

Sneak Preview  
Dr. F. Eichiner  
December 2009  
Page 1

# Sneak Preview.



**BMW Group**



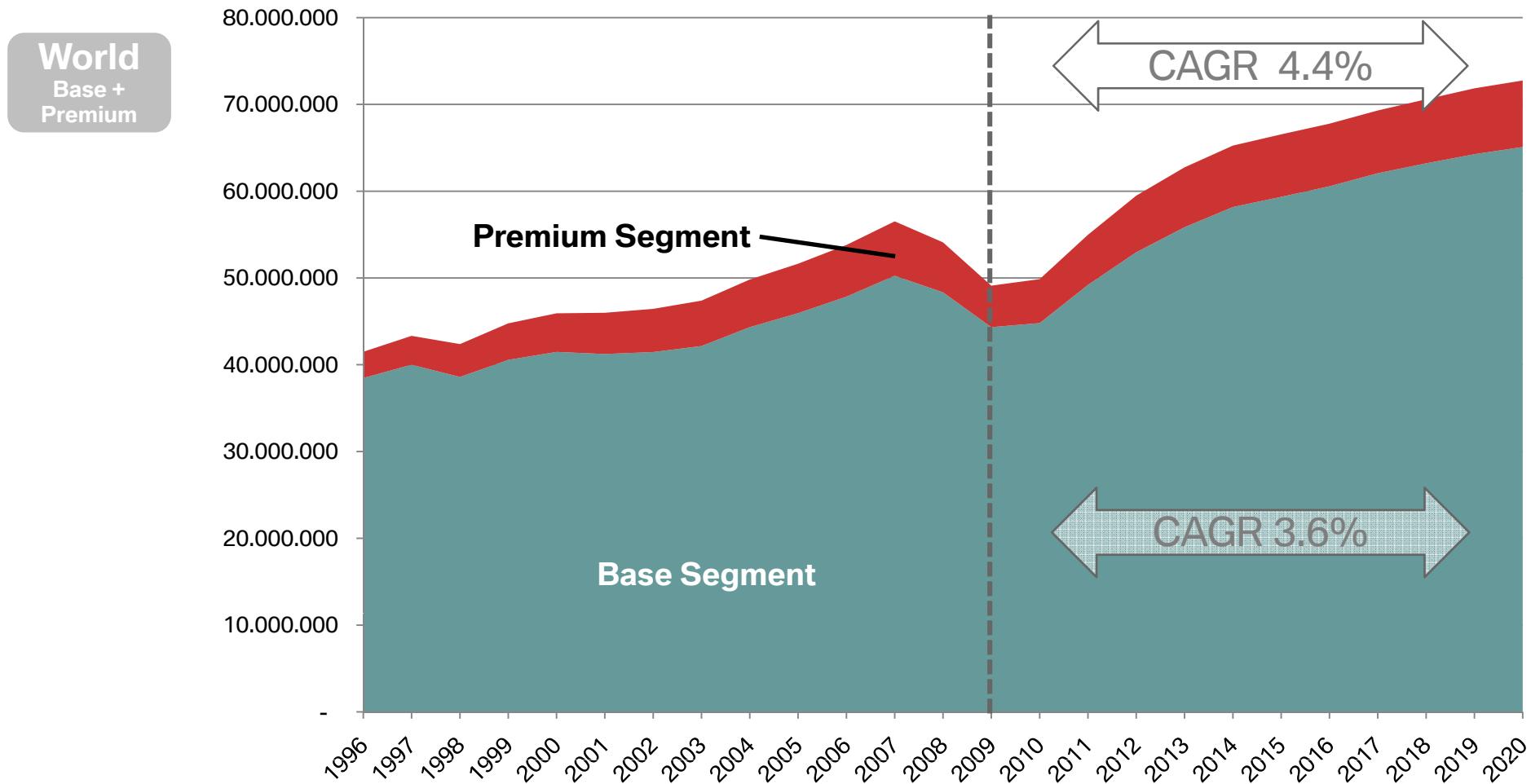
# **Geared to the future thanks to Strategy Number ONE and greater customer orientation.**

