



March 19, 2014

ANNUAL ACCOUNTS PRESS CONFERENCE

DR. NORBERT REITHOFER
CHAIRMAN OF THE BOARD OF MANAGEMENT OF BMW AG

BMW
GROUP



Rolls-Royce
Motor Cars Limited

BMW GROUP

BMW AMONG THE TOP 20 GLOBAL COMPANIES

FORTUNE Magazine:



Google



amazon.com

STARBUCKS®



NORDSTROM

Disney

Coca-Cola

IBM®

P&G

BERKSHIRE HATHAWAY INC.



SINGAPORE
AIRLINES

COSTCO
WHOLESALE

WHOLE
FOODS
MARKET



SOUTHWEST.COM®

Johnson & Johnson

FedEx®
Express



BMW GROUP THE NEW BMW i8



BMW GROUP

BMW i8: FIRST SERIES CAR WITH LASER LIGHT



BMW GROUP THE NEW BMW i8



BMW GROUP AGENDA

How do we evaluate our performance in the business year 2013?

What are our targets for the business year 2014?

How can we ensure our long-term success in an ever-changing environment?



BMW GROUP AGENDA

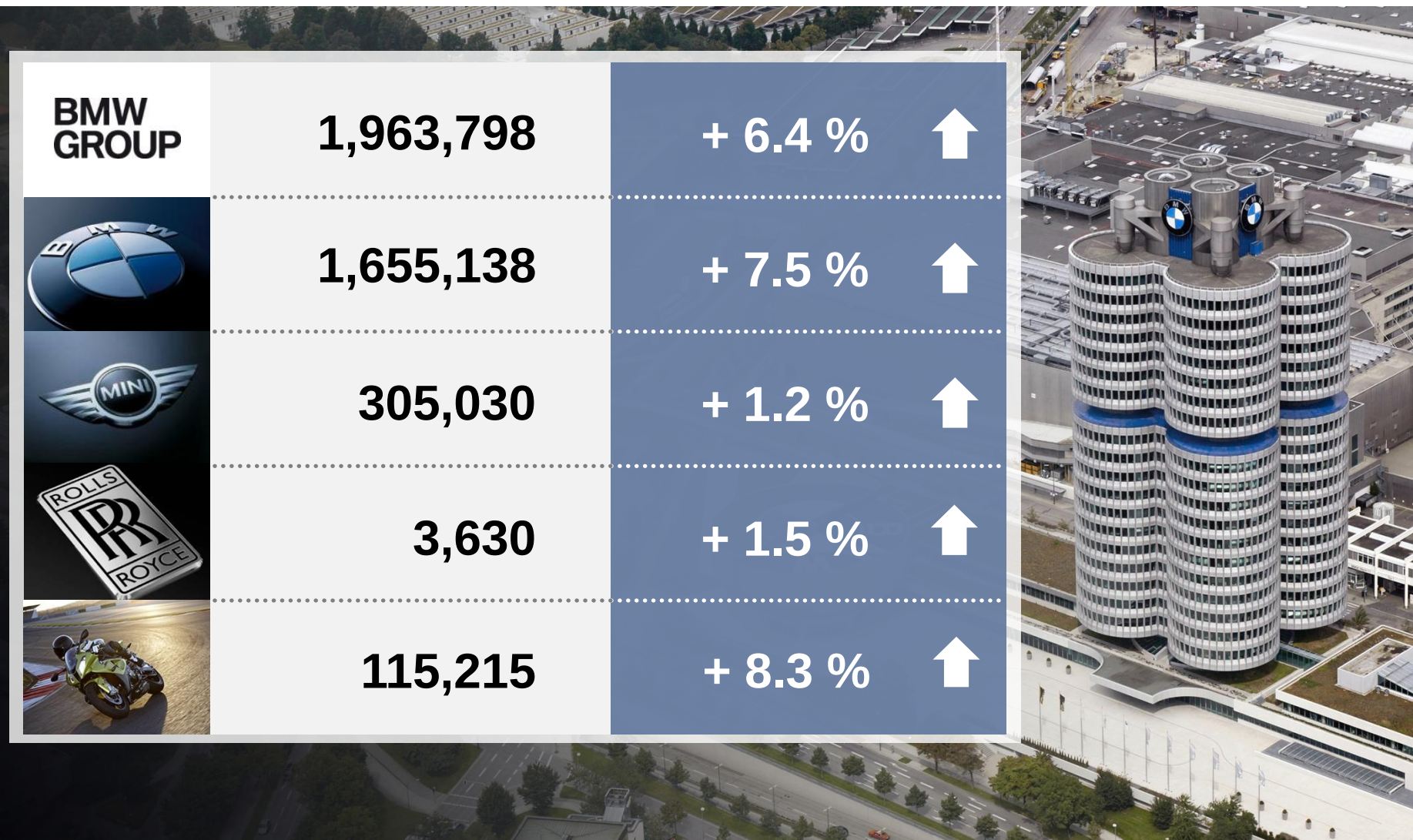
How do we evaluate our performance in the business year 2013?

