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Telephone



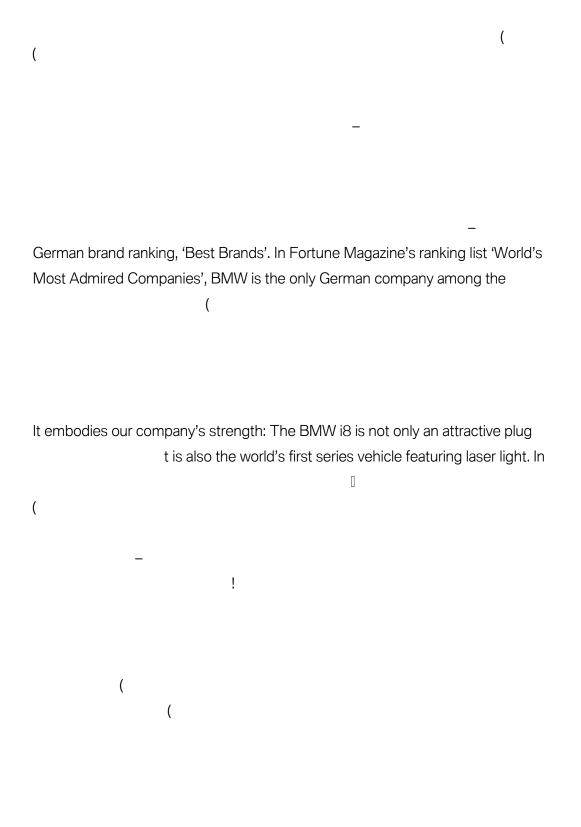
Statement Dr. Norbert Reithofer Chairman of the Board of Management of BMW AG Analyst and Investor Conference 2014 March 20, 2014

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That's what we are always asking ourselves, because the aspirations and needs

There are three points I'd like to talk about today:

Let's look at our performance:

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is sheer driving pleasure that our customers expect from us and it's what we will

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((our company's reputation, not only today but in (participate in the company's success. ((

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We will remain the world's leading premium car company.

beyond the previous year's level.



Today, the BMW Group's fleet includes 39 models with CO

By 2020, we want to reduce our fleet's CO



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In the world's three largest regions - -(-(-

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It is the BMW brand's first



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! – fully in keeping with the brand's

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