

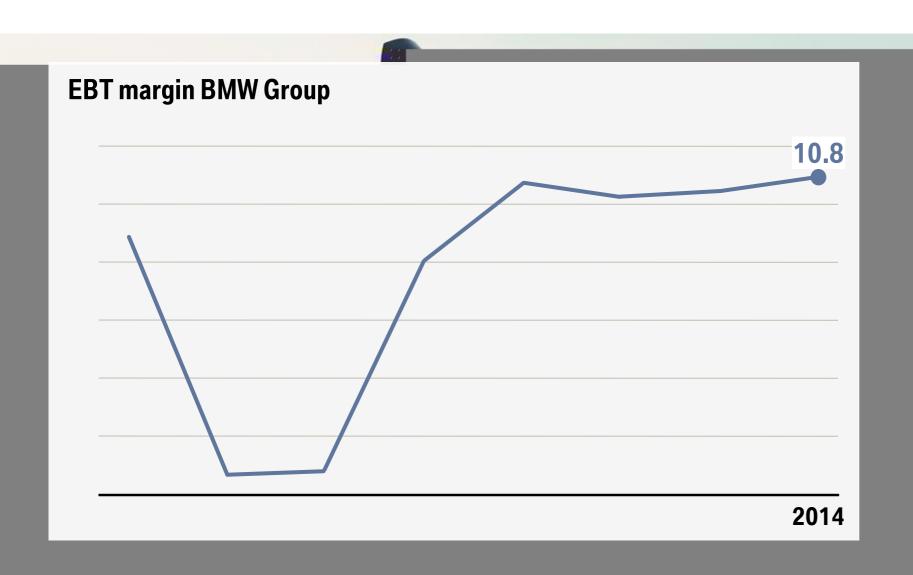
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DR. FRIEDRICH EICHINER MEMBER OF THE BOARD OF MANAGEMENT OF BMW AG, FINANCE

EARNINGS AND PROFITABILITY TARGETS FOR 2014 FULFILLED



GROUP EBT MARGIN OF 10.8%



BMW GROUP – 2014 FINANCIAL YEAR: FIGURES FOR PREVIOUS YEAR EXCEEDED



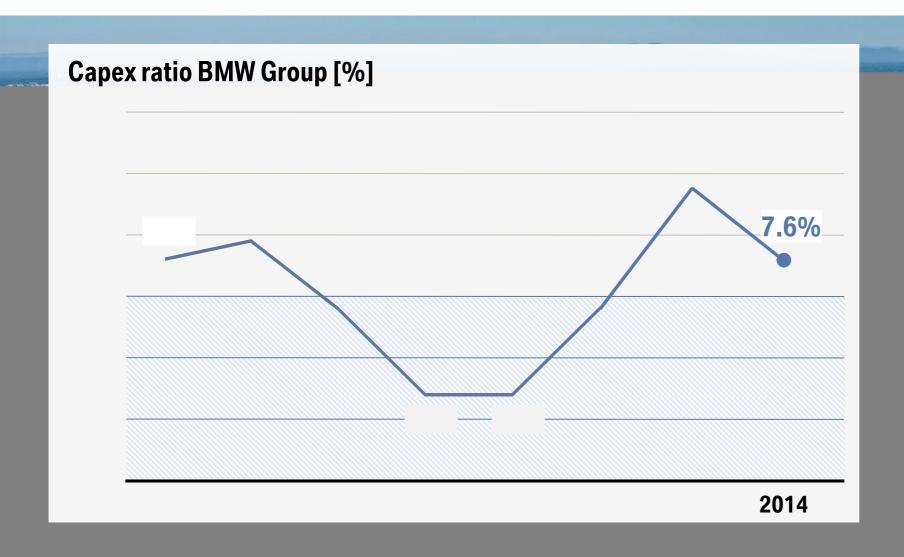
4TH QUARTER 2014 BEST-EVER FOR RETAIL SALES