What are our targets for the business year 2014?

How can we ensure our long-term success in an ever-changing environment?



BMW GROUP NEW RECORD SALES IN 2013



BMW GROUP SHEER DRIVING PLEASURE – FROM BMW M TO BMW i



BMW GROUP

2013 KEY FINANCIALS

In million €

Group revenues

76,058 **- 1.0 %**

Profit before tax
Group

7,913 **+ 1.4 %**

Group net profit

5,340 **+ 4.5 %**

Profit before tax
Financial Services

1,639 **+ 5.0 %**

EBIT margin Automotive
(in %)

9.4



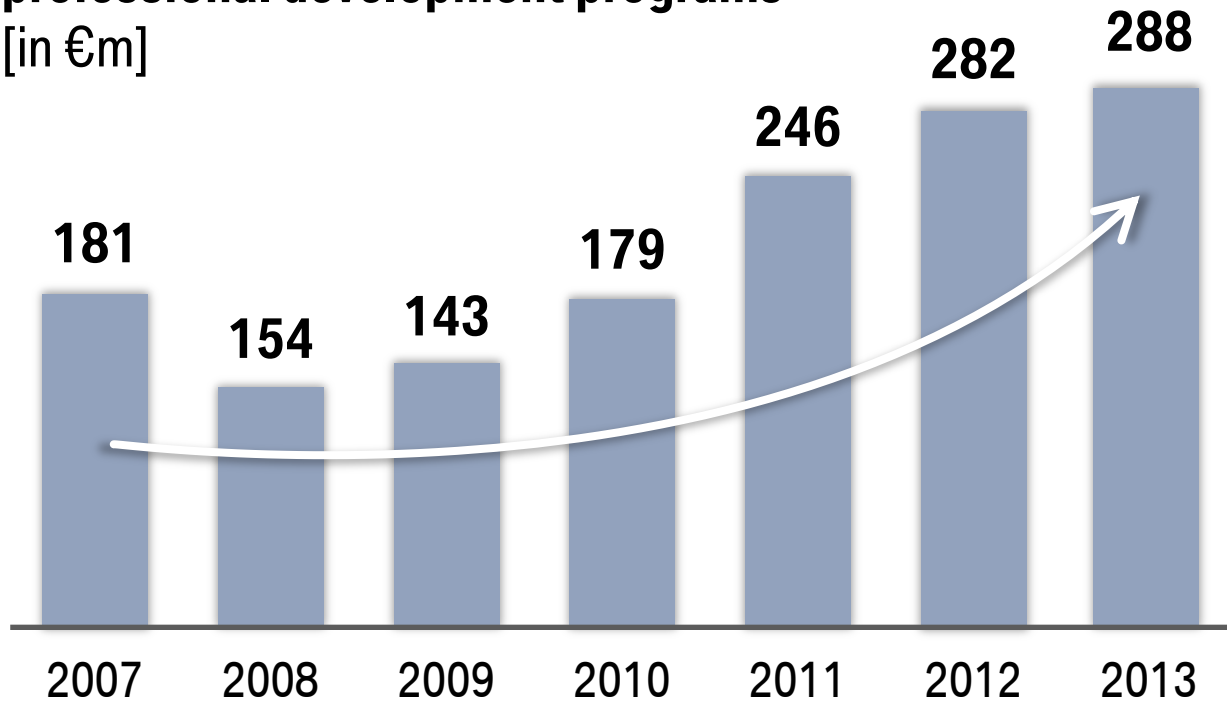
BMW GROUP HIGHEST PROFIT-RELATED BONUS EVER



BMW GROUP

€ 1.5 BILLION INVESTED IN OUR ASSOCIATES

**Investment in vocational training/
professional development programs**
[in €m]



BMW GROUP DIVERSITY MAKES US STRONG



BMW GROUP DIVERSITY MAKES US STRONG



BMW GROUP AGENDA

How do we evaluate our performance in the business year 2013?

