



Media Information
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BMW Press Conference

Los Angeles Auto Show
November 20, 2013

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Member of the Board of Management of BMW AG,
Sales and Marketing BMW, Sales Channels BMW Group

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Ladies and Gentlemen:

As always, it's great to be here in Los Angeles – one of America's true megacities.

California is a vanguard of innovation and sustainable thinking, and this show has always played an important role in our presentation of future and sustainable mobility. Some of the groundbreaking concepts we have presented here in the past have now become a reality.

Just four days ago, we had the European launch of our revolutionary zero emissions, urban vehicle, the BMW i3. The BMW i3 will make its way to the US in the second quarter of next year and this will be an extremely important market for the vehicle.

In a moment I will be proud to present the second member of the BMW i family, the BMW i8.

But first, I'd like to give you a brief overview of where the BMW Group stands at the moment.

Between January and October 2013, our worldwide sales increased by 7.3% to reach a new all-time high of over 1.6 million vehicles.

Thanks to our strong sales here in the US and in Asia, we were able to offset the headwinds which are still present in some European markets. The BMW 3 Series remains an important growth driver, with a substantial increase in sales of around 26.0% up to the end of October.

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Every one of our core series vehicles is segment leader worldwide – the BMW 1 Series, the 3, 5 and 7 Series, the 6 Series and the X1.

We are confident that our worldwide sales will continue to develop positively until the end of the year. We will also continue to strive for profitable growth. We remain on track to achieve our target of a new sales record for the BMW Group in 2013 – and to maintain our position as the leading manufacturer of premium vehicles worldwide.

Of course the US plays a major role in our success.

We sell around 20 percent of our BMW Group vehicles in this market alone.

Our Spartanburg plant in South Carolina is also one of our biggest production plants worldwide. Since our initial investment in the early 90s we have invested an additional \$6 billion dollars over the years to expand the facility and accommodate increasing worldwide demand for our BMW X vehicles.

California plays a very special role for our company - with BMW Group design, technology and engineering centers of competence which influence and inspire our innovative thinking.

Just over two years ago we stepped up our activities on the west coast when we opened our new state-of-the-art carbon fiber manufacturing plant in Moses Lake, Washington – together with our joint venture partner, SGL Group.

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The facility plays a pivotal role in the manufacturing process of ultra light-weight carbon fiber for use in the new BMW i vehicles. And this carbon fiber is made using local, sustainable hydropower. Our use of carbon fiber in production cars is unique in the industry.

Four years ago we presented – right here – the BMW Vision Efficient Dynamics. A concept car which received rave reviews.

The only negative comment was “it’s a shame it probably won’t be built”.

We turned the vision into a reality.

We deliver on our promises.

Here it is, the BMW i8!

With the BMW i8, we are redefining the benchmark for plug-in hybrid vehicles and technology.

It is just as emotional, dynamic and efficient as we promised.

It epitomizes BMW’s latest philosophy of lightweight design, high performance and lower emissions.

It combines the best of both worlds:

1. A turbo-charged, efficient three-cylinder gasoline engine, and
2. An electric drive, conceived and built by the champions of “The Ultimate Driving Machine”.

Together that produces:

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

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- from zero to sixty in approx 4.2 seconds
- a fuel consumption of 94 MPG, based on EU testing
- a pure-electric range of 22 miles
- an everyday range of 310 miles

The BMW i8 is innovative down to the last detail.

It will be available for US customers as of summer 2014.

We are committed to doing our part in achieving a sustainable future for the US. We welcome the incentives which are offered in the US - especially here in California - to boost the market development of electric vehicles.

You can be sure that with an electric or combustion engine, BMW will always offer "The Ultimate Driving Machine". This means a pure, emotional, and sustainable driving experience in every car we make.

Being here in sunny California, it is natural to showcase our latest BMW convertible. You've seen the BMW 4 Series Coupé – which received great reviews and is here on the stand today. Now it's time to present the second member of the BMW 4 Series family.

This car heralds a new era of open-air driving pleasure.

The new design language introduced with the BMW 4 Series Coupé is clear in the second 4 series model.

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Compared to its predecessor, the BMW 4 Series Convertible offers a greater dynamic presence on the road with increased track, wheelbase and width.

And it is plus one in:

- aesthetics
- comfort
- and of course driving dynamics

The new three-piece retractable hardtop – which you just saw in action - guarantees the highest degree of convenience, while offering passengers the quiet, all-year round comfort of a coupé.

When the top is down and stored in the trunk, the standard load assistance function allows easy access to the trunk's ample storage by pivoting the roof in the luggage compartment upwards.

There's good news for customers who wish to take their convertible for a spin up to Lake Tahoe during the winter months - right from the very beginning this model will be offered with BMW xDrive – BMW's all-wheel drive system. And for customers who wish to extend the top-down driving season, we offer optional neck warmers incorporated into the front seats.

It's not surprising that the predecessor of this vehicle was the leader in its segment worldwide. With new levels of comfort, luxury and driving dynamics, we are very confident that the BMW 4 Series Convertible will also be a huge success.

Thank you for being here with us today.