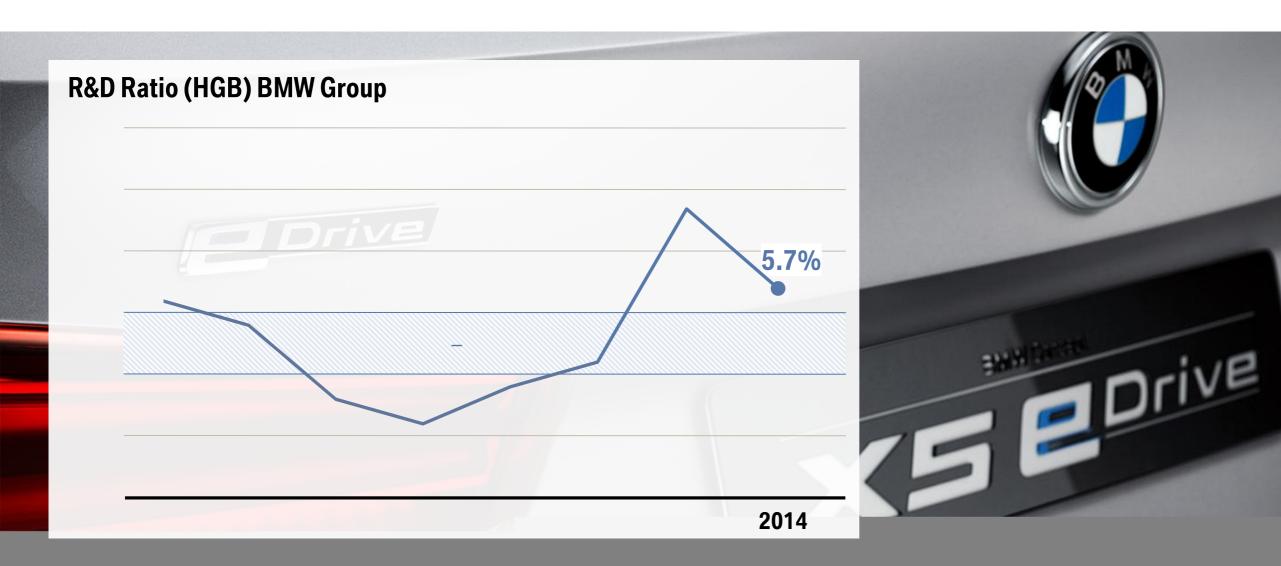
CAPITAL EXPENDITURE OF € 6.1 BILLION PRODUCTION EXPANSION IN AMERICAS, ASIA, EUROPE