What are our targets for the business year 2014?

How can we ensure our long-term success in an ever-changing environment?



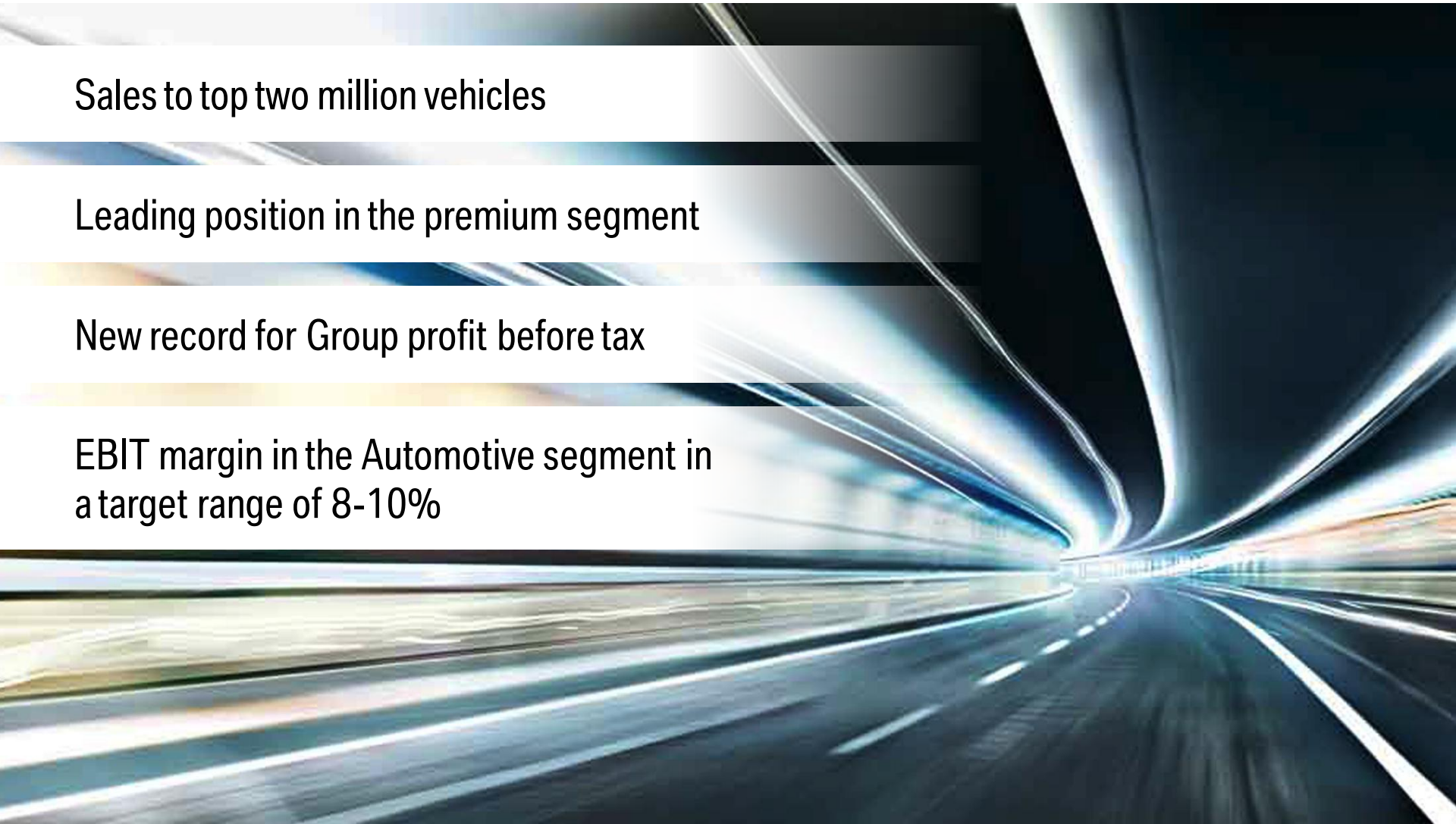
BMW GROUP TARGETS FOR THE BUSINESS YEAR 2014

