<table>
<thead>
<tr>
<th>Channel</th>
<th>Language</th>
<th>Translation Channel</th>
<th>Channel language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel 1</td>
<td>German</td>
<td>Kanal 1</td>
<td>Deutsch</td>
</tr>
<tr>
<td>Channel 2</td>
<td>English</td>
<td>Channel 2</td>
<td>English</td>
</tr>
<tr>
<td>Channel 3</td>
<td>Italian</td>
<td>Canale 3</td>
<td>Italiano</td>
</tr>
<tr>
<td>Channel 4</td>
<td>Spanish</td>
<td>Canal 4</td>
<td>Español</td>
</tr>
<tr>
<td>Channel 5</td>
<td>Russian</td>
<td>Canal 5</td>
<td>Русский</td>
</tr>
<tr>
<td>Channel 7</td>
<td>Mandarin</td>
<td>声道 7</td>
<td>中文</td>
</tr>
<tr>
<td>Channel 8</td>
<td>Korean</td>
<td>채널 8</td>
<td>한국어</td>
</tr>
</tbody>
</table>
What did we achieve in the 2012 financial year?

How do things stand five years into our Strategy Number ONE?

What can our customers look forward to in 2013?

How will we approach the next stage of the Strategy in 2016?
What did we achieve in the 2012 financial year?

How do things stand five years into our Strategy Number ONE?

What can our customers look forward to in 2013?

How will we approach the next stage of the Strategy in 2016?
BMW GROUP
BMW ONE OF THE TOP 15 COMPANIES WORLDWIDE

“World’s Most Admired Companies” 2013
<table>
<thead>
<tr>
<th>BMW GROUP</th>
<th>Quantity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,845,186</td>
<td>+ 10.6 %</td>
<td></td>
</tr>
<tr>
<td>1,540,085</td>
<td>+ 11.6 %</td>
<td></td>
</tr>
<tr>
<td>301,526</td>
<td>+ 5.8 %</td>
<td></td>
</tr>
<tr>
<td>3,575</td>
<td>+ 1.0 %</td>
<td></td>
</tr>
<tr>
<td>117,109</td>
<td>+ 3.1 %</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2012</td>
<td>2011</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>Revenues – Group</td>
<td>76.85</td>
<td>68.82</td>
</tr>
<tr>
<td>Profit before tax – Group</td>
<td>7.82</td>
<td>7.38</td>
</tr>
<tr>
<td>Net profit – Group</td>
<td>5.12</td>
<td>4.90</td>
</tr>
<tr>
<td>EBIT margin for Automobile segment (in %)</td>
<td>10.9</td>
<td>11.8</td>
</tr>
<tr>
<td>Profit before tax – Financial Services</td>
<td>1.56</td>
<td>1.79</td>
</tr>
</tbody>
</table>
BMW GROUP
WE INVEST IN OUR FUTURE

Investments in billion €

<table>
<thead>
<tr>
<th>Year</th>
<th>Investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3.26</td>
</tr>
<tr>
<td>2011</td>
<td>3.69</td>
</tr>
<tr>
<td>2012</td>
<td>5.24</td>
</tr>
</tbody>
</table>
TREND IN BMW COMMON STOCK DURING 2012 COMPARED TO THE DAX
BMW GROUP
INCREASE IN DIVIDEND

Dividend per common stock in €

- 2011: 2.30
- 2012: 2.50

Dividend per preferred stock in €

- 2011: 2.32
- 2012: 2.52
BMW GROUP ASSOCIATES: MOST IMPORTANT SUCCESS FACTOR
BMW GROUP
WE GO OUR OWN WAY

1973 Dingolfing plant
1994 Spartanburg plant
2005 Leipzig plant

2003 / 2012 production site Shenyang
BMW GROUP
SPARING USE OF RESOURCES AT OUR PLANTS

Wind energy at Leipzig plant

Regional suppliers at Tiexi plant

Zero emissions foundry at Landshut plant

Methane gas at Spartanburg plant
BMW GROUP
SPORTS ACTIVITY VEHICLES SEGMENT

BMW X1

BMW X3

BMW X5

BMW X6
What did we achieve in the 2012 financial year?

How do things stand five years into our Strategy Number ONE?

What can our customers look forward to in 2013?

