BMW  
Corporate Communications



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BMW Group starts "BMW on Demand" pilot project

All current BMW models can be hired at BMW Welt in Munich

**Munich.** More and more customers want to use cars flexibly. The BMW Group is therefore bringing a new mobility service into being with which vehicles in the premium segment can be rented on an hourly basis. From now on, with "BMW on Demand", customers will be able to hire vehicles with the highest quality features from the current BMW model range by the hour at BMW Welt Munich. The pilot project will initially run over a period of twelve months, and will be extended to other locations in Munich in a second phase.

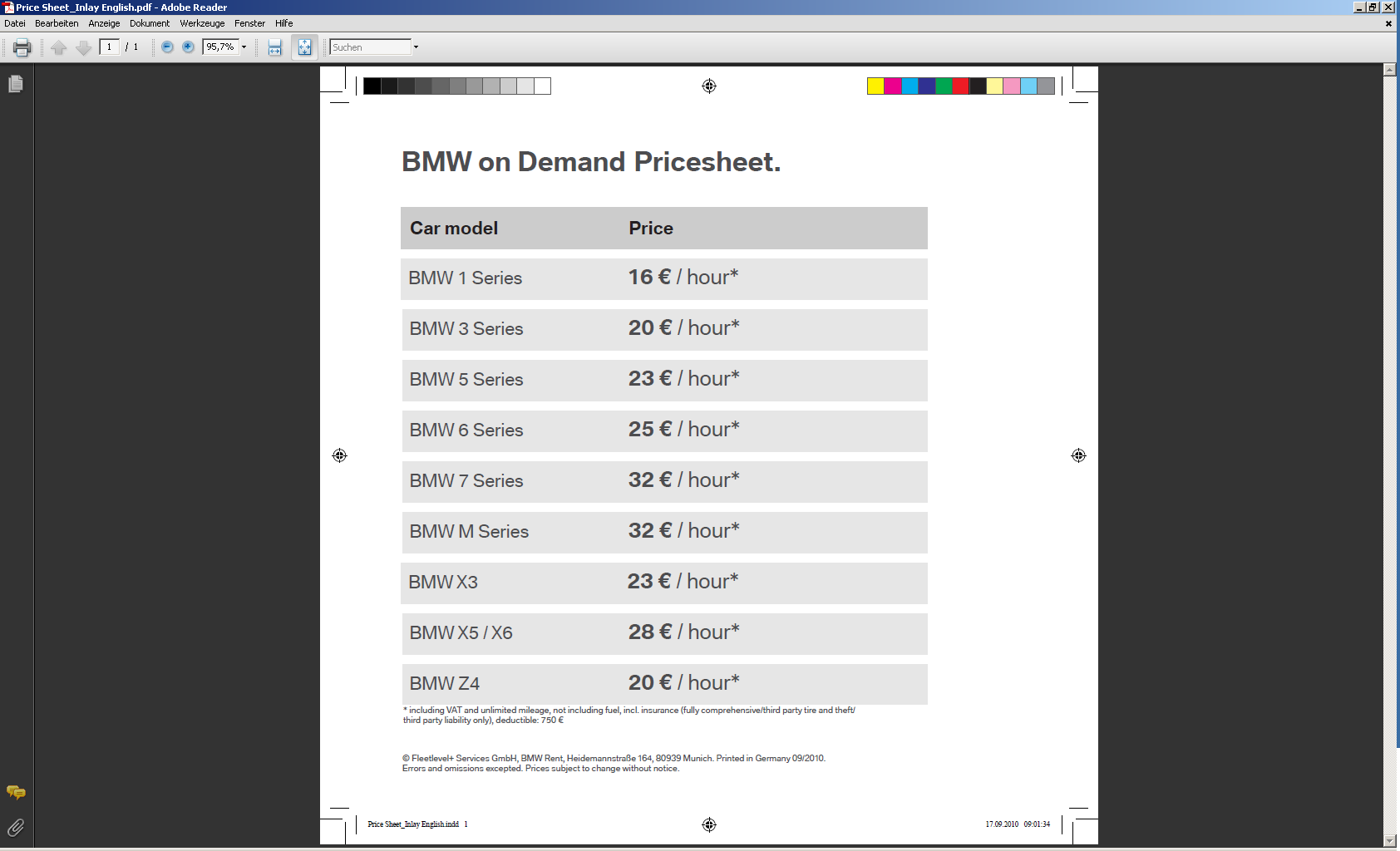
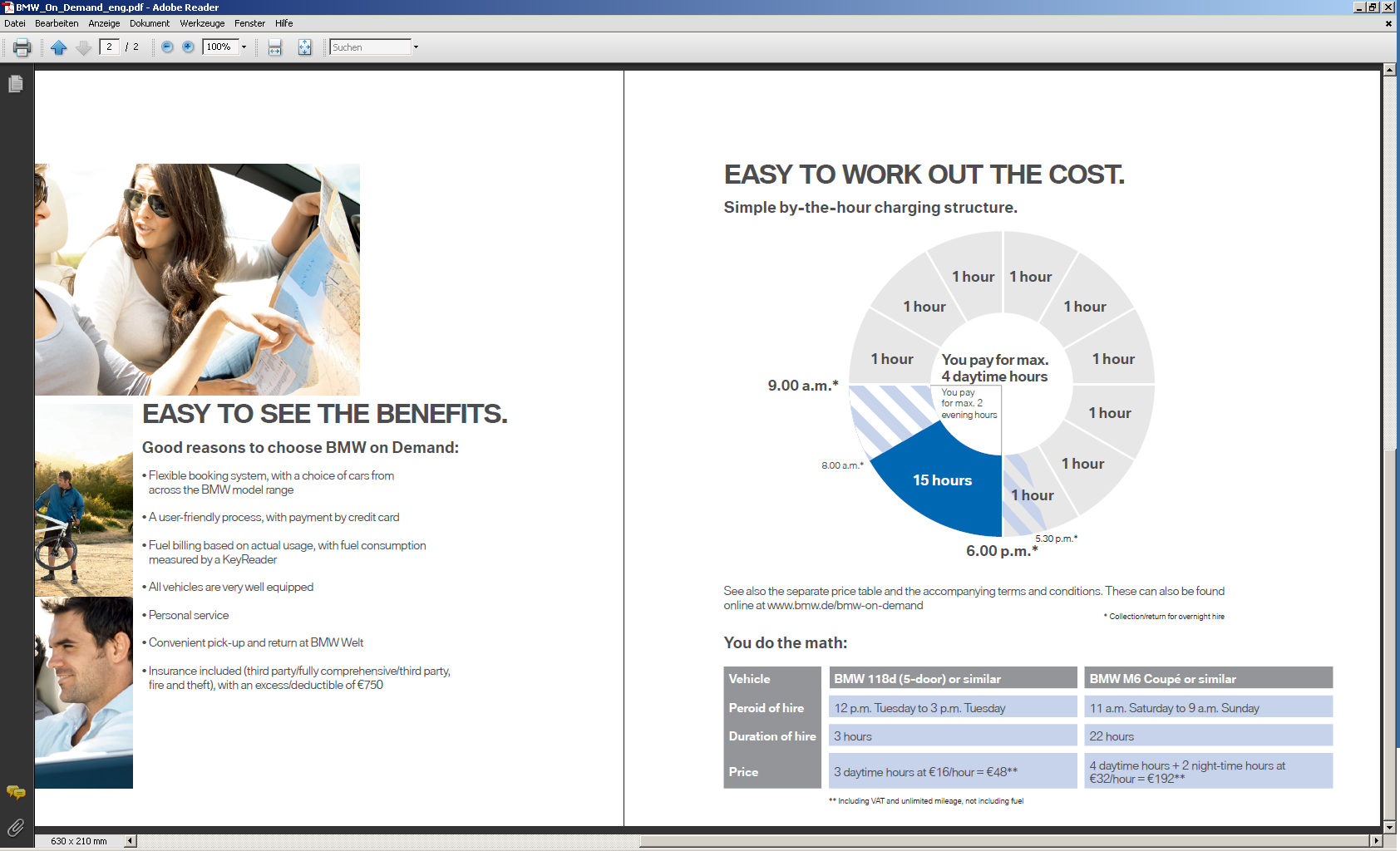
**The right BMW for every occasion**

