March 16, 2011

FINANCIAL ANALYSTS´ MEETING

BMW GROUP

Rolls-Royce
Motor Cars Limited
FINANCIAL ANALYSTS MEETING

Dr. Ing. Klaus Draeger
Member of the Board of Management of BMW AG

March 16, 2011
PORTFOLIO AGE LOWERED TO 2.6 YEARS BY 2012

Cumulated model renewal rate (as % of total expected annual sales volume)

- 2008: 3.3 years
- 2009: Ø age of product portfolio (sales & mix adjusted)
- 2010: 2.6 years
- 2011: 40%
- 2012: >60%

PORTFOLIO AGE LOWERED TO 2.6 YEARS BY 2012
BMW GROUP 2011
NEW PRODUCTS REFRESH THE PORTFOLIO
DEFINING THE FUTURE
BMW i OFFERS FURTHER GROWTH POTENTIAL
TWO COLUMNS OF STRATEGIC INNOVATION FOCUSED ON THE FUTURE

BMW Efficient Dynamics

BMW Connected Drive
BMW EFFICIENT DYNAMICS
OUR WAY TO REDUCE CO₂

Hydrogen

BEV

Hybrid

Efficient Dynamics

Reduction of CO₂ Emissions
EFFICIENT DYNAMICS
REDUCTION EMISSIONS EU FLEET 1995 - 2010

EU fleet emissions (g/km CO₂)

BMW Group, 1997 - 2010: > - 30%
INNOVATIVE STRENGTH: NEW ENGINES WITH TWINPOWER TURBO TECHNOLOGY

**BMW 4-Cylinder**

**BMW Inline 6-Cylinder**

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### BMW X1 xDrive28i (four-cylinder)

<table>
<thead>
<tr>
<th>Specification</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Output [kW/hp]</td>
<td>180 / 245</td>
<td>- 5 %</td>
</tr>
<tr>
<td>Torque [Nm]</td>
<td>350</td>
<td>+ 13 %</td>
</tr>
<tr>
<td>Acceleration 0-100 km/h [s]</td>
<td>6.1</td>
<td>- 0.7 seconds</td>
</tr>
<tr>
<td>Top speed [km/h]</td>
<td>240</td>
<td>+ 4 %</td>
</tr>
<tr>
<td>Fuel consumption [l/100 km]</td>
<td>7.9</td>
<td>- 16 %</td>
</tr>
<tr>
<td>CO₂ emissions [g/km]</td>
<td>183</td>
<td>- 16 %</td>
</tr>
<tr>
<td>Exhaust standard</td>
<td>EU5</td>
<td></td>
</tr>
</tbody>
</table>
BMW CONNECTED DRIVE BENEFIT STRUCTURE
INTELLIGENT CONNECTIVITY

Convenience
Convenient driving and vehicle handling

Infotainment
Information & Entertainment (Like at home / in office)

Safety
Safer driving (Avoid injury, Active Safety)
BMW VISION CONNECTED DRIVE
COMMUNICATING WITH THE WORLD
USE OF STANDARDIZED ARCHITECTURE AND MODULAR SYSTEMS

Standard architecture allows for multiple modular combinations

Modules

A 1
B 2
C 3
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**SUCCESS THROUGH TARGETED COOPERATIONS**

<table>
<thead>
<tr>
<th>Company</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSA Peugeot Citroën</td>
<td>Production of 4-Cylinder engines</td>
</tr>
<tr>
<td>PSA Peugeot Citroën</td>
<td>Development and production of hybrid components</td>
</tr>
<tr>
<td>Daimler</td>
<td>Purchasing</td>
</tr>
<tr>
<td>SGL Group</td>
<td>Carbon Fibre Production</td>
</tr>
</tbody>
</table>
R&D EFFICIENCY
VIRTUALIZATION AND PROCESS OPTIMIZATION
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