Sales to top two million vehicles

Leading position in the premium segment

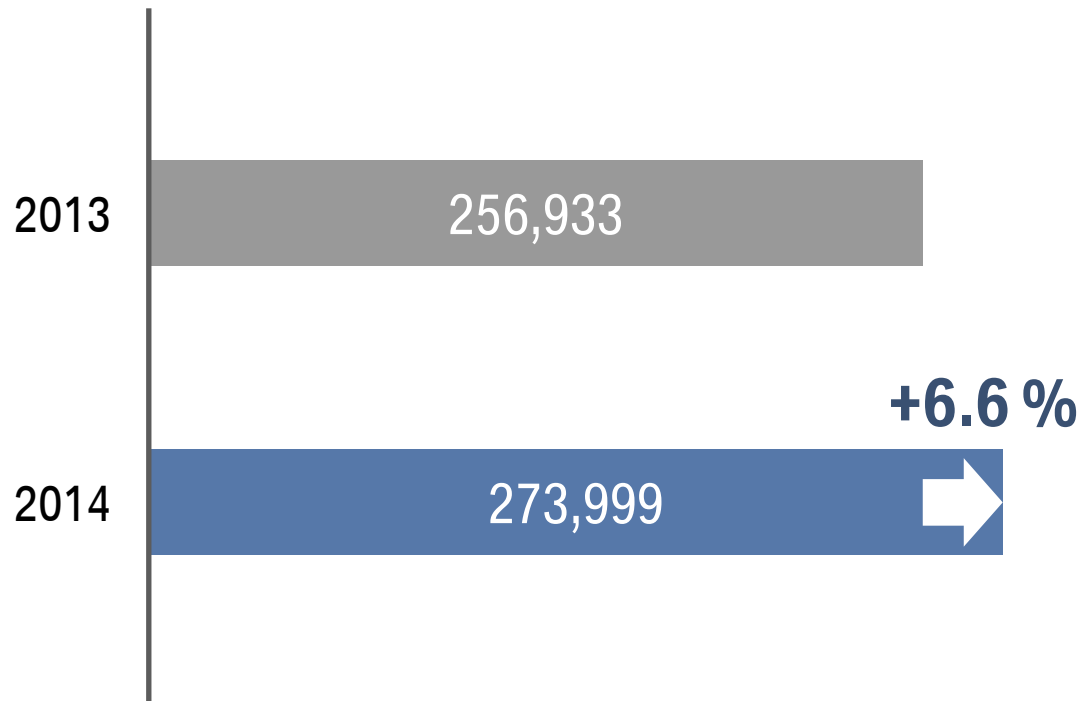
New record for Group profit before tax

EBIT margin in the Automotive segment in
a target range of 8-10%



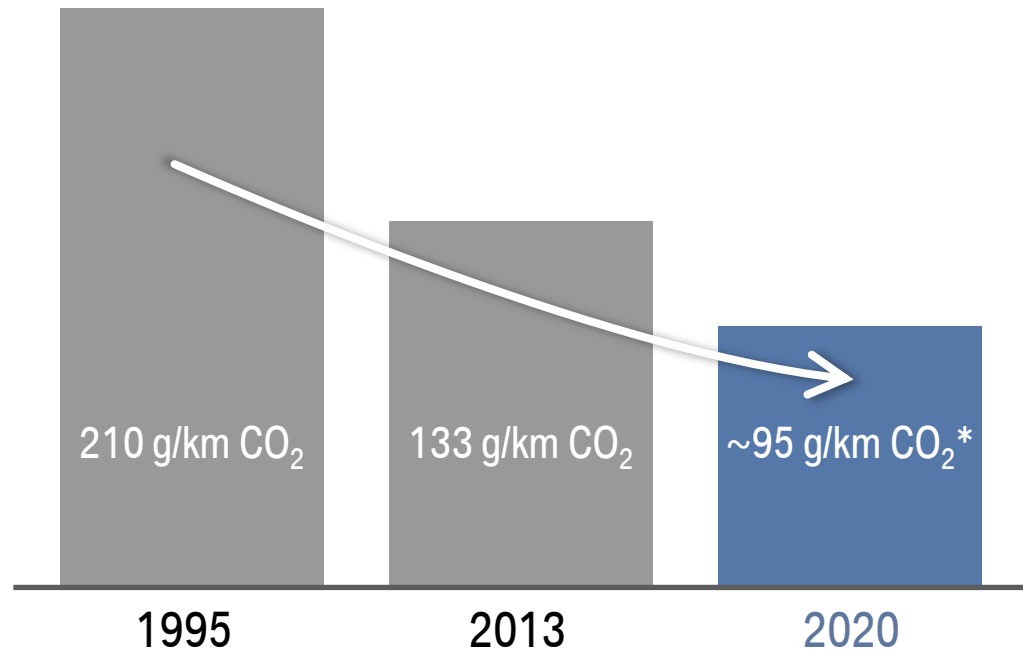
BMW GROUP SALES RECORD AT GROUP LEVEL

