



Media Information  
17 May 2018

## First glimpse of BMW iNEXT – BMW Group previews Vision Vehicle in 2018

**Munich.** At today's Annual General Meeting, Chairman of the Board of Management of BMW AG, Harald Krüger, unveiled an initial design concept for the **BMW iNEXT**. The pure-electric BMW iNEXT will be built at Plant Dingolfing from 2021. The company's new technology flagship incorporates all major strategic areas of innovation in a road-ready vehicle.

**Harald Krüger**, Chairman of the Board of Management of BMW AG, said: "The iNEXT project is our building kit for the future. It will benefit the entire company and all our brands. For the first time, we are combining all key technologies for future mobility in one vehicle. The iNEXT is fully electric, fully connected and also offers highly automated driving. Today, we gave our shareholders a very first glimpse of the design of the BMW iNEXT. Later this year, we will be presenting the BMW iNEXT as a Vision Vehicle."

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Thema First glimpse of BMW iNEXT – BMW Group previews Vision Vehicle in 2018

Seite 2

### **The BMW Group**

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

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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