Many customers would like to use various models at different times instead of being tied to one vehicle. For example, they'd like a 5 Series BMW Saloon for an important meeting, but would prefer a Z4 for a trip into the countryside at the weekend. With 'BMW on Demand', the BMW Group is therefore launching a project which will allow car drivers to make a fresh decision each time about the BMW they want to drive.

The desired BMW model can be booked in the colour and with the equipment the driver prefers. Staff are available at a separate "BMW on Demand" counter in BMW Welt to provide individual advice.

**Booking online, via the hotline and at BMW Welt itself**

The vehicles can be booked directly at the "BMW on Demand" counter in BMW Welt, via the BMW Welt website at [www.bmw-welt.de/bmw-on-demand](http://www.bmw-welt.de/bmw-on-demand) or by calling the hotline on +49 89 3184-3430. The hourly hire fees vary depending on the model and the time of day. A 1 Series BMW, for example, costs €16 an hour, or a 5 Series BMW €23 an hour. At the daytime rate, between 9 a.m. and 6 p.m., a maximum of four hours will be charged, or a maximum of two hours at the nighttime rate between 6 p.m. and 9 a.m.. All the necessary insurance premiums, plus cleaning and servicing, are included. The hire charge as well as the fuel used is paid by credit card, and vehicles are collected from and returned to BMW Welt centrally.



**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. 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 six years.

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