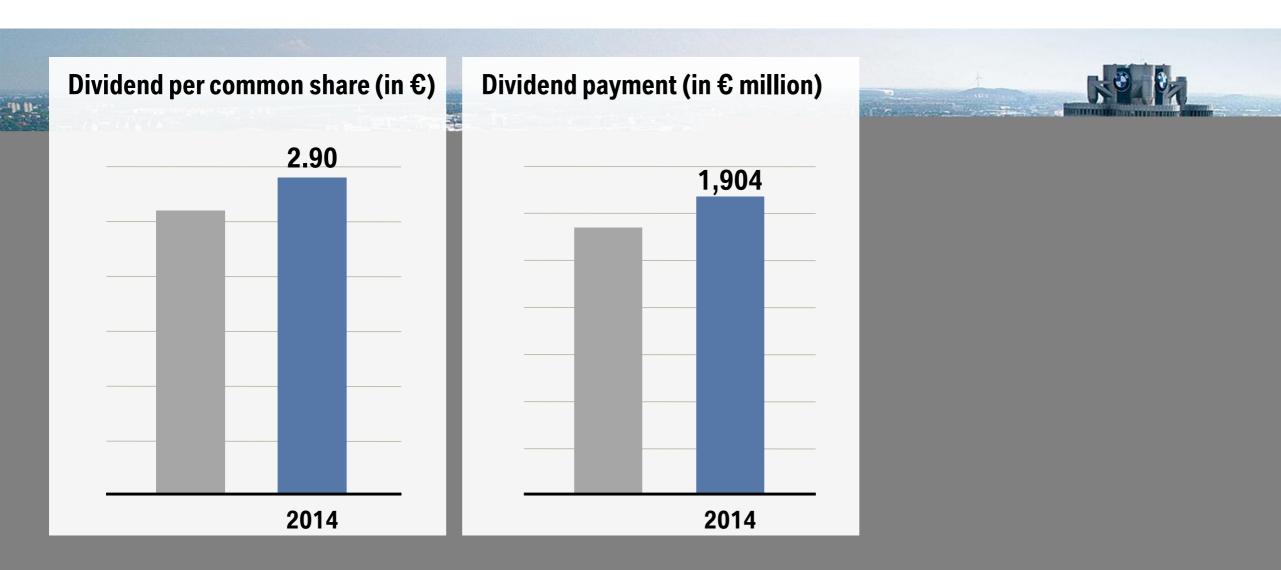
CAPEX RATIO 2014 CLOSER TO TARGET



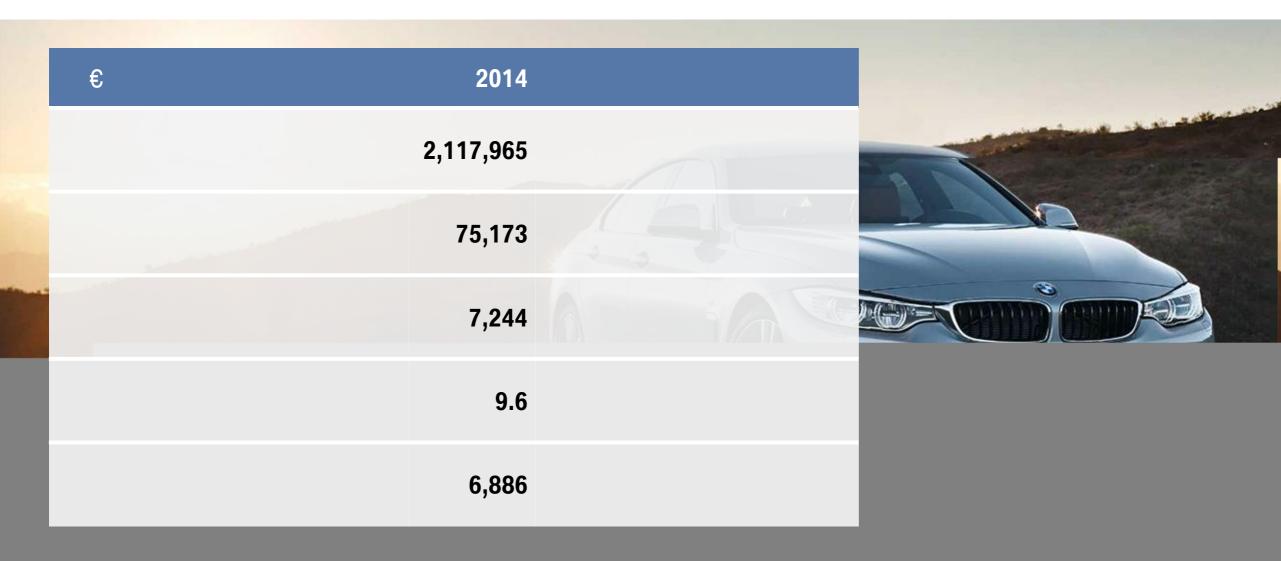
R&D EXPENDITURE OF € 4.57 