

September 13, 2011

- Check against delivery -

**Statement
Dr. Friedrich Eichiner
Member of the Board of Management of BMW AG,
Finance
64th International Motor Show IAA 2011
Analyst and Investor meeting
September 13, 2011, 7.00 p.m.**

Ladies and Gentlemen—

Thank you for your interest in our cars. Both of these concept cars demonstrate how the future of sustainable and dynamic mobility can look. They are the best example for a real revolution in the auto industry. The BMW i3 Concept is powered by a fully-electric drive train and suited for urban areas.

The BMW i8 Concept is a plug-in hybrid model. Combining an electric drive and a combustion engine, it guarantees both maximum efficiency and maximum dynamics.

The body for the i3 and i8 is truly revolutionary—both for the architecture as well as for the material used. The chassis is made mainly from aluminum, while the passenger cabin is made from carbon fiber. At the beginning of September, we officially started carbon fiber production in our Joint-Venture plant in Moses Lake, USA. One of the reasons we chose this location is because the plant only uses hydroelectric power. This is a perfect example of a sustainable value chain. The i3 will be launched in late 2013. Shortly after, it will be joined by the i8.

Now, you have an idea of what the BMW Group has been up to: We are busy preparing for the future. We are getting ready for a technological shift that could be here faster than anyone thought. We want to continue to be pioneers – not just with cars like the BMW i8 and the BMW i3, but with highly-efficient combustion engines, too.

We are also developing mobility services: Our acquisition of ING Car Lease makes us the number five in fleet management in Europe. And our new car-sharing cooperation, DriveNow, is also off to a successful start.



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You know us: We will pursue our vision of the future – but we always keep our feet on the ground. Our plans for the future are built on a solid financial foundation. As the world's leading premium manufacturer, we are well-prepared for the future:

- Our company aims to remain successful: We are more efficient, and more profitable, than ever before. The strategic measures we have taken will continue to deliver benefits over the years to come – for example, from lower manufacturing costs through the use of modules.
- Our new structures and processes make us more flexible. They will ensure a high level of profitability in the future. And they will allow us to invest in advancing our company in line with our strategy.

Over the coming years, we will still be relying on the combustion engine – with our fuel-saving petrol and diesel engines. But, let there be no doubt – we will also be investing in the development of new drive train technologies and innovations, financed from our on-going business operations. We will do so in a way that is capital-efficient – continuing to monitor our earnings quality along the way.

Right now, we are reaping the benefits of an excellent product portfolio. The BMW 5 Series Sedan and Touring, the X3 and X1 – and of course the MINI Countryman – are all performing exceptionally well. We expect to be able to maintain this excellent product momentum over the coming months:

The new BMW 1 Series you saw earlier is not just an attractive product – it is also highly profitable. It is the first of numerous vehicles that will benefit from substantial cost savings. In the new BMW 1 Series and subsequent projects, we are being even more consistent in our use of product and process modules. This enhances product quality and lowers manufacturing costs – which, in the case of



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the BMW 1 Series, represents a net reduction of 7-9 per cent compared to its predecessor.

We have carefully calculated the numbers for our two BMW i models: These cars are not just designed to show off our innovative strength – but to earn money right from the start.

Let's come back to our current situation: In the year to the end of August, the BMW Group sold almost 1.1 million vehicles. That is an increase of 17% over last year. In August, Group sales rose by 7%. Our sales performance is currently above plan. Our order situation is absolutely stable and in line with our expectations. We are watching the current market situation very closely – and are prepared for increasing volatility.

Overall, we are confident that we will be able to meet our guidance for this year: We expect to sell more than 1.6 million vehicles and achieve an EBIT margin of more than 10% in the Auto Segment.

Group earnings before tax will be much higher than last year. We are therefore getting a good deal closer to reaching our strategic targets for 2012.

Our goal is to actively shape the future of our company. The guidelines were set out in our Strategy Number ONE. We plan to take advantage of new opportunities for the BMW Group and continue to grow in line with our targets.

Thank you.