How will we approach the next stage of the Strategy in 2016?
BMW GROUP STRATEGY NUMBER ONE

Vision

Competitive Advantage

Growth

Shaping the Future

Profitability

New Technologies and Customers

Basic Principles
BMW GROUP
DEVELOPMENT IN PROFITS

Increase in profit before tax in billion €

<table>
<thead>
<tr>
<th>Year</th>
<th>Profit (in billion €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>3.87</td>
</tr>
<tr>
<td>2008</td>
<td>0.35</td>
</tr>
<tr>
<td>2009</td>
<td>0.41</td>
</tr>
<tr>
<td>2010</td>
<td>4.85</td>
</tr>
<tr>
<td>2011</td>
<td>7.38</td>
</tr>
<tr>
<td>2012</td>
<td>7.82</td>
</tr>
</tbody>
</table>
TREND IN BMW COMMON STOCK 2007 - 2012 COMPARED TO DAX
EFFICIENT DYNAMICS
35 MODELS WITH 120 g/km CO₂ OR LESS

Optimisation
- BMW 114d 5-door
- BMW 116d 5-door
- BMW 116d 3-door
- BMW 118d 3-door
- BMW 320d *
- BMW 318d
- MINI One MINIMALIST
- MINI Cooper D Clubman

ActiveHybrid
- BMW 116d 5-door *
- BMW 118d 5-door
- BMW 120d 5-door
- BMW 118d Coupé
- BMW 320d Touring*
- BMW 520d *
- MINI Cooper SD
- MINI Cooper D Countryman

BMW eDrive
- BMW 120d 5-door
- BMW 316d
- BMW 318d
- BMW 320d
- BMW 518d
- BMW 316d Touring
- BMW 320d Touring*
- MINI Cooper D Cabrio
- MINI Cooper SD Cabrio
- MINI One D Clubman
- MINI Cooper SD Countryman
- MINI Cooper SD Roadster
- MINI Cooper SD Coupé
- MINI Cooper D Paceman

BMW GROUP
WE INVEST IN OUR WORKFORCE

Expenditure on training and further education in million €

- 2007: 181 million €
- 2008: 154 million €
- 2009: 143 million €
- 2010: 179 million €
- 2011: 246 million €
- 2012: 282 million €

Increase by +14%
BMW GROUP
29 LOCATIONS IN 14 COUNTRIES AT YEAR-END 2012

Production plants
Assembly plants
Joint ventures
Contract production
What did we achieve in the 2012 financial year?

How do things stand five years into our Strategy Number ONE?

What can our customers look forward to in 2013?

How will we approach the next stage of the Strategy in 2016?
BMW GROUP
NEW MODELS IN 2013

BMW 3 Series Gran Turismo
BMW M6 Gran Coupé
MINI Paceman
Rolls-Royce Wraith
BMW GROUP
BMW 4 SERIES CONCEPT COUPÉ
BMW GROUP TARGETS FOR 2013

Record sales at Group level.

Group profit before tax should be on a similar scale as 2012.
BMW GROUP ELECTRIC VEHICLES PRODUCTION STARTS IN 2013
### BMW GROUP DAILY VEHICLE USE

<table>
<thead>
<tr>
<th></th>
<th>Average distance per trip [km]</th>
<th>Average daily distance driven [km]</th>
<th>Average speed [km/h]</th>
<th>Average time parked per day [h]</th>
<th>Time share at urban speed [%]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>25</td>
<td>103</td>
<td>67</td>
<td>22.5</td>
<td>47</td>
</tr>
<tr>
<td>United States</td>
<td>14</td>
<td>62</td>
<td>45</td>
<td>22.7</td>
<td>59</td>
</tr>
<tr>
<td>China</td>
<td>11</td>
<td>41</td>
<td>24</td>
<td>22.3</td>
<td>87</td>
</tr>
<tr>
<td>Global</td>
<td>15</td>
<td>64</td>
<td>48</td>
<td>22.7</td>
<td>60</td>
</tr>
</tbody>
</table>

Based on tests of vehicle use behaviour (BMW customers)
BMW GROUP
BMW i – INTEGRATED APPROACH

- LifeDrive
- 360° Electric
- BMW eDrive
- Mobility services
- Holistic sustainability
- Carbon fibres
- Premium design of the future
- Connectivity
BMW GROUP INNOVATIVE MOBILITY SERVICES
What did we achieve in the 2012 financial year?

How do things stand five years into our Strategy Number ONE?

What can our customers look forward to in 2013?

How will we approach the next stage of the Strategy in 2016?
We will be the leading provider of premium products and premium services for individual mobility.

Over two million vehicles.
BMW GROUP
THREE TITLES AT DTM 2012
BMW GROUP
WE WILL CONTINUE TO GO OUR OWN WAY