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The 45th Tokyo Motor Show Speech at BMW Press Conference

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Welcome/Greetings

Mina-sama, Konnichiwa! Herzlich willkommen... Welcome!

Welcome to the BMW booth!

I'm so glad you can join us today at the 45th Tokyo Motor Show.

The concept for this booth is "The Story of Luxury".

Here you see our new BMW luxury segment brand identity and our new lineup.

Thank you to Mr. Hiroyuki Matsuda and Mr. Shunsuke Fujimura from the NHK Symphony Orchestra for their violin and cello performance.

Now we're all in the mood this new brand identity stands for.

Let's give them a round of applause!

Business results

As we enter the last quarter of 2017, I'm happy to say BMW GROUP is doing very well.

Worldwide, we're already over 1.8 million units, up 3.7%.

In Japan we've grown 3.2% for BMW, 4.5% for MINI and a massive 15.8% for Motorrad.

So, how do we keep growing year after year?

Since the last Tokyo Motor Show, we've introduced a number of significant new models.

Our line-up keeps getting stronger.

Today you'll be some of the first people in Asia to see our new luxury cars and bikes.

This includes the BMW Motorrad G 310 GS – rideable with an ordinary Japanese license.

This will expand BMW's share in the motorbike market even further.

Another factor in our success is e-mobility.

Electrified vehicles have been a major growth segment for us.

Last month, we sold more than 10,000 electrified vehicles around the world.

Here in Japan, sales of both the BMW 330e and BMW 530e are particularly strong. PHEVs are boosting our sales. The luxury segment has also contributed significantly to our success. Let's look at that and the luxury concept of this booth.

Story of Luxury

We have developed a new presence for the most exclusive members of our range. Their profile and positioning have been refined, putting them into a distinct product category.

The BMW 8 Series, BMW X7 and BMW i8 Roadster will join the BMW 7 Series in our greatly expanded luxury segment line-up.

These cars appeal strongly to the heart.

They will enrich the lifestyle of customers in this segment with authentic, emotionally engaging experiences.

We have adopted a special logo to represent this new brand identity in the luxury segment.

It combines a black-and-white version of the roundel first used 100 years ago with our company name "Bayerische Motoren Werke" written out in full.

The first model I'm showing you today perfectly embodies the luxury segment brand identity.

BMW Concept 8 Series

Passion. Power. Performance.

The Concept 8 Series shows uncompromising dynamics and modern luxury.

This concept vehicle offers a look at the 8 Series Coupé. It's very similar to the production model, which is scheduled to be on the market soon.

The Concept 8 Series is a racer in luxury clothing. Rigorously tested on the race track, refined for the road

At BMW, the number 8 has always stood for emotional, sporty, luxury vehicles. Just think of the Z8 or the BMW i8.

The BMW Concept 8 Series depicts the future of our design: Less is more. It bears the signature that we place on all our luxury vehicles: Bayerische Motoren Werke.

It is a true sports car. A real gentleman's racer. A true luxury car.

BMW 6 Series Gran Turismo

"The ultimate driving machine", ladies and gentlemen!

That's what the new BMW 6 Series Gran Turismo is all about.

Yes, this is indeed the "successor" to the BMW 5 Series Gran Turismo.

Its presence, functionality and dynamics have all been significantly enhanced –

that's why 5 has become "6".

Even with sportier, more dynamic lines, it offers extra space for passengers and luggage.

Up to 150 kilograms lighter with outstanding aerodynamics, the 6 Series Gran Turismo has superior performance.

It comes with BMW ConnectedDrive for revolutionary convenience and a complete safety network in case of emergencies.

Also, this vehicle includes the latest autonomous driving technology.

It is a further step on our way to our first highly automated series model, the BMW iNext, due in 2021.

BMW M5

What a great sound! And what a magnificent car!

The successful BMW 5 Series line-up is now complete with the BMW M5, a high-performance sports model.

For me, this is the most exciting and technically advanced BMW to wear the M badge.

I want you to remember three things:

- Zero to 100 in 3.4 seconds
- 600 horsepower
- And the four-wheel drive system, M xDrive.

The M5 features an "M specific" development of our very successful BMW xDrive technology.

With three different setups to choose from, you can have it all: from maximum traction to 100 percent rear-wheel drive.

Plus, the intelligent material mix means an even lighter M5.

Whether as a supercar with all the business comfort of the 5 Series, or as a business sedan with racing genes, the new M5 offers an unforgettable drive!

BMW Concept Z4

Driving can inspire all sorts of emotions – and sometimes there is nothing better than an open, sporty roadster.

Driven by the heart – the BMW Z4 is the classic roadster – spirited and elegant, in every sense of the word!

Just look at the design. Smooth curves, shorter overhangs and a streamlined, dynamic impression.

It looks as though it was shaped by the flow of air sweeping past as it drives along.

Come and have a closer peek at this BMW Z4 concept vehicle. I can't wait until we unveil the series car next year.

Conclusion

So, while we further expand our lineup, we will continue to move forward.

From BMW GROUP, you will see keep seeing new initiatives.

Watch as we incorporate cutting-edge technologies into electric vehicles and create innovative autonomous driving strategies.

Please enjoy our booth and all the cars and bikes we have on display.

Thank you. Arigato-Gozaimashita.