BMW Group Automobile sales per February 2014



BMW GROUP SUCCESS STORY EFFICIENT DYNAMICS

Less consumption, more performance



* EU target limit

BMW GROUP AGENDA

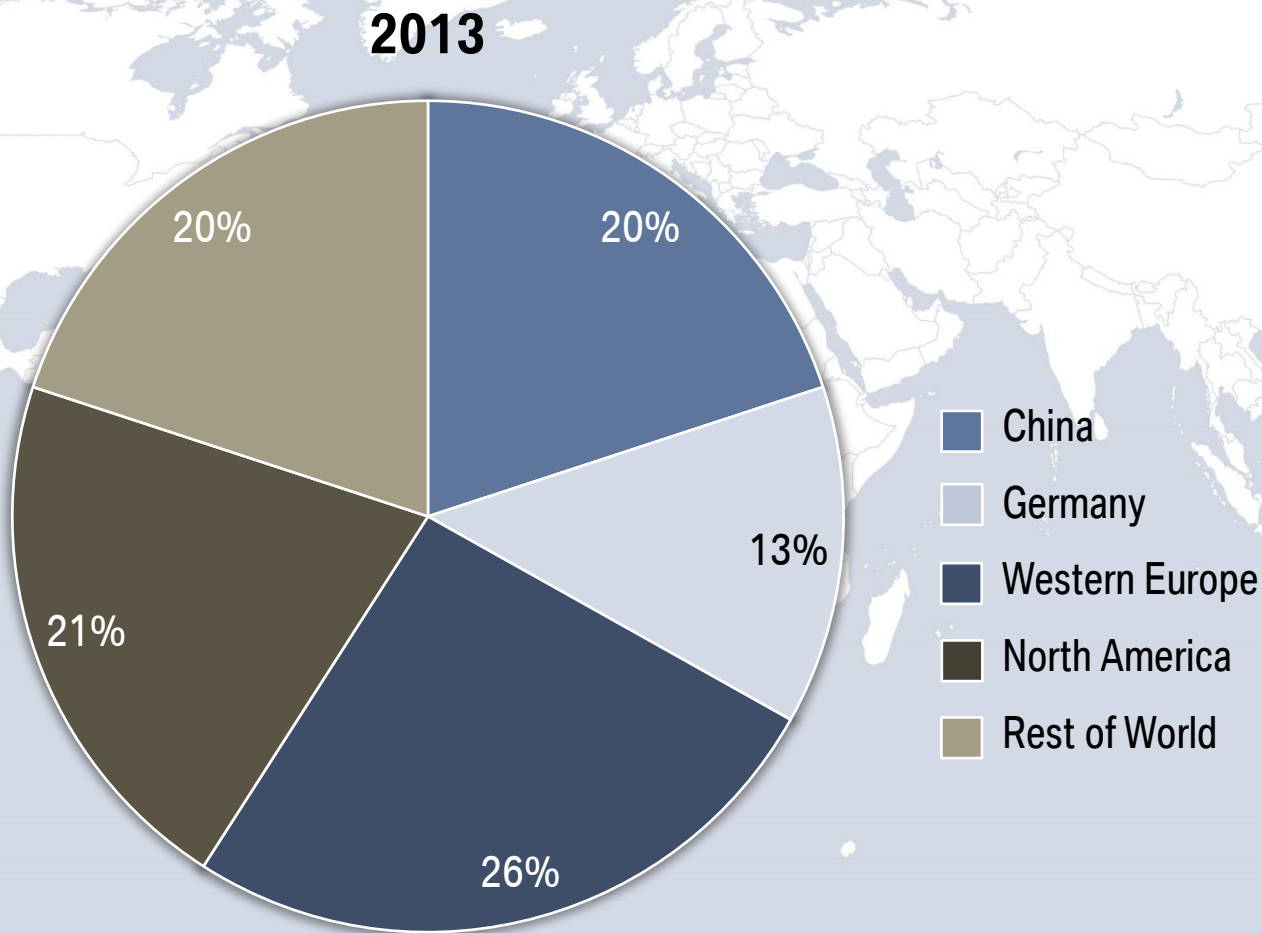
How do we evaluate our performance in the business year 2013?

