SNEAK PREVIEW

DR. FRIEDRICH EICHINER
MEMBER OF THE BOARD OF MANAGEMENT OF BMW AG, FINANCE

BMW GROUP
AGENDA.

Sales development to the end of 2012

Outlook for 2013

Paving the way for electro-mobility – BMW i
MOMENTUM FROM NEW MODELS IN INCREASING COMPETITION.

Sales YTD and in November compared to previous year

- Nov 2012: >170,000 units, +~20%
- Nov YTD: >1.66 million units, +~10%
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GLOBAL ECONOMIC DEVELOPMENT IN 2013 – STAGNATION IN EUROPE, GROWTH IN OVERSEAS MARKETS.

Source: Consensus Forecast
STRONG GROWTH OVERALL IN BRIKT AND FUTURE EMERGING MARKETS.

Avg. Growth 2006-2011 (CAGR)

<table>
<thead>
<tr>
<th>Country</th>
<th>Growth</th>
</tr>
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<tbody>
<tr>
<td>Brazil</td>
<td>+48%</td>
</tr>
<tr>
<td>Russia</td>
<td>+26%</td>
</tr>
<tr>
<td>India</td>
<td>+105%</td>
</tr>
<tr>
<td>Korea</td>
<td>+30%</td>
</tr>
<tr>
<td>Turkey</td>
<td>+24%</td>
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</tbody>
</table>

Retail Sales Nov. YTD 2012

1. USA
2. China
3. Germany
4. UK
5. BRIKT
50% REDUCTION IN CO₂ EMISSIONS BETWEEN 1995 AND 2020.

BMW GROUP FLEET 1995
Ø > 200 CO₂ g/km

BMW GROUP FLEET TODAY
Ø 148 CO₂ g/km

TARGET EU 2020
Ø 95 CO₂ g/km*

*Value for the BMW Group fleet Ø 101 CO₂ g/km
TWO PARALLEL AND COMPLEMENTARY PATHS.

**Evolution**
Efficient combustion engines
Innovative technologies

**Revolution**
Alternative drive trains
Mobility services
CAPEX FOR ESTABLISHED PROJECTS BUT ALSO SIGNIFICANT UPFRONT INVESTMENTS NEEDED TO SECURE BMW GROUP’S FUTURE.
AGENDA.

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### STRATEGIC OBJECTIVES OF BMW i DERIVED FROM CORPORATE STRATEGY NUMBER ONE.

#### Growth
- New target groups.
- New products and services.

#### Technologies/customers
- Pioneering technologies and design.
- Visionary services.
- New sales concepts.

#### Shaping the future
- Sharpen BMW image as sustainable brand.
- Differentiation from competition.
- Future-proof product portfolio.
WITH BMW i, THE BMW BRAND PORTFOLIO IS IN PERFECT BALANCE.

Thrilling performance.
Striking technology.
Unrivaled experience.

Innovate driving pleasure.
Focus on engaging aesthetics
Boost joy.

Visionary mobility.
Inspiring design.
Next premium.
MAIN USPs OF BMW i AND ITS PRODUCTS.

- **LifeDrive**: Purpose-built e-mobility for more range, dynamics and safety.
- **360 Electric**: Private charging, public charging, assistance services, flexible mobility.
- **BMW eDrive**: Dynamic and intelligent electric drive train technology.
- **Mobility services**: Car sharing, parking solutions, intermodal mobility.

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**BMW i**
**BMW i3 and BMW i8**

- **Holistic sustainability**: Sustainable product life-cycle from development to recycling.
- **Carbon fibre**: Lightweight construction for less weight and more safety.
- **Next premium design**: Progressive shapes and sustainable premium materials.
- **Connectivity**: Fully integrated, real-time and location based.
BMW i WILL PROVIDE FLEXIBLE MOBILITY.

ASSISTANCE SERVICES
“Provide assurance”

HOME CHARGING
“Convenient charging at home”

FLEXIBLE MOBILITY
“A new mobile lifestyle”

PUBLIC CHARGING
“On the road”

360° ELECTRIC.
BMW i.
RETAIL OF THE FUTURE.
FUTURE RETAIL.

Premium Retail Experience

Retail Enabling

Multi-Channel Retail
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