



Press Release
December 2012

Triple success for BMW in the 2013 "Value Champion" ("Wertmeister") awards.

The new BMW 320d Touring, the BMW X1 xDrive 18d and the BMW 520i achieved leading positions in the "Auto Bild" ranking of models with the highest level of value retention.

Munich. Sheer Driving Pleasure provides lasting value and remains a powerful selling point even after years have passed. For this reason, current models of the BMW brand occupy several leading positions in the 2013 "Value Champion" ("Wertmeister") ranking published by "Auto Bild". Their outstanding qualities are sporty flair and efficiency, premium quality and expressive design - and these are the very properties which make them so highly rated when it comes to resale. The new BMW 320d Touring is currently rated as the mid-range vehicle with the highest level of value retention, while the BMW X1 xDrive 18d is "Value Champion 2013" in the compact SUV category. In addition, the BMW 520i leads the top-range ranking with the lowest level of depreciation. So once again the BMW brand is represented by models in diverse vehicle segments which stand out due to their high level of value retention.

The "Value Champion" ("Wertmeister") ranking published in the current edition of "Auto Bild" appears for the tenth time this year. It is based on detailed analyses carried out in collaboration with the well-known market investigation institute Schwacke. For each model, the automobile experts calculated the anticipated resale value in four years' time for a vehicle first registered in 2012. The results "Value Champion" ranking serves as a useful point of reference for potential automobile customers in making a purchase decision: after all, the difference between the new price and the anticipated resale value is a crucial cost factor. Once again this year, BMW models have emerged as first choice in this regard in several categories of vehicle. They are in demand on the used car market and this limits the rate at which they drop in value.

This means that the decision in favour of Sheer Driving Pleasure is also a good investment - for example in the medium range: with an anticipated resale value of 56.5 per cent after four years, the new BMW 320d Touring is the leader in its segment. Sporty driving properties, the efficiency of its 135 kW/184 bhp diesel engine and the high level of versatility of its interior ensure the lasting appeal of this newly launched 5-door model. Another very popular model is the BMW X1,

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which obtained a "Value Champion" title two years ago and now once more holds first place in the compact SUV category. A resale value of 65.5 per cent is forecast for the BMW X1 xDrive 18d with 105 kW/143 bhp and the xDrive all-wheel drive system.

When calculating value retention, the market experts take a wide range of criteria into account such as vehicle properties, purchase price, performance on comparative tests, brand image and running costs. General buyer trends and developments in the automobile market are also incorporated. The loss of value thereby determined is calculated as a percentage as well as in absolute figures for all models under analysis and a ranking is drawn up on this basis. For example in the top range, the BMW 520i gains a "Value Champion" title for the lowest loss of value in euros. The BMW 5 Series entry-level model - available since autumn 2011 and powered by a 135 kW/184 bhp 4-cylinder engine with BMW TwinPower Turbo Technology - is an ongoing success story. Two years ago, the BMW 520d was rated as having the lowest loss of value in absolute figures, while last year the BMW 525d Touring was awarded "Value Champion" status in the top-range category.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues



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amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

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 eight years.

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