## **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.

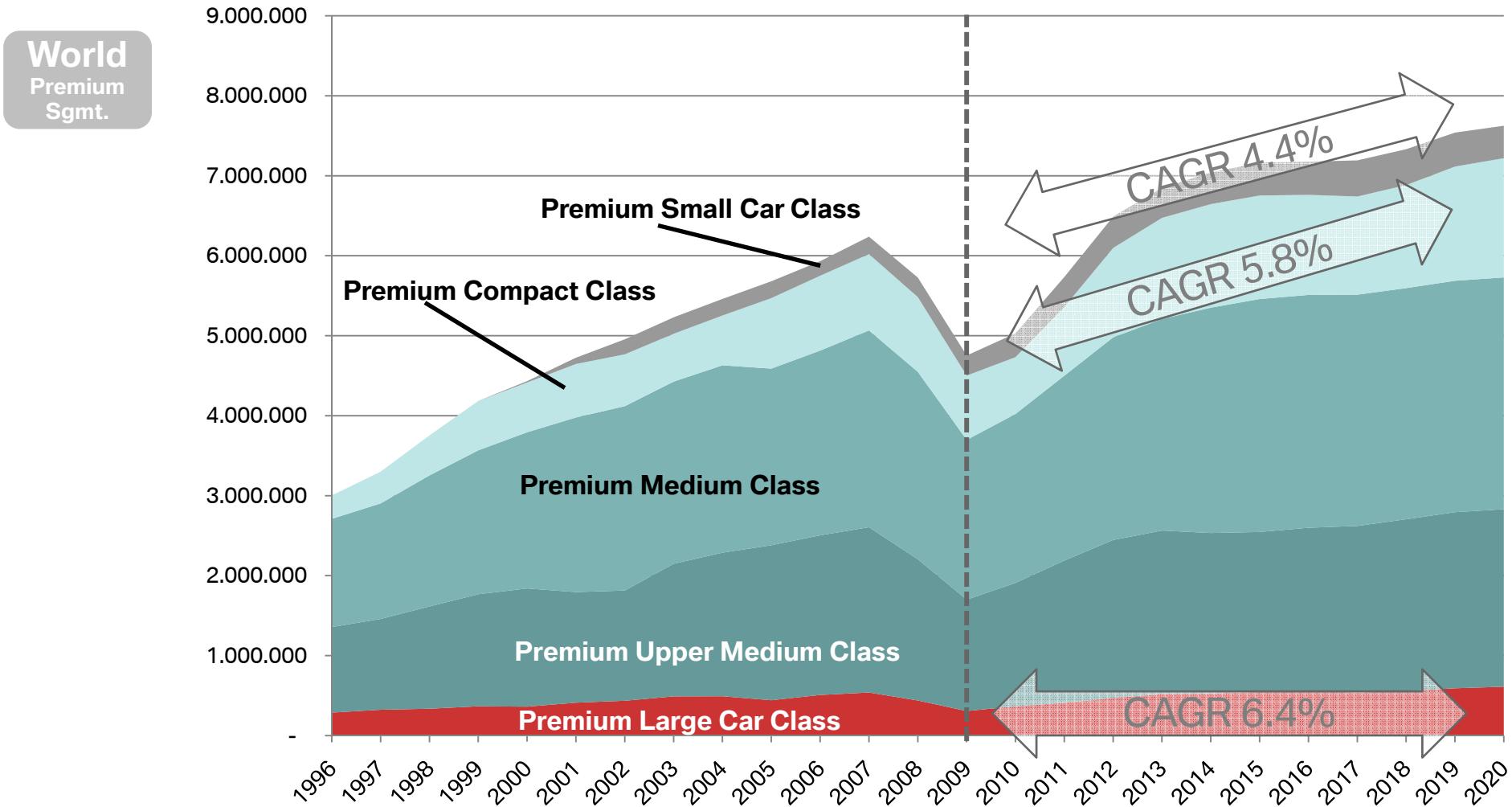
# Growth of Premium and Base Segments.

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



# Growth of Premium Segments.

## Compact and luxury segments continue to grow steadily.

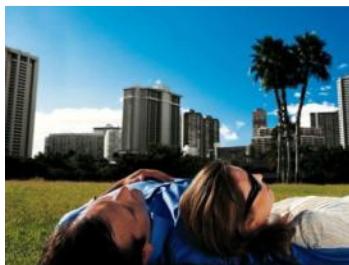
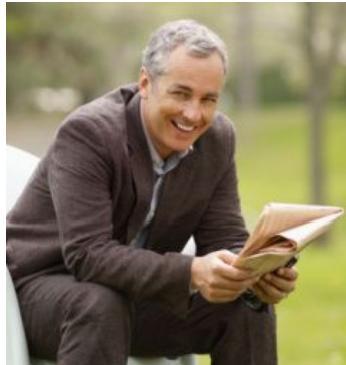


# Premium Customers' Preferences. Perspective on Sustainability in relation to Mobility, Driving.



# Premium Customers' Preferences.

## Perspective on Sustainability in relation to Mobility, Driving: Testimonials.



„Economy-driven“

### 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.



„Lifestyle-driven“

**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.



„Responsibility-driven“

**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.

We

pioneer

sustainable

mobility.



