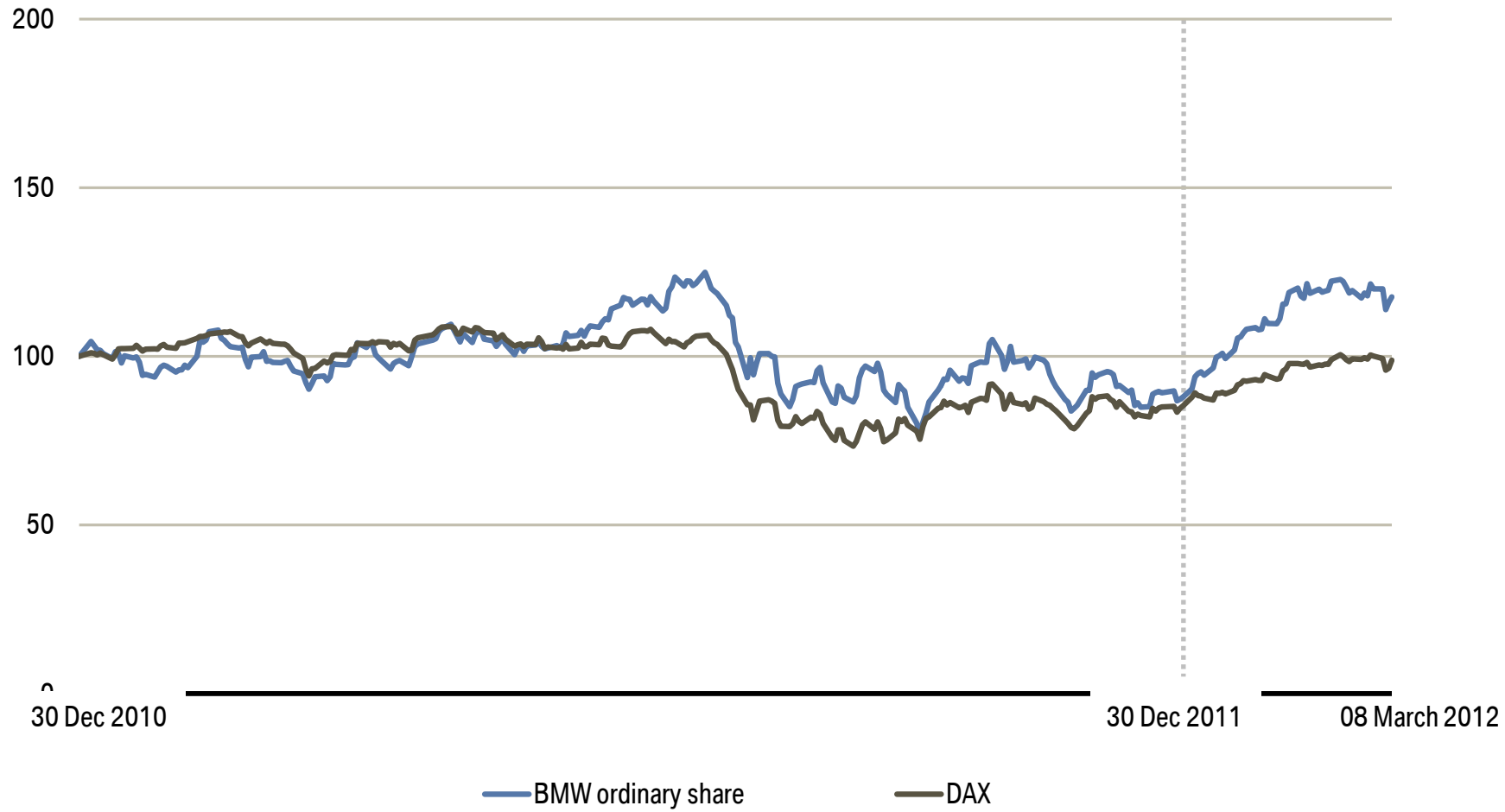
BMW GROUP
KEY FIGURES – FINANCIAL YEAR 2011

