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Statement

Dr. Norbert Reithofer

Chairman of the Board of Management of BMW AG,

Dr. Klaus Draeger

Member of the Board of Management of BMW AG,

Development

64th International Motor Show IAA 2011

Analyst and Investor meeting

September 13, 2011, 7.00 p.m.

Welcome Ladies and Gentlemen—

Mobility should be useful to people and it should inspire them. This is why it has to reflect the spirit of the time as well as the world in which we want to live tomorrow.

These three cars all feature a fully electric powertrain.

- The MINI,
- The BMW ActiveE, and
- The Rolls-Royce 102 EX. You see: Zero-emission driving is also for the ultra-luxury segment.

The BMW Group continues to be the world's leading premium car manufacturer in terms of sales. And we are on the right track to meet our targets for the year 2011. This means: A new record of more than 1.6 million cars sold. And an EBIT margin in the Auto segment over 10 percent.

Our motorcycle customers also have every reason to look forward to our new, innovative offerings.

- BMW Motorrad is going urban: This BMW Concept e is our idea of how an electric scooter for large cities should look.
- This Concept eGO is our new idea for an electric motorcycle at Husqvarna.

And now, back to the cars! There is plenty of news for BMW customers.

My colleague Klaus Draeger will give you the details. Thank you.



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Dr. Draeger: Ladies and Gentlemen—

You have just seen many attractive BMW models pass by. They all highlight our innovative strength. But most importantly, they offer pure emotion.

The BMW 650i Convertible marked the start of the model year 2011.

It was launched worldwide right in time for the convertible season.

Today, the BMW 640d Coupe is celebrating its European debut here at the Frankfurt Motor Show. This model combines the latest BMW EfficientDynamics and BMW Connected Drive technologies.

In line with the BMW EfficientDynamics philosophy, the 6 Series Coupe has higher performance and is more efficient than its predecessor. One example: The BMW 640d has an average fuel consumption of 5.4 liters per 100 kilometers – that's with 313 horse power. Compared to its predecessor, the new 640d is 20 percent more efficient.

Being on the road in a 6 Series Coupe also means staying closely connected to your world — whether:

- Keeping an eye on traffic ahead,
- Calling a family member, or
- Making sure you still have good weather for your tee time.

But most notably, the 6 Series Coupe offers maximum emotional appeal. From the refined driving experience to the fluid exterior design. To me, this model is the perfect combination of elegant design and innovative technology.

The next car is the perfect example of driving pleasure in the premium compact segment. Please welcome the world premiere of the BMW 1 Series!

In 2004, the 1 Series paved the way for our entry into the premium compact segment. Since then, it has sold well over one million units all around the world.



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The new BMW 1 Series offers an enhanced product substance, featuring:

- State-of-the-art drive and chassis technology,
- Improved efficiency,
- Increased interior space,
- And innovative equipment options.

You can clearly see that the 1 Series successor has grown. Both the car body and the wheelbase are longer and wider, which makes the car look even more athletic. As well, this increase delivers more legroom in the rear and greater trunk space. Thanks to BMW EfficientDynamics, sheer driving pleasure in the new BMW 1 Series is double the pleasure.

Three innovations in particular are responsible for its high-efficiency performance and low fuel consumption:

1. The new BMW TwinPower four-cylinder petrol engines.
2. The 8-gear automatic transmission Steptronic with auto start/stop function.
3. The ECO PRO mode. A drive mode that can be chosen by pressing a button in the center console.

And there is no car in this segment as well connected as the new BMW 1 Series. The BMW ConnectedDrive system offers the driver additional safety, comfort and infotainment, but it also helps to improve efficiency. This is due to a new equipment feature: It is called Real Time Traffic Information (RTTI) and is celebrating its world premiere with the BMW 1 Series.

RTTI continuously calculates updated traffic information in real time. If there is traffic ahead, the driver can react in due time and change his route. That way, he reaches his destination quickly and efficiently.

But the BMW 1 Series still has more to offer. With this line-up, we provide an answer to new trends worldwide, such as customization. So let me introduce the new BMW 118i Sport Line and the new BMW 118d Urban Line. What you see



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on the revolving platform is an Urban Line model. The one next to it features the Sport Line. The individual elements of all BMW Lines are aligned with each other down to the smallest detail, guaranteeing a particularly striking appearance. And they give our customers another option to customize their cars and to set themselves apart.