BILLION R&D RATIO JUST OUTSIDE TARGET RANGE



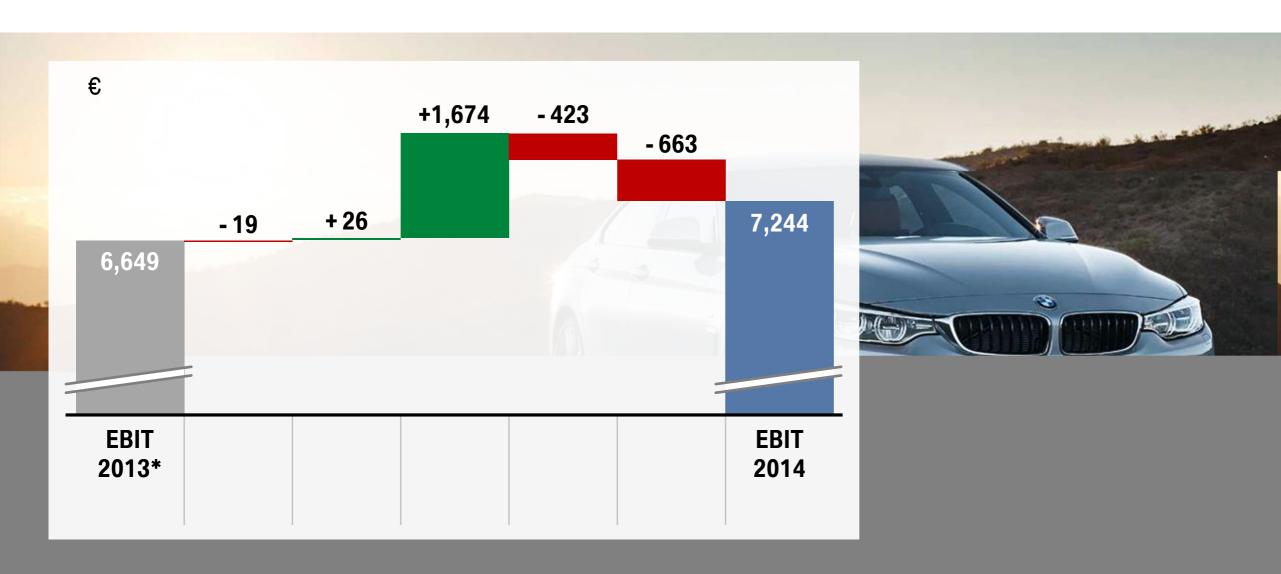
DIVIDEND INCREASE OF € 0.30 PROPOSED PAY-OUT RATIO OF 33%



