Sneak Preview.

BMW Group
Geared to the future thanks to Strategy Number ONE and greater customer orientation.

Reasons.

1. Personal mobility is a fundamental human need.

2. Our premium concept reflects what our customers want.

3. Design and development of new, sustainable mobility concepts.

4. Strong position through future drivetrain technologies and a high level of innovation.
Growth of Premium and Base Segments.

Premium Segment will continue to grow steadily, slightly faster than the Base Segment.

- **World**
  - **Base + Premium**
  
  - **Premium Segment**
  
  - **Base Segment**

Source: Global Insight
Growth of Premium Segments.

Compact and luxury segments continue to grow steadily.

Source: Global Insight
Premium Customers’ Preferences. Perspective on Sustainability in relation to Mobility, Driving.
Klaus K., 52 years: „I fully trust that the automobile manufacturers will develop environmentally friendly mobility solutions. I expect to be able to maintain my current automobile standards also in the future – without bad conscience and at a decent level of cost.“
Premium Customers’ Preferences.
Perspective on Sustainability in relation to Mobility, Driving: Testimonials.

Jason F., 42 years:
„I am a forerunner. I am fascinated by modern technological and sustainability oriented lifestyles and love being a part of this. However, I am and will ever be a car fan. My ideal car allows for a combination of fun driving and responsibility, thanks to new technologies.”
Premium Customers’ Preferences.
Perspective on Sustainability in relation to Mobility, Driving: Testimonials.

Claudia A., 34 years:
„My personal belief is that everyone of us needs to contribute to Mother Earth‘s salvation. Everybody is responsible for preserving natural resources. This is why I only have a small car and try to use it as little as possible.“
# Project i mission statement.
New Approaches to Sustainable Mobility.

<table>
<thead>
<tr>
<th>We</th>
<th>We are building on existing structures and strengths, together with the best internal and external partners, to create added value for customers and the BMW Group.</th>
</tr>
</thead>
<tbody>
<tr>
<td>pioneer</td>
<td>We are adopting new approaches – from product concept through brand image to services – to secure the BMW Group a leading role in its industry as a driver of cultural change.</td>
</tr>
<tr>
<td>sustainable</td>
<td>We view change as an opportunity and ensure sustainability throughout the entire value chain.</td>
</tr>
<tr>
<td>mobility.</td>
<td>We are shaping individual premium mobility in the urban centres of the future with a unique combination of emotion and responsibility.</td>
</tr>
</tbody>
</table>
BMW EfficientDynamics.
Performance – Weight – Consumption.
Looking into the future:
BMW Concept Vehicle Vision EfficientDynamics.
Thank you for your attention.

BMW Group