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.

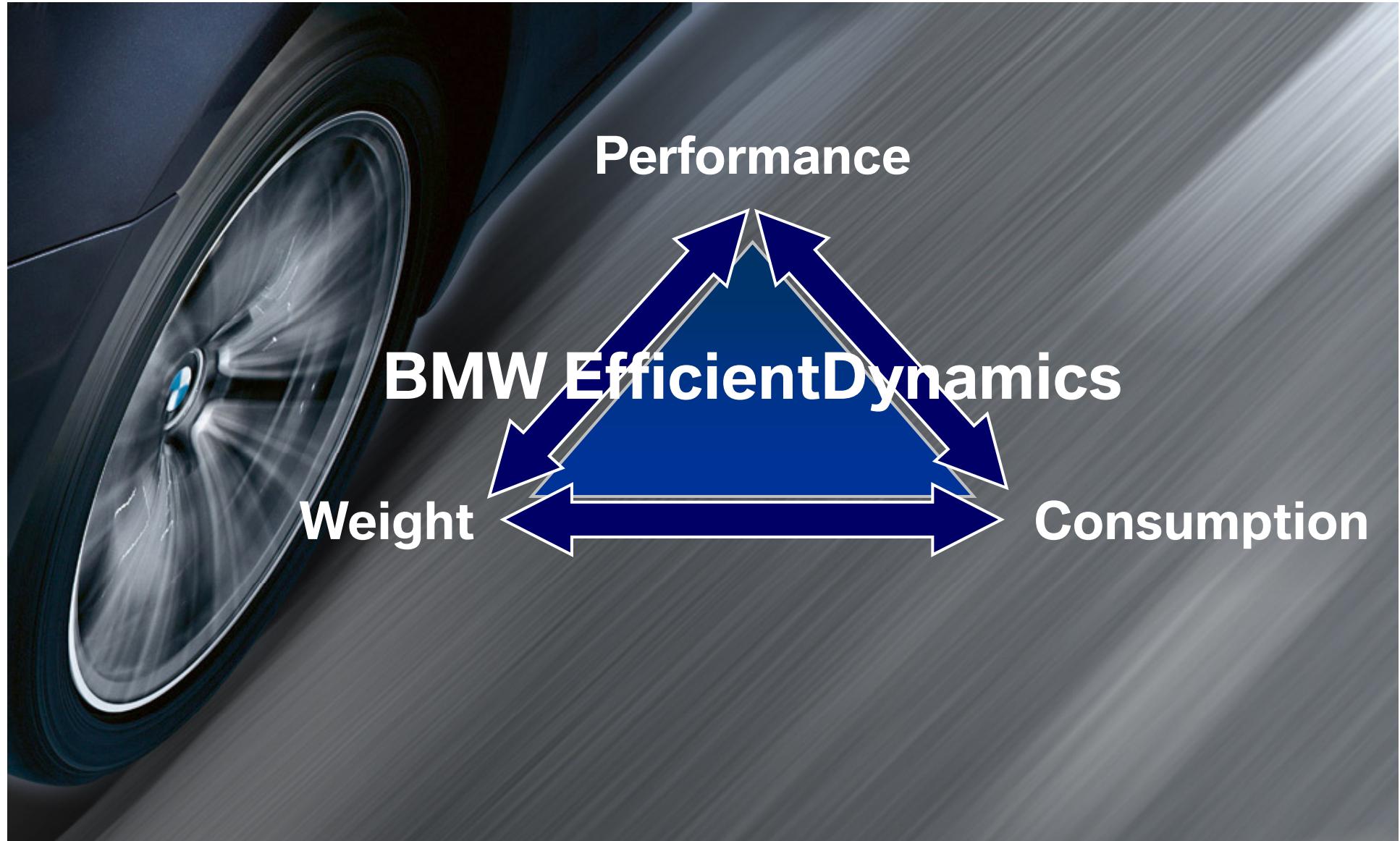
We are adopting new approaches – from product concept through brand image to services – to secure the BMW Group a leading role in its industry as a driver of cultural change.

We view change as an opportunity and ensure sustainability throughout the entire value chain.

We are shaping individual premium mobility in the urban centres of the future with a unique combination of emotion and responsibility.

# **BMW EfficientDynamics.**

## Performance – Weight – Consumption.



# Looking into the future: BMW Concept Vehicle Vision EfficientDynamics.



Sneak Preview  
Dr. F. Eichiner  
December 2009  
Page 12

# Thank you for your attention.



**BMW Group**