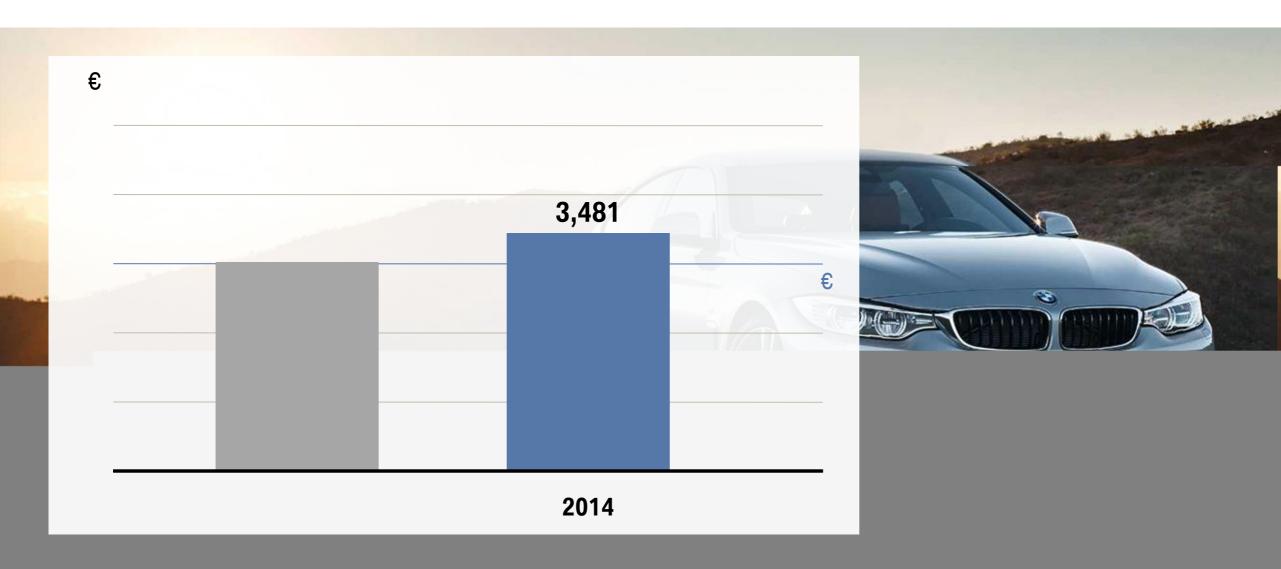
AUTOMOTIVE SEGMENT – 2014 FINANCIAL YEAR: SEGMENT PROFITABILITY HIGHER



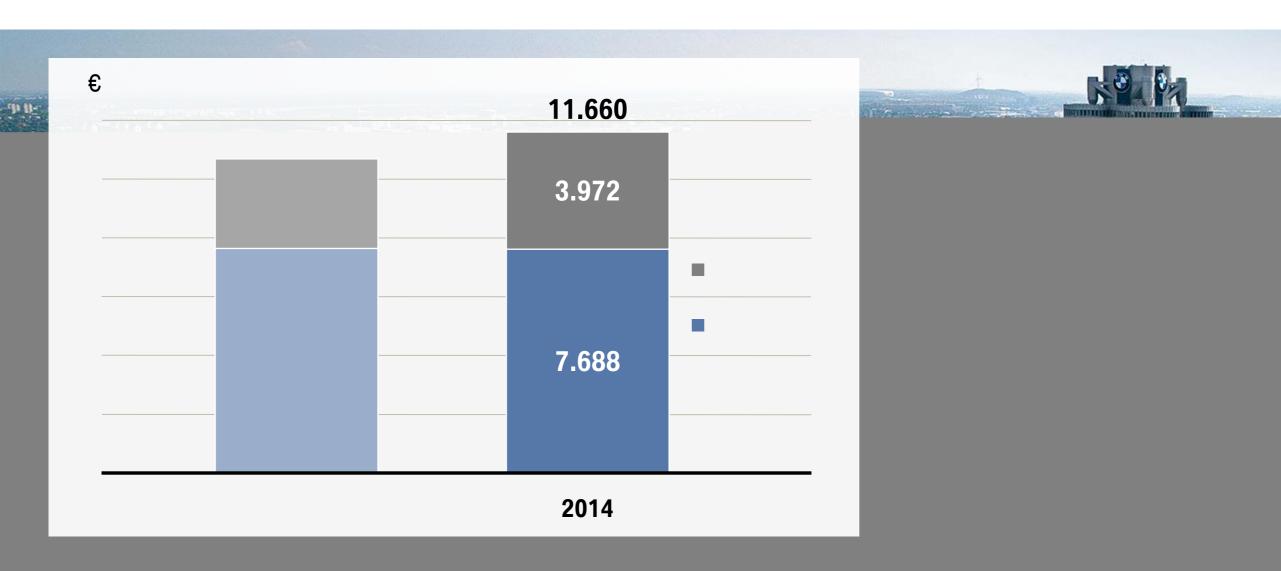
AUTOMOTIVE SEGMENT: 2013 TO 2014 EBIT WALK



