

BMW Group.
Annual accounts
press conference.

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Member of the Board of Management of
BMW AG, Finance

March 17, 2010

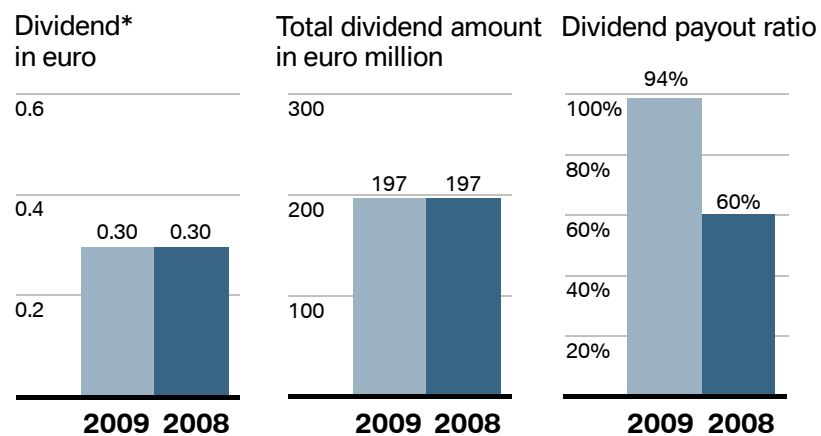
BMW Group.
Group earnings 2009 clearly positive.

- **Group earnings 2009 clearly positive – Euro 413 million profit before tax.**
- **Positive result (EBIT) in the Automobiles segment in Q4.**
- **Successful crisis- and financial management.**
- **„Strategy Number ONE“ efficiency measures take effect.**

BMW Group. Financial figures FY 2009.

in € million	2009	2008	Change %
Deliveries of automobiles	1,286,310	1,435,876	-10.4
Revenues - Group	50,681	53,197	-4.7
Profit before tax - Group	413	351	+17.7

BMW Group. Dividend trend.



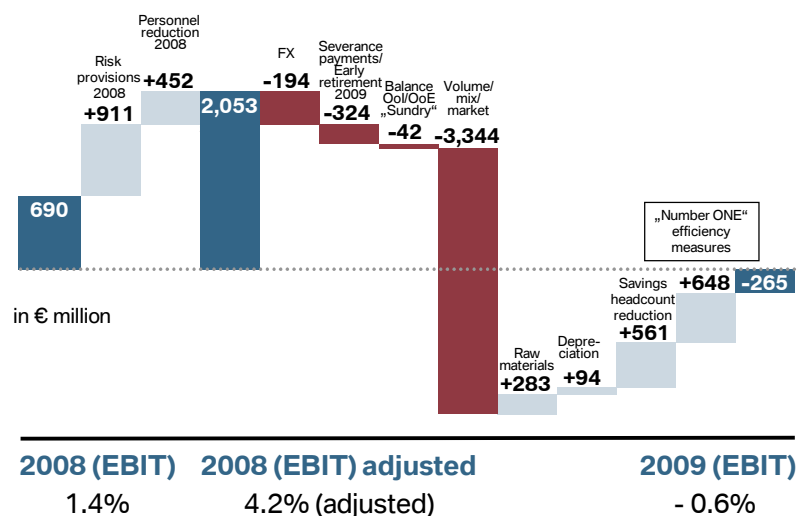
*per common share

BMW Group. Financial figures Q4 2009.

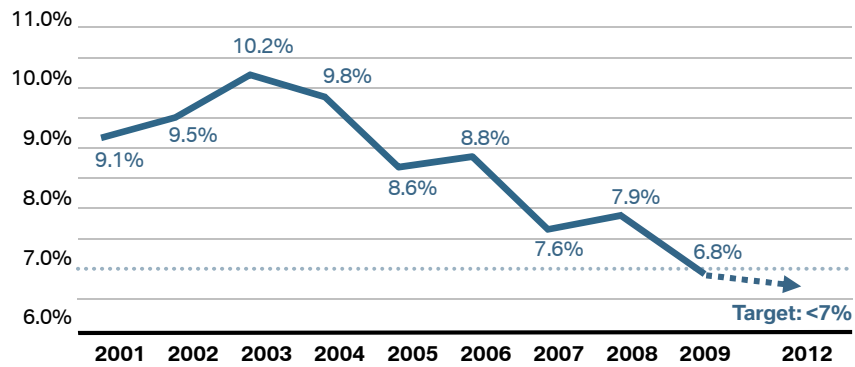
in € million	2009	2008
Profit before tax (EBT) Group	334	-1,171
Profit before financial result (EBIT) Automobiles segment	93	- 465

- **Return to profitability**
- **Extensive efficiency measures take effect**

BMW Group. Profit before financial result (EBIT) – Automobiles segment.

