

Media Information26th, February 2015, 12h30 CAT (11h30 CET)**A million times sheer driving pleasure: One-millionth BMW 3 Series Sedan produced at BMW South Africa's Rosslyn Plant.**

Plant Rosslyn was the BMW Group's first foreign plant in 1973 and has grown to become a key link in its global production network.

In 2014, about 2,900 workers at the site built 68,771 BMW 3 Series Sedans for local and export sales.

Munich/Rosslyn. The one-millionth vehicle, a BMW 3 Series Sedan, rolled off the assembly line at BMW's South African manufacturing plant in Rosslyn, Pretoria, earlier today. The production anniversary was celebrated during a visit by member of the Management Board of BMW AG responsible for production, Harald Krüger.

"Globalization has been an inherent part of our corporate strategy for more than four decades. Established in 1973, plant Rosslyn was BMW Group's first foreign plant and represents a cornerstone of our global production network with presently 30 sites in 14 countries. To this day, the South African production site remains a vivid example of a successful market entry through local production," said Krüger on the occasion of the anniversary.

BMW cars made in South Africa are also successful on the international stage. Since its inception, and before the establishment of a dedicated international automobile industry, BMW South Africa has exported cars. In 2014, BMW 3 Series Sedan exports from Plant Rosslyn increased by over 17% which clearly solidified BMW South Africa's position as the country's leading exporter of premium vehicles.

BMW South Africa directly and indirectly employs over 43,000 people: more than 3,700 associates at the plant and at the national sales organisation, as well as over 3,700 dealership staff and some 36,000 first-tier supplier employees. In 2014, the more than 2,900 workers at the Rosslyn plant built 68,771 BMW 3 Series Sedans for the local and export markets.

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Subject

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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