SNEAK PREVIEW

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

Sales development to the end of 2012

Outlook for 2013

Paving the way for electro-mobility – BMW i
MOMENTUM FROM NEW MODELS IN INCREASING COMPETITION.

Sales YTD and in November compared to previous year

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<th>Nov 2012</th>
<th>&gt;170,000 u.</th>
<th>+~20 %</th>
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<tr>
<td>Nov YTD</td>
<td>&gt;1.66 mn. u.</td>
<td>+~10 %</td>
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AGENDA.

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GLOBAL ECONOMIC DEVELOPMENT IN 2013 – STAGNATION IN EUROPE, GROWTH IN OVERSEAS MARKETS.

Source: Consensus Forecast
STRAWG GROWTH OVERALL IN BRIKT AND FUTURE EMERGING MARKETS.

Avg. Growth 2006-2011 (CAGR)

- Brazil: +48%
- Russia: +26%
- India: +105%
- Korea: +30%
- Turkey: +24%

Retail Sales Nov. YTD 2012

1. USA
2. China
3. Germany
4. UK
5. BRIKT
50% REDUCTION IN CO₂ EMISSIONS BETWEEN 1995 AND 2020.

BMW GROUP FLEET 1995
Ø > 200 CO₂ g/km

BMW GROUP FLEET TODAY
Ø 148 CO₂ g/km

TARGET EU 2020
Ø 95 CO₂ g/km*

*Value for the BMW Group fleet Ø 101 CO₂ g/km
TWO PARALLEL AND COMPLEMENTARY PATHS.

Evolution
- Efficient combustion engines
- Innovative technologies

Revolution
- Alternative drive trains
- Mobility services
CAPEX FOR ESTABLISHED PROJECTS BUT ALSO SIGNIFICANT UPFRONT INVESTMENTS NEEDED TO SECURE BMW GROUP’S FUTURE.

2013: Increasing capex + additional upfront investments

New products

Future Retail

Modular system powertrains

CFRP
AGENDA.

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STRATEGIC OBJECTIVES OF BMW i DERIVED FROM CORPORATE STRATEGY NUMBER ONE.

**Generate growth**
- New target groups.
- New products and services.

**Technologies/customers**
- Pioneering technologies and design.
- Visionary services.
- New sales concepts.

**Shaping the future**
- Sharpen BMW image as sustainable brand.
- Differentiation from competition.
- Future-proof product portfolio.
WITH BMW i, THE BMW BRAND PORTFOLIO IS IN PERFECT BALANCE.

Thrilling performance.
Striking technology.
Unrivaled experience.

Innovate driving pleasure.
Focus on engaging aesthetics
Boost joy.

Visionary mobility.
Inspiring design.
Next premium.

Sneak Preview, Dr. Eichiner
MAIN USPs OF BMW i AND ITS PRODUCTS.

LifeDrive
Purpose-built e-mobility for more range, dynamics and safety.

360 Electric
Private charging, public charging, assistance services, flexible mobility.

BMW eDrive
Dynamic and intelligent electric drive train technology.

Mobility services
Car sharing, parking solutions, intermodal mobility.

Holistic sustainability
Sustainable product life-cycle from development to recycling.

Carbon fibre
Lightweight construction for less weight and more safety.

Next premium design
Progressive shapes and sustainable premium materials.

Connectivity
Fully integrated, real-time and location based.
BMW i WILL PROVIDE FLEXIBLE MOBILITY.

ASSISTANCE SERVICES
“Provide assurance”

FLEXIBLE MOBILITY
“A new mobile lifestyle”

HOME CHARGING
“Convenient charging at home”

PUBLIC CHARGING
“On the road”

360° ELECTRIC.
BMW i. RETAIL OF THE FUTURE.
FUTURE RETAIL.

Premium Retail Experience

Retail Enabling

Multi-Channel Retail

Mobile Customizer
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