In bn €	2011	2010	Change in %
Group revenues	68.82	60.47	+13.8
Pre-tax Group result	7.38	4.83	+52.1
Net profit	4.9	3.24	+51.3
EBIT margin in the Automobile segment	11.8	8.0	+47.5

BMW GROUP
2011 SALES FIGURES BRANDS AND MOTORCYCLES

BMW	1,380,000	+ 12.8 %
MINI	285,000	+ 21.7 %
ROLLS ROYCE	3,538	+ 30.5 %
	113,500	+ 3.1 %

DEVELOPMENT OF BMW ORDINARY SHARE 2011 – BEST DAX STOCK IN 2011



BMW GROUP
2012 TARGETS

Record sales on Group level.

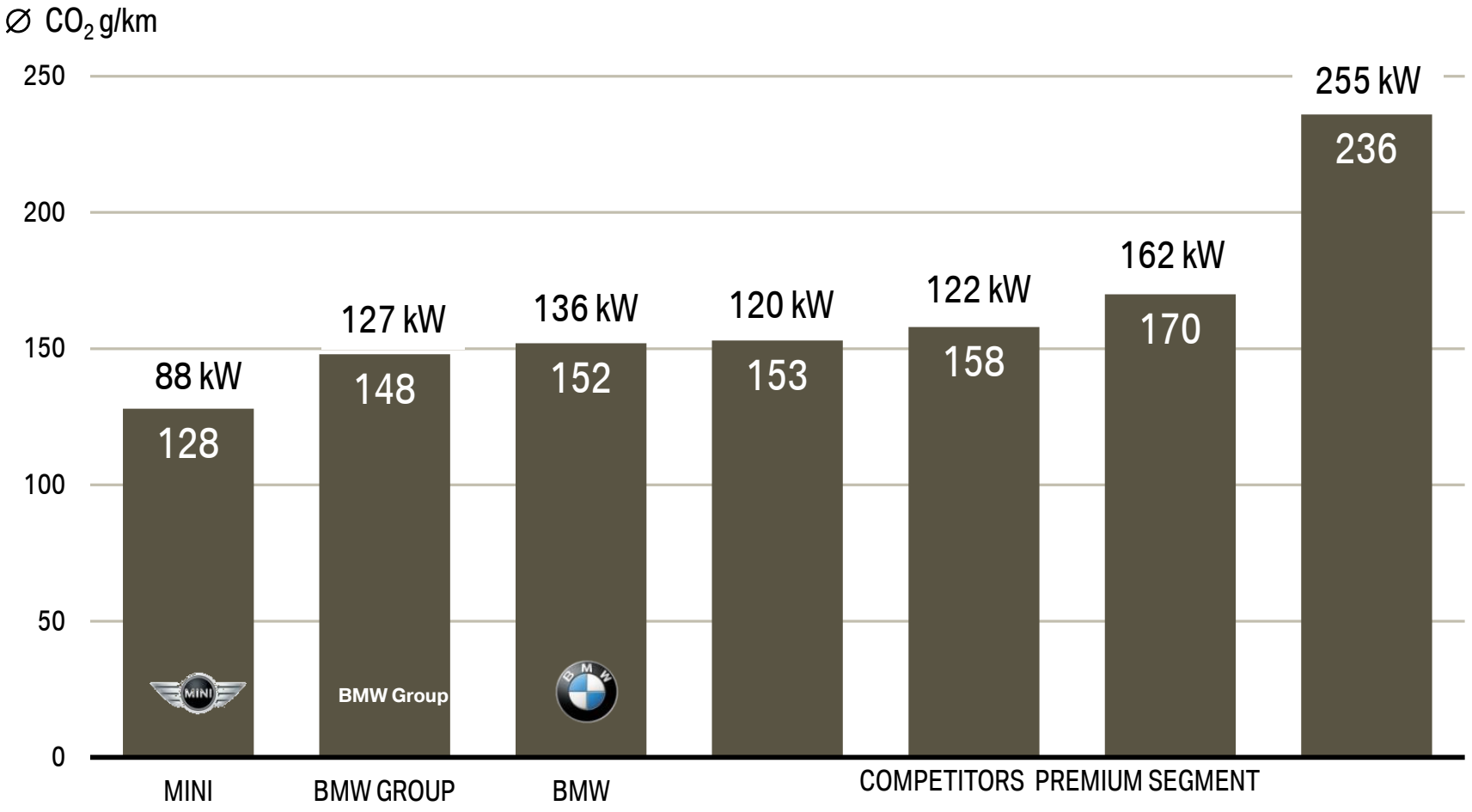
All-time highs for all three automobile brands.