What are our targets for the business year 2014?

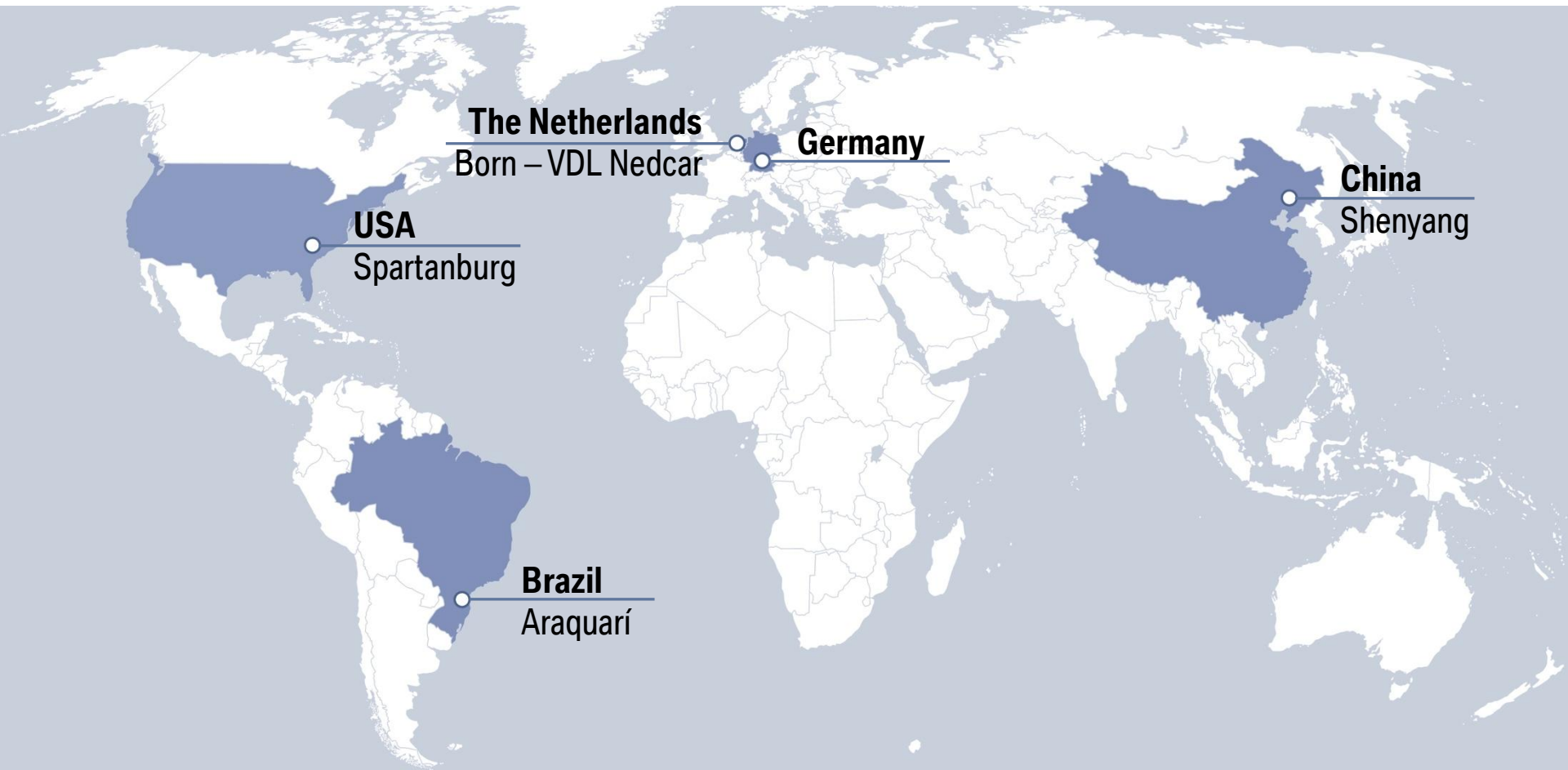
How can we ensure our long-term success in an ever-changing environment?