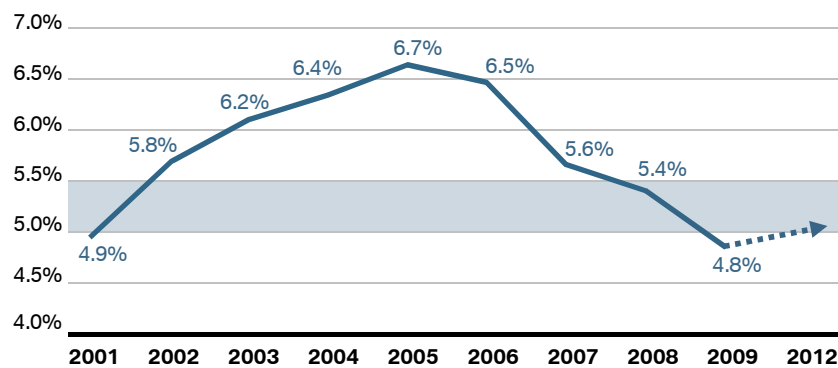


BMW Group. Improvement of capex ratio.



Capex ratio: Total capex / Revenues

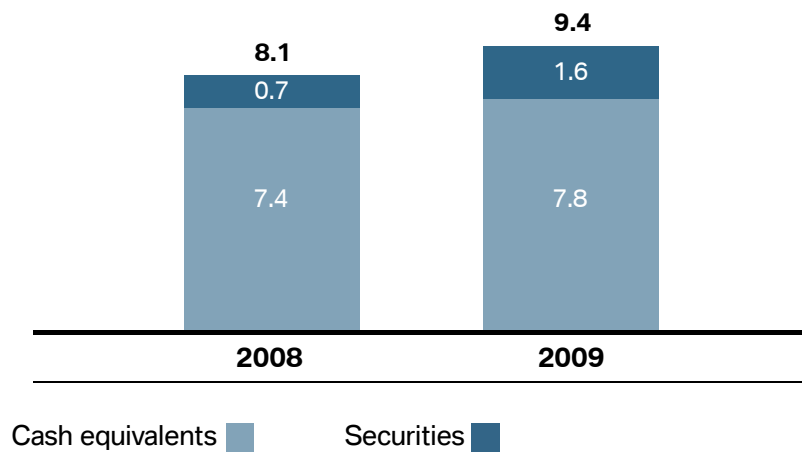
BMW Group. Improvement of R&D ratio.



R&D ratio: R&D expenditure (HGB) / Revenues

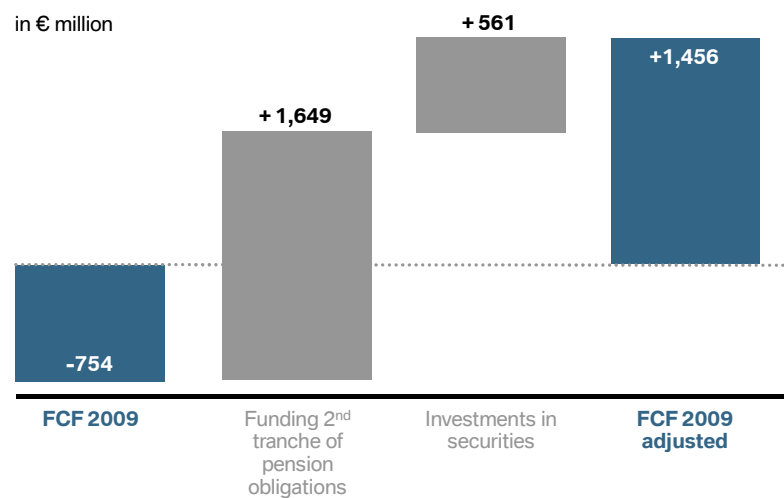
BMW Group. Solid liquidity position.

in € billion

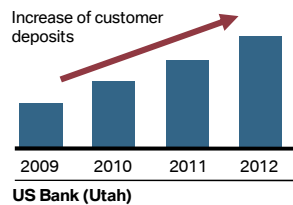
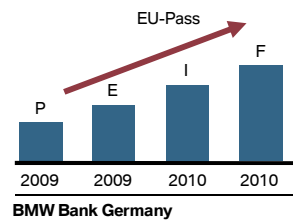


BMW Group. Free Cashflow clearly positive – Automobiles segment.