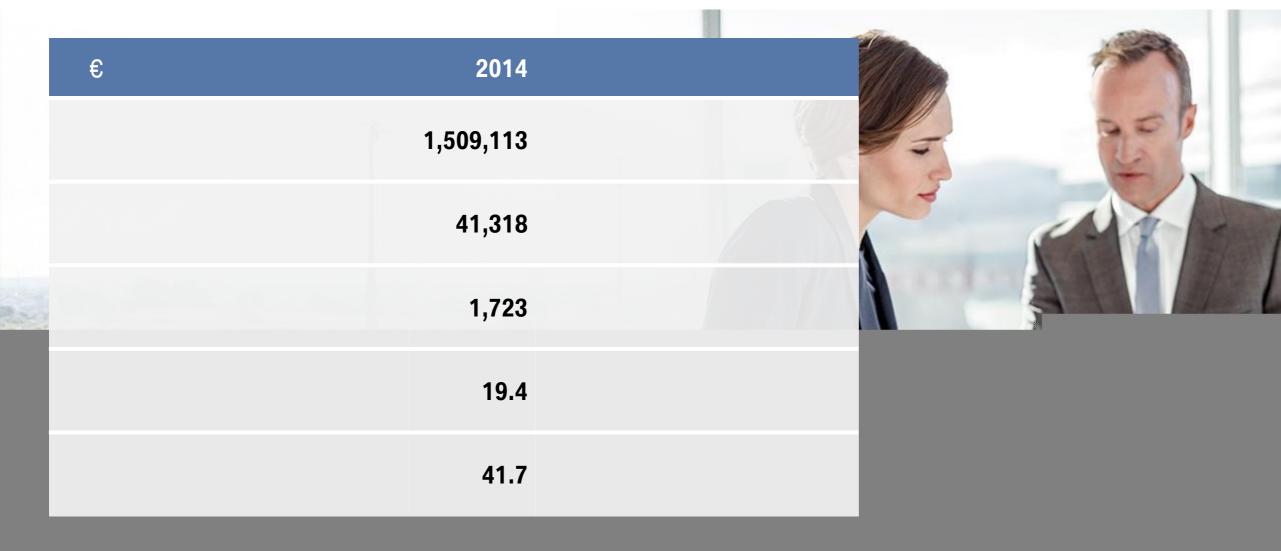
AUTOMOTIVE SEGMENT FREE CASH FLOW: TARGET OF > € 3 BILLION EXCEEDED



STRONG LIQUIDITY POSITION SECURES FINANCIAL FLEXIBILITY



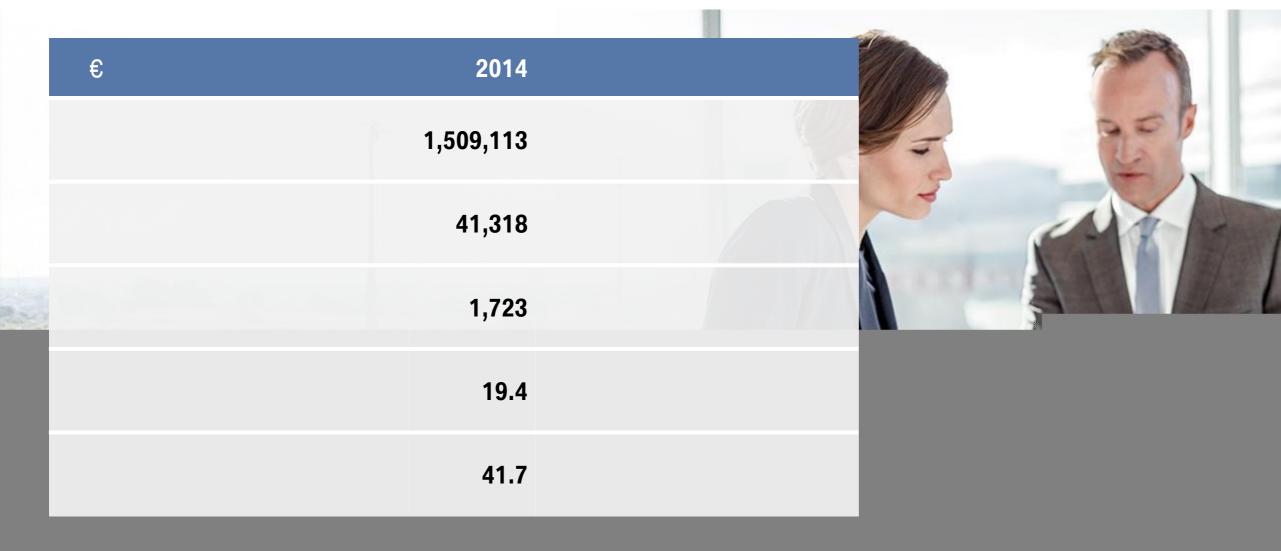
FINANCIAL SERVICES SEGMENT: NEW HIGHS IN 2014



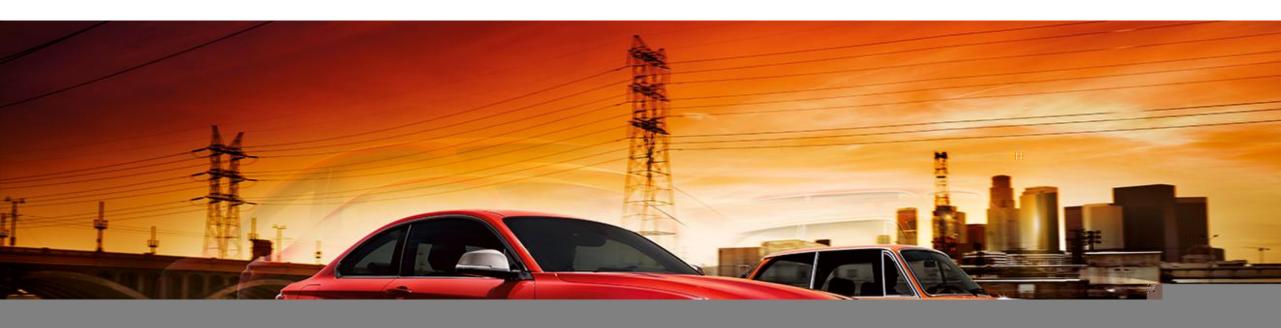
POSITIVE BUSINESS DEVELOPMENT AT ALPHABET AND FINANCIAL SERVICES BUSINESS AREAS



FINANCIAL SERVICES SEGMENT: NEW HIGHS IN 2014



RISK SITUATION SIMILAR TO PREVIOUS YEAR GLOBAL EXPANSION OF RISK MANAGEMENT



BMW MOTORRAD: SALES GAINS IN EUROPE AND THE AMERICAS DELIVERIES INCREASED BY 7.2% TO 123,495 UNITS







SUCCESSFUL FINANCIAL YEAR FOR BMW MOTORRAD STRONG INCREASE IN EARNINGS

€	2014	
	123,495	
	1,679	
	112	
	6.7	
	107	

FIVE NEW MODELS FOR LAUNCH IN 2015







POSITIVE EFFECTS FROM THE LEASING PORTFOLIO AND LEASING MIX IMPROVE EARNINGS IN THE ELIMINATIONS



OUTLOOK FOR 2015 – POSITIVE BUSINESS DEVELOPMENT DESPITE CHALLENGES



ATTRACTIVE PORTFOLIO AND FINANCIAL STRENGTH – THE BASIS FOR FURTHER GROWTH





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