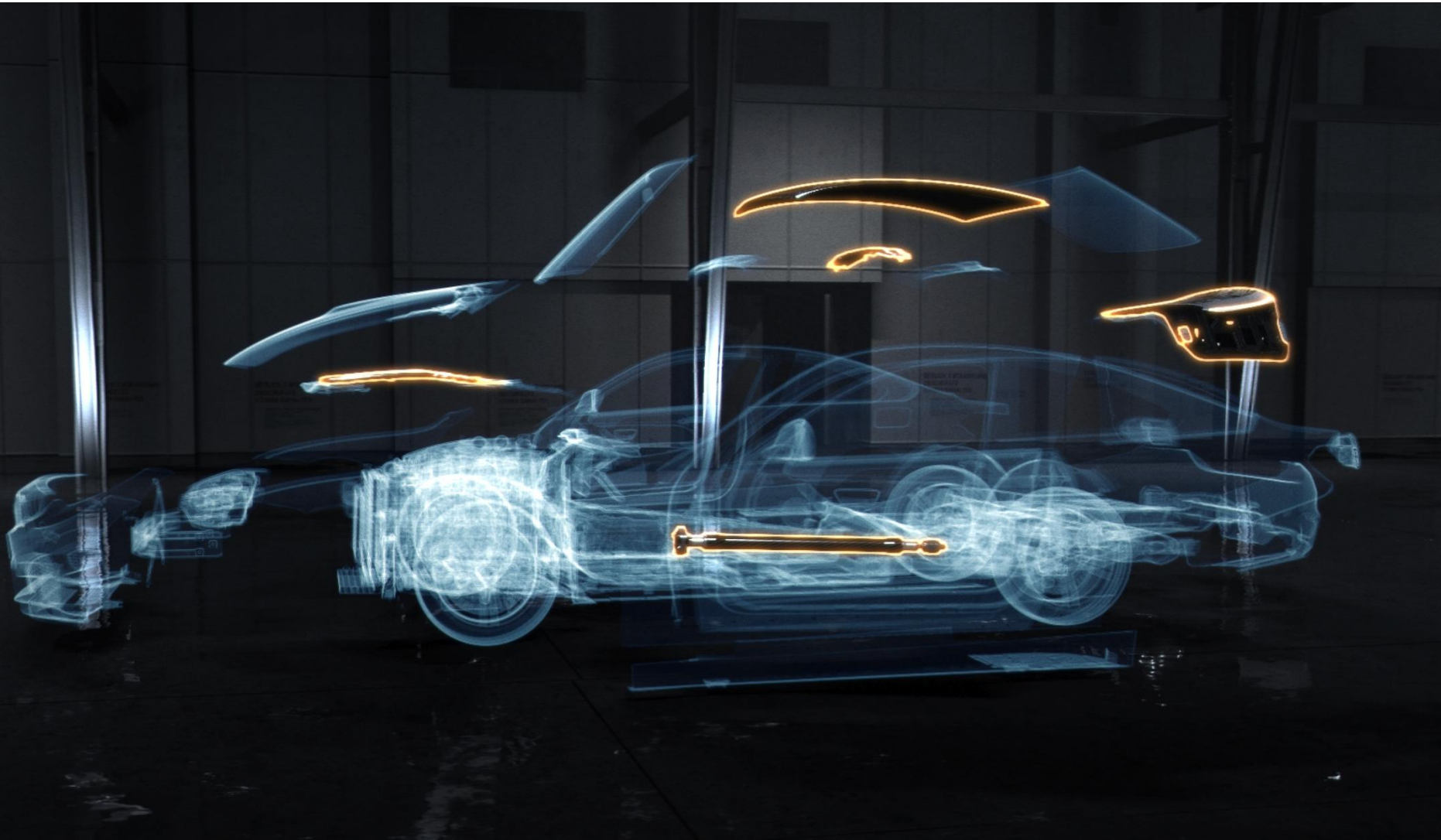
BMW GROUP SALES: GLOBALLY BALANCED



BMW GROUP STRENGTHENING OUR GLOBAL PRESENCE



BMW GROUP LEADING POSITION IN LIGHTWEIGHT CONSTRUCTION



BMW GROUP

BMW i3 – HIGH CUSTOMER DEMAND



BMW GROUP SYNERGIES DUE TO STANDARDIZED ARCHITECTURES



BMW GROUP NEW MODELS IN 2014



BMW 2 Series Active Tourer

BMW GROUP NEW MODELS IN 2014



BMW 2 Series Coupé

BMW GROUP NEW MODELS IN 2014



BMW 4 Series Convertible

BMW GROUP NEW MODELS IN 2014



BMW 4 Series Gran Coupé

BMW GROUP NEW MODELS IN 2014



BMW X3 Model update

BMW GROUP NEW MODELS IN 2014