For those who love maximum sporting flair, we have developed the new M sports package. Available from March 2012 on, it takes the car's athletic and dynamic character to the next level.

Taking into account all exterior colors, upholsteries, decorative trims and wheel options, customers can choose from more than 6,500 possible combinations.

The BMW brand embodies dynamics and sporting flair. These are our traditional brand values. With our Efficient Dynamics program, however, we have added efficiency — and sustainability — to the mix.

You know that all our models are fitted with the BMW EfficientDynamics technology package as standard equipment. At present, our BMW Group fleet comprises over 50 cars that emit 140 grams of CO₂ per kilometer or less.

From March 2012 on, we are complementing our portfolio with an even more efficient 1 Series model: The BMW 116d EfficientDynamics Edition, with a 1.6 liter diesel drive, 116 hp, and carbon emissions of 99 g/km in the EU test cycle. Another perfect example of a maximum efficiency premium sedan in the upper middle segment is the BMW 520d EfficientDynamics Edition.

It will arrive at the dealerships in the fall of this year. This model is powered by a 184 hp four-cylinder diesel engine, yet its average fuel consumption in the EU test cycle is just 4.5 liters per 100 kilometers. And its carbon emissions are a mere 119 g/km.



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But now, I'd like to move on to our second world premiere.

Here it is – the new BMW M5. What you see here is a sedan, ready for everyday use but with the character of a true sports car. The new M5 is already the fifth generation of this high-performance sedan. Obviously, it is also fitted with our EfficientDynamics features. This model has 560 hp – 10 per cent more than its predecessor – and 680 Nm – 30 per cent more than the predecessor. At the same time, we reduced carbon emissions by over 30 per cent. BMW M stands for a unique philosophy of driving pleasure – for high performance, sophisticated sporting flair, and aesthetics. M cars are designed to be fun. And I guarantee you, the new BMW M5 is a lot of fun.

All of the cars you have seen today represent today's innovative mobility.

But everyone who knows the BMW Group knows: we're always thinking ahead. There is one more thing I'd like to mention: The new 6 Series is one of the stars in the new US spy thriller "Mission Impossible: Ghost Protocol" with Tom Cruise. We're excited to see what action awaits Ethan Hunt in his BMW 6 Series. You can see all the action yourself — it's scheduled to open in German cinemas on December 15.

Dr. Reithofer: Ladies and Gentlemen—

This 1602e is BMW's first all-electric car. Back in 1972, it joined the marathon runners at the Olympic Games in Munich. Sustainable mobility is a marathon as well. However, we are in the race — and clearly focused on the road ahead.

The BMW Group remains focused on the long-term. And there are major trends that influence our approach, like the following two:

1. Urbanization. Megacities continue to grow across the globe. At the same time, we all want to be respected and seen as individual with our own unique personality.



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2. Sustainability. In order to protect our planet, we all have a responsibility to use resources carefully. And this applies to economic, ecologic and social issues.

Our responsibility as a global car company is:

- Finding innovative solutions for the challenges today and tomorrow, and
- Resolve what seems to be a contradiction.

As an engineer, I'm convinced this is possible. I say this because we are working on this every day. As the head of BMW Group, I know driving this change is an important decision — even if it means a shift in thinking.

As we head towards ever more sustainable mobility, we know this period of transition requires two approaches: Evolution and Revolution:

- Our new models at the IAA represent even more efficient sheer driving pleasure. For us, this means making continuous improvements through Efficient Dynamics.
 - With our BMW iFamily, we're heading in a totally new direction — emission-free driving, cutting-edge materials, and sustainable production. For the first time, we set sustainability targets right from the start of development through recycling. The result is that the BMW i3 will have a significantly reduced CO₂ footprint. In fact, it's 50 percent less over the product lifecycle compared to a highly efficient combustion engine car today. That's what it is about: A sustainable value chain without exploiting our natural resources. This is a first for the auto industry. This is what I call revolution.

Thank you.