Record in pre-tax Group result.

EBIT margin in the automobile segment in the range of 8 to 10 per cent.

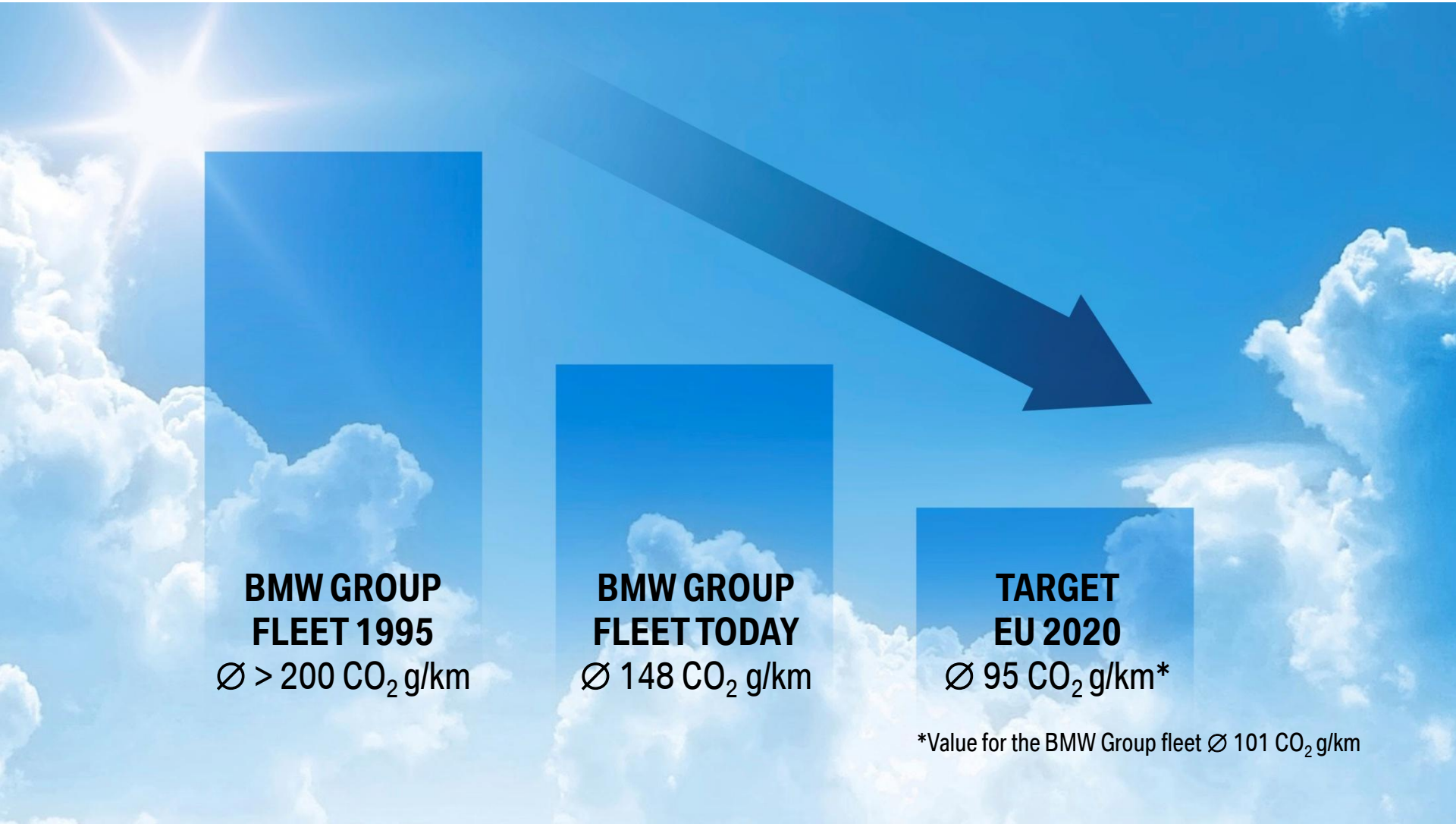
BMW GROUP
THE NEW BMW 3 SERIES

BMW GROUP – THE PREMIUM AUTOMAKER WITH THE LOWEST CO_2 EMISSIONS IN THE EU



Source: 2010 AAA for EU-23; NEDC