BMW X4

BMW GROUP NEW MODELS IN 2014



BMW M3 Sedan



BMW M4 Coupé

BMW GROUP NEW MODELS IN 2014



MINI Cooper S

BMW GROUP MINI DEVELOPS FURTHER



MINI Clubman Concept

BMW GROUP NEW MODELS IN 2014

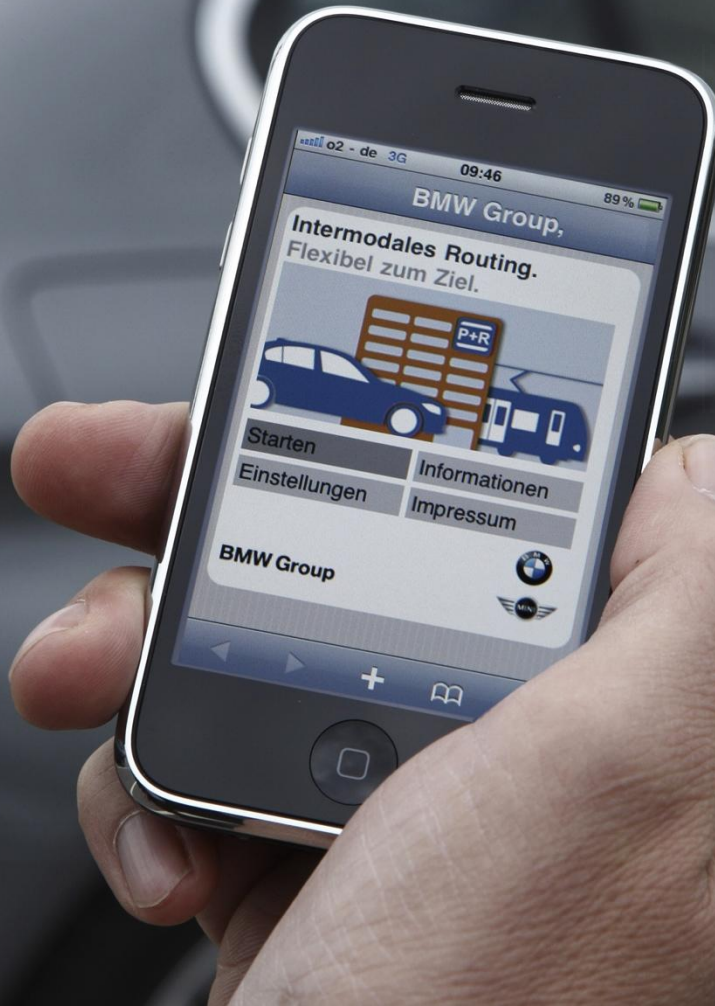


Rolls-Royce Ghost Series II

BMW GROUP VISION FOR 2020



BMW GROUP BMW CONNECTED DRIVE



DriveNow

AlphaCity

Park@myHouse

ParkNow

MyCityWay

BMW i Ventures

BMW GROUP DRIVE NOW – OVER 230,000 MEMBERS



BMW GROUP A LEADER IN SUSTAINABILITY



45% reduction of resources per produced vehicle by 2020 compared to 2006.