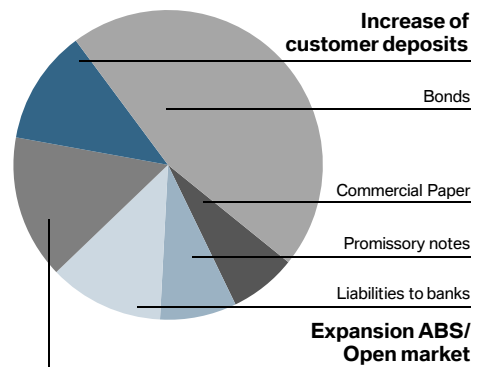
in € million



Financial Services segment. Strategic future development.



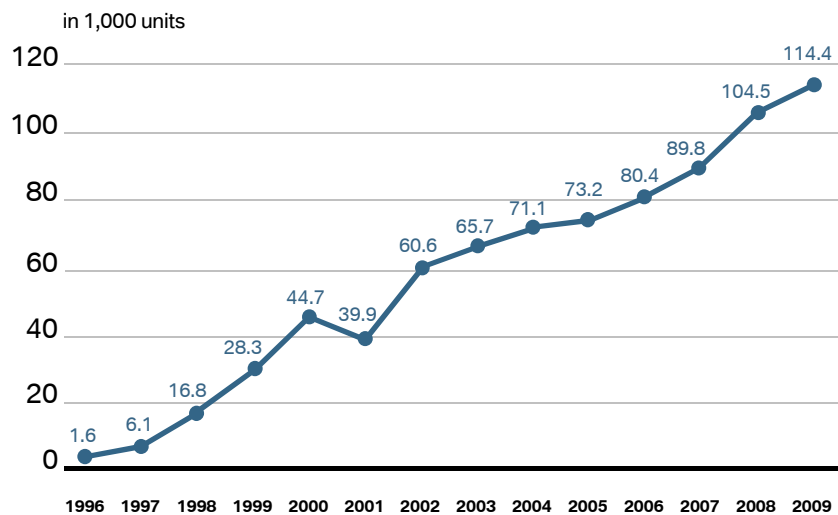
Optimization of liability structure /
refinancing costs



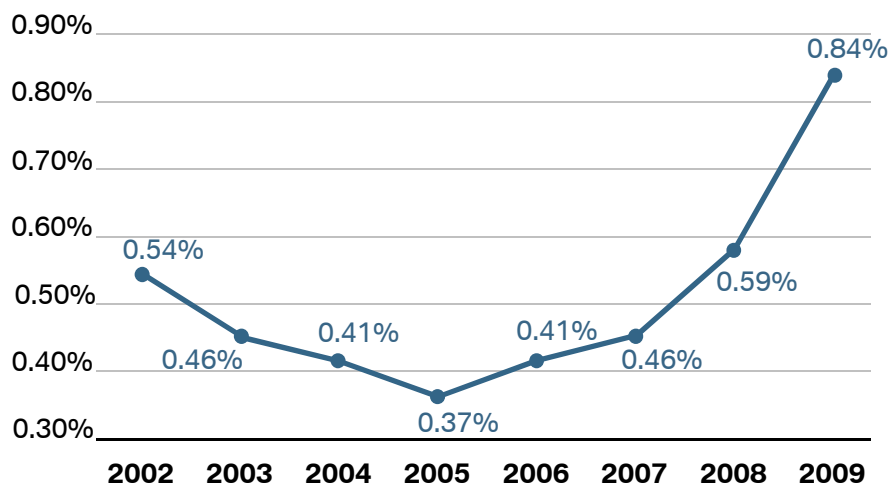
Financial Services segment. Financial figures 2009.

in € million	2009	2008	Change %
Revenues	15,798	15,725	0.5
Managed serviced portfolio	61,202	60,653	0.9
Penetration rate (in %)	49.0	48.5	1.0
Profit before tax (EBT)	365	- 292	–
RoE (in %)	9.2	–	–

Financial Services segment. Deliveries of certified pre-owned automobiles in the USA.



Financial Services segment. Development of credit loss rates.



Segment Motorcycles. Segment Overview 2009.

€ million	2009	2008	Change in %
Sales (units)	87,306	101,685	- 14.1
Revenues	1,069	1,230	- 13.1
EBIT	19	60	- 68.3
EBIT margin (in %)	1.8	4.9	- 63.3
RoCE (in %)	4.7	13.9	- 66.2

BMW Group. Outlook 2010.

Group

- Significant improvement of profit before tax (EBT)

Automobiles segment

- Sales volume growth rate in a single-digit range
- Return to profitability in the Automobiles segment – targeting an EBIT margin in the low single-digit percentage range for the Automobiles segment

Financial Services segment

- Positive earnings trend in the Financial Services segment

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