BMW GROUP
50 PER CENT REDUCTION IN CO_2 EMISSIONS 1995-2020

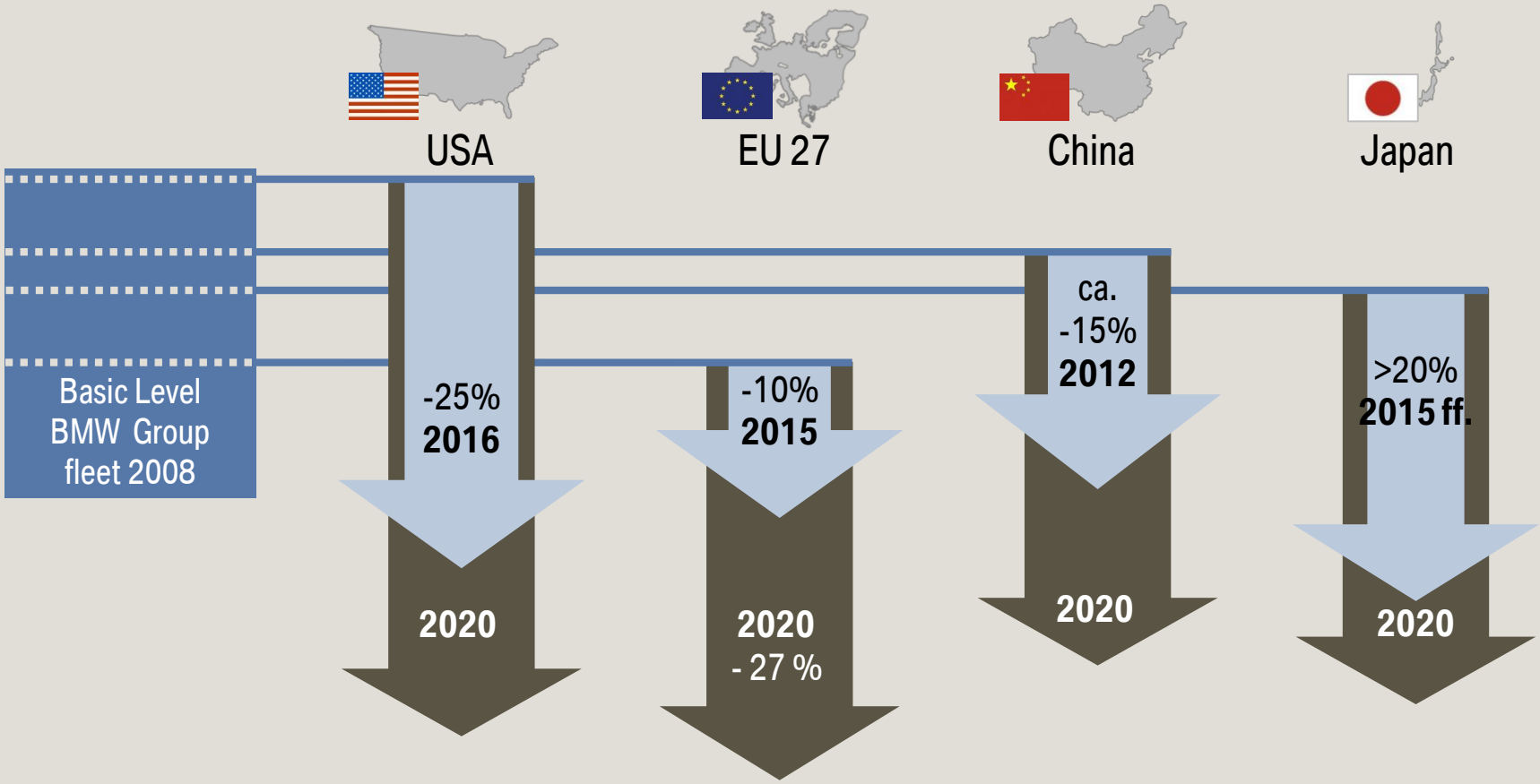


BMW GROUP
STATE-OF-THE-ART BMW ACTIVE HYBRID TECHNOLOGY

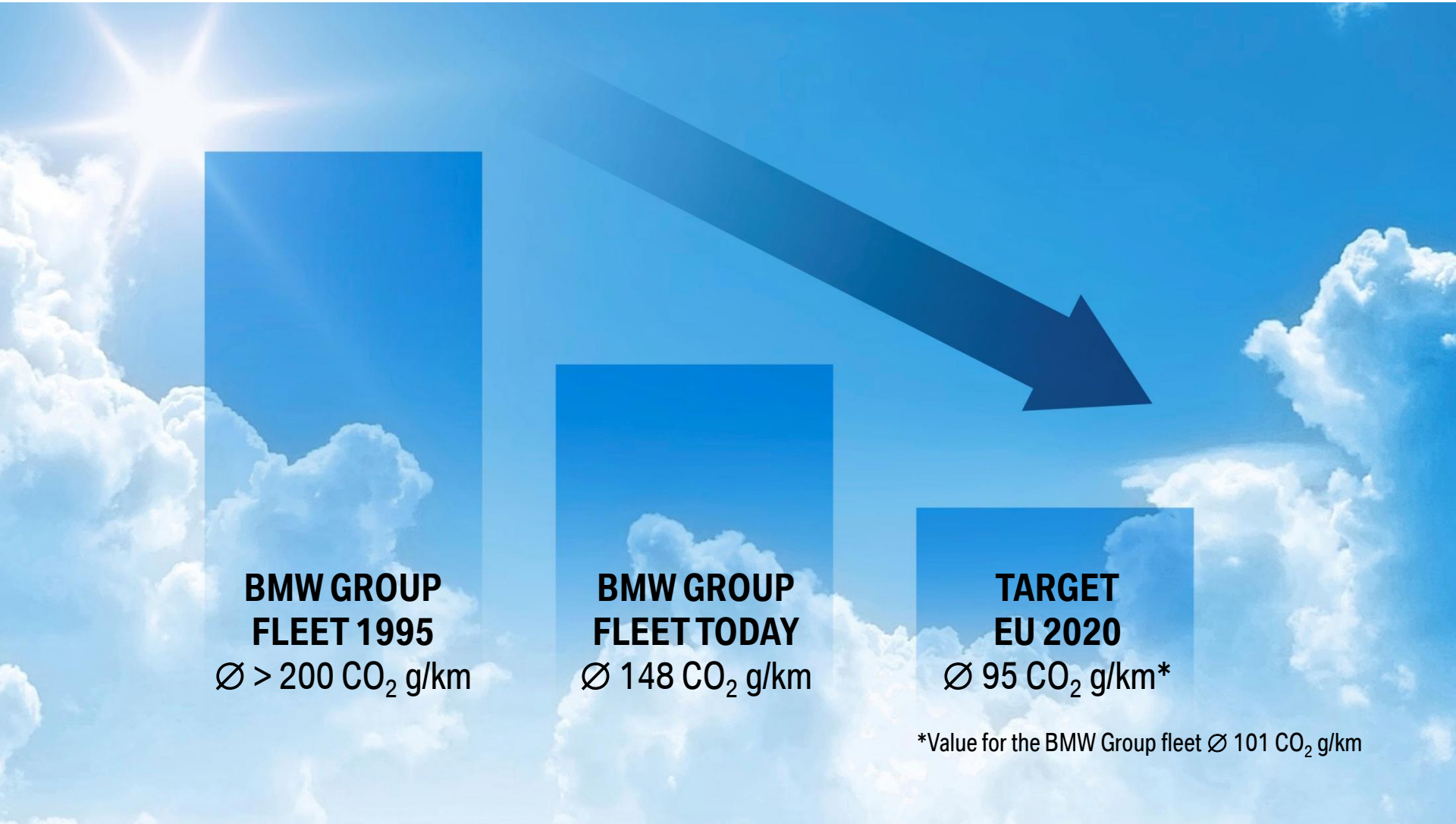
BMW ActiveHybrid 3

BMW ActiveHybrid 5

BMW GROUP
DEMANDING CO_2 REQUIREMENTS WORLDWIDE



BMW GROUP
50 PER CENT REDUCTION IN CO_2 EMISSIONS 1995-2020



BMW GROUP
BUSINESS MODEL PREMIUM – NEXT LEVEL

Innovations and sustainable production.

Balanced market presence.

Strategic alliances.

Safeguarding expertise and internal structures.

