

Media Information

BMW Group has strong growth in Brazil and hosts the BDI German Brazilian Economic Meeting 2010 in the BMW Welt.

Munich, Germany. On May 31st, at the BMW Welt, the BMW Group hosted the XXVIII Entrepreneurial Meeting and XXXVII Meeting of the Joint Commission on Economic Cooperation between German and Brazilian government officials, entrepreneurs, journalists and opinion leaders.

Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing, welcomed the participants. Robertson emphasized the strategic importance of Brazil as a BRIC market for the BMW Group: *"In 2009 we had a record year – we increased BMW Group sales over 100%, and we see comparable rates only in one other market in the world – which is China."* Furthermore with the recent introduction of the MINI brand, the BMW Group launched successfully the first premium product in the small car segment in Brazil. Also, the company established cooperation for local motorcycle assembly at the Dafra Motos Plant in Manaus in 2009.

The BMW Group has established a Latin American Strategy to set a base for long term growth in the future. The strategy focuses on continuous investments in distribution channels, attractive products to meet consumer trends, and sustainability by introducing the Efficient Dynamics technology also in Brazil.

The BMW Welt, opened in 2007 and with well over two million visitors per year, has become not only Munich's, but also Bavaria's main attraction. It is the home to the BMW brand, features BMW automobiles and motorcycles as well as innovative technologies such as Efficient Dynamics.

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 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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 five years.

Note:

**the core premium car market referred to in this communication includes the three German core premium brands BMW, Mercedes Benz and Audi that offer comparable model ranges. The stated market shares refer therefore to this segmentation.*

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Information about BMW Group and their products, with texts and high definition pictures can be found at the Internet on the BMW Pressclub:

www.press.bmwgroup.com

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Five consecutive years, **sector leader** in the Dow Jones Sustainability Index – five consecutive years, the most sustainable automobile company worldwide.

www.bmwgroup.com/responsibility