

BMW Group Investor Relations.

The new BMW 7 Series.



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The new BMW 7 Series.



Erich Ebner von Eschenbach,
Group Treasurer,
BMW Group.

BMW Group Investor Relations.

The new BMW 7 Series.

Welcome to Dresden.



The new BMW 7 Series.

Update on business development.

- Sales trend YTD.**
- Market forecast.**
- Financial Services Risks.**
- Guidance 2008.**



The new BMW 7 Series.

70 years of top-class automobiles.



Luxury sedans with a
timeless presence.
Innovation bearers and
technology trendsetters.

The new BMW 7 Series.

Luxury and dynamic performance at their most innovative.

1977

1st Generation

1977 - 1986

1986

2nd Generation

1986 - 1994

1994

3rd Generation

1994 - 2001

2001

4th Generation

2001 - 2008

2008

5th Generation

2008



The new BMW 7 Series.

Luxury and dynamic performance at their most innovative.

1977

1st Generation

1977 - 1986



The world's first
electronic
speedometer.

...

1986

2nd Generation

1986 - 1994



ASC with electronic
accelerator pedal and
drag torque control.

The first German
12-cylinder saloon
since the 1930s.

...

1994

3rd Generation

1994 - 2001



Built-in navigation
system with colour
monitor and
extended display
functions.

...

2001

4th Generation

2001 - 2008



The first standard
6-speed automatic
transmission.

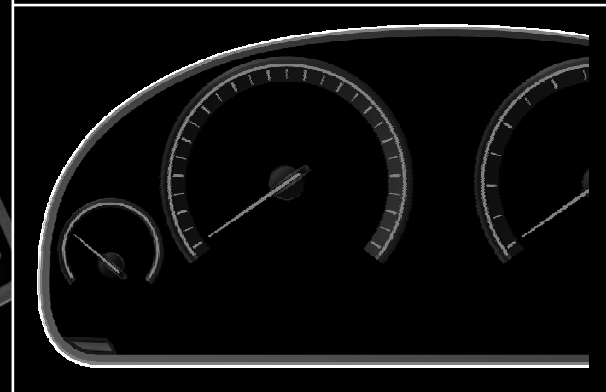
iDrive operating
concept.

...

The new BMW 7 Series.

Paving the way for significant innovations.

BMW EfficientDynamics.
Efficient drive concepts.
Intelligent assistance systems.
Intuitive operation.
Pioneering chassis technologies.

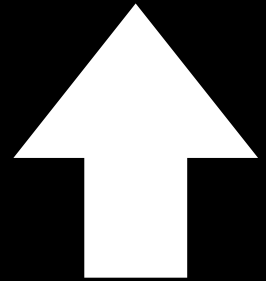


The new BMW 7 Series.
BMW EfficientDynamics.
The most efficient vehicle in its segment.

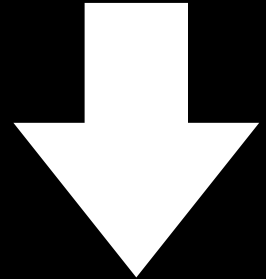


BMW 730d
3,0 liter straight 6-cylinder diesel
engine.

+ 6 % Output
180 kW/245 hp



- 10 % Consumption*
7.2 l/100 km



* in EU testcycle

The new BMW 7 Series.

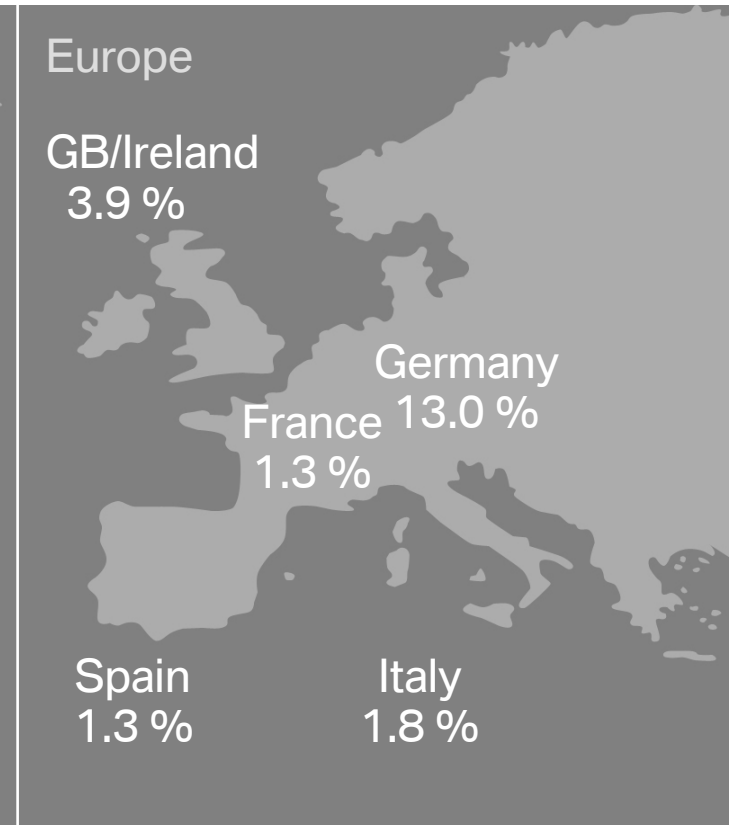
The growth of the BMW 7 Series.

Production volume over lifecycle.



The new BMW 7 Series.

A worldwide success model.



Sales breakdown by market over the lifecycle of the 4th generation 7series

The new BMW 7 Series.

Re-interpretation of style, luxury and driving experience.