BMW GROUP
THE NEW BMW i FAMILY

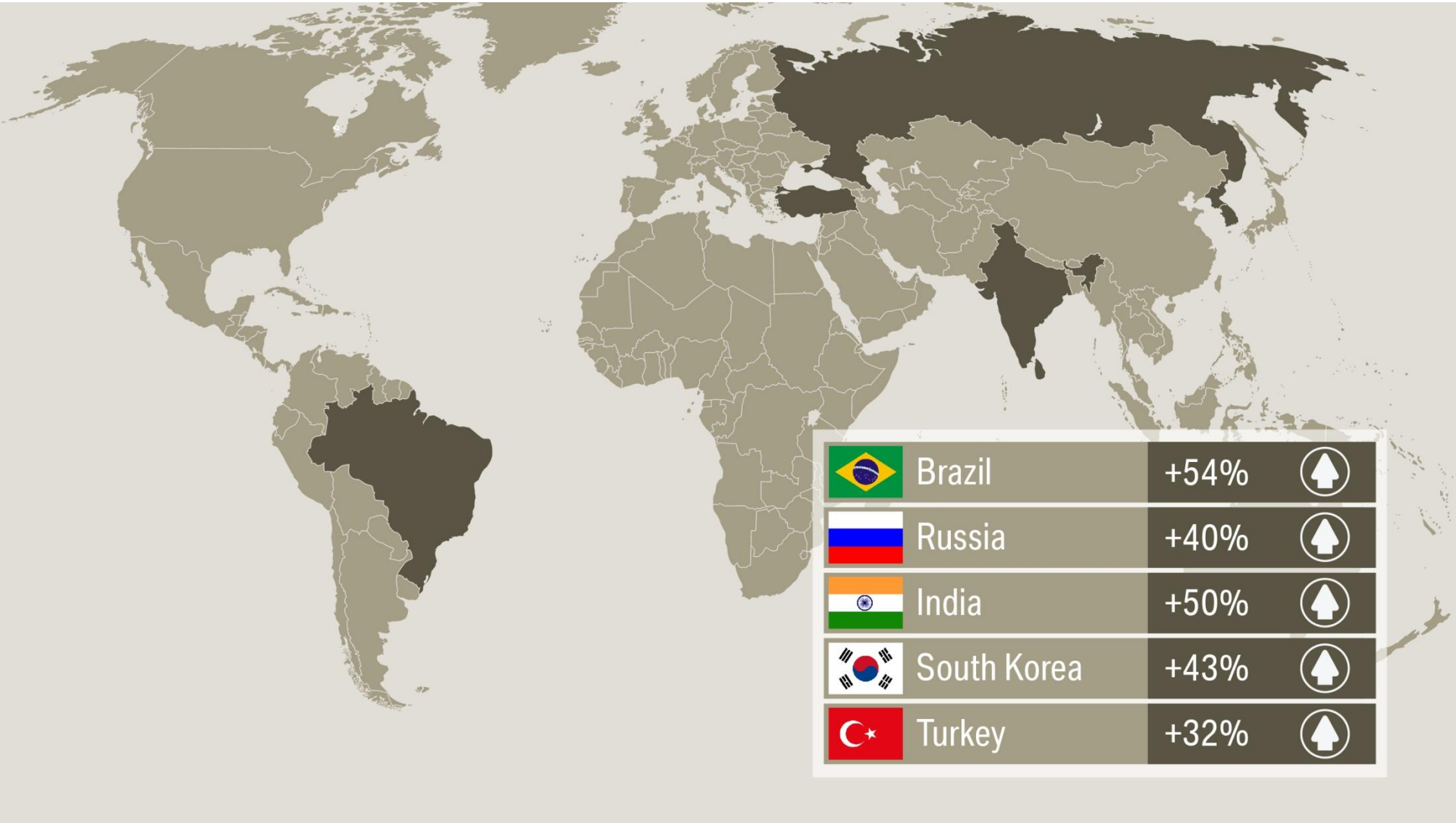
BMW i3

BMW i8

BMW GROUP
THE WORLD'S MOST SUSTAINABLE CAR COMPANY

BMW GROUP
ATTRACTIVE MOBILITY SERVICES

BMW GROUP
GROWTH IN THE BRIKT MARKETS 2011



BMW GROUP
STRATEGIC ALLIANCES

SGL Group

PSA Peugeot Citroën

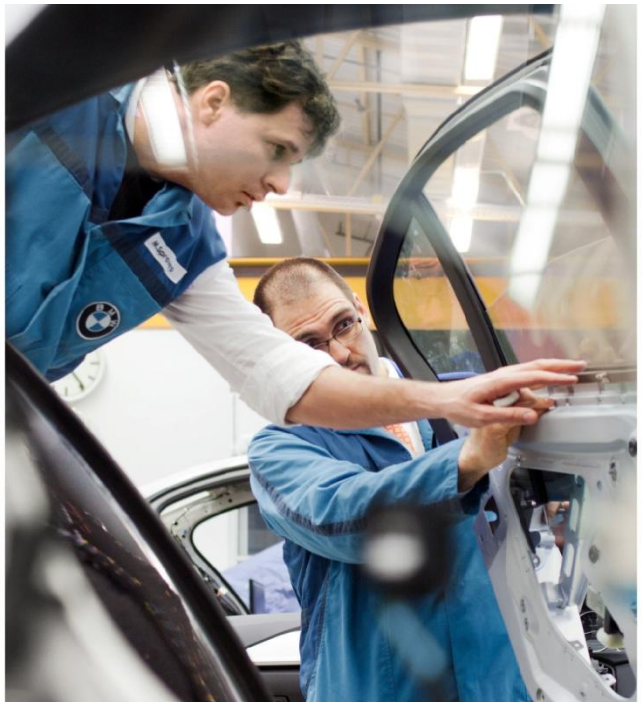
Toyota Motor Corporation

BMW GROUP
SAFEGUARDING EXPERTISE

More than 4,000 new associates in 2011.

Approx. 3,900 apprentices as of the end of 2011.

Approx. 87,000 participants in training programs in 2011.



BMW GROUP
NEW BMW MODELS 2012

BMW GRAN COUPE

BMW X6 UPDATE

BMW M6 COUPE

BMW M6 CONVERTIBLE

BMW GROUP
BMW M PERFORMANCE MODELS 2012

BMW M 550d xDRIVE TOURING

BMW X5 M 50d

BMW X6 M 50d

BMW M 550d xDRIVE SEDAN

BMW GROUP
MINI CLUBVAN CONCEPT

BMW GROUP
ROLLS-ROYCE PHANTOM SERIES II