Tom Purves, CEO BMW North America, April 2008.
U.S. Market - BMW Historical Sales
Sales have grown 450% since 1991.

293,795 units in 2007, 450% Growth from 1991

53,343 Units in 1991

Sales have grown 450% since 1991.
BMW is a well established leader within segment.
U.S. Market - BMW Segment Share
Luxury Performance and Total Industry

BMW Luxury Performance Share has Increased by 30% from 1999 to 2007

BMW Total Industry Share has Doubled from 1999 to 2007
U.S. Market – Light Vehicle Sales Forecast
Premium Group has increased in sales and market share while the Base Group has declined.

Evolution of PLUS vs. BASE – USA
Premium Segment Sales Forecast by Country

The U.S. offers excellent growth opportunities for BMW in comparison to other countries.

Evolution of Premium Segment Forecast in the US, Russia, China, Germany and Japan
Premium Segment Sales Forecast
Segment Volume Increase from 2008 to 2020.

Source: Global Insight SMF 2021 Analysis
U.S. Market - Demographics

$100K+ Households represent the fastest growing income group.

Breakdown of Household Income Brackets
- (1990-2020, 2000 dollars)
U.S. Market - Demographics
Driving age population continues to grow with a mixture of young and mature buyers.

Breakdown of Driving Age Population - Ages 15 to 84 (1990-2020)

Source: Global Insight - Analysis for SMP 2020
Fuel Efficiency Study - Environmental Defense

BMW achieved the most significant fuel economy increase between the years 1990 and 2005.

**BMW EfficientDynamics.**
Better Performance, Less Fuel Consumption.

### 3 Series: Performance & Fuel Consumption over time

<table>
<thead>
<tr>
<th>Model Year</th>
<th>Horsepower</th>
<th>Torque</th>
<th>Fuel Economy</th>
<th>Acceleration</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>168 hp</td>
<td>164 lb-ft</td>
<td>23 mpg</td>
<td>8.5 s</td>
<td>2,855 lbs</td>
</tr>
<tr>
<td>2008</td>
<td>230 hp</td>
<td>200 lb-ft</td>
<td>28 mpg</td>
<td>6.3 s</td>
<td>3,340 lbs</td>
</tr>
</tbody>
</table>

1) Hwy (EPA)
2) 0-60 mph

For comparison:

- Horsepower: +37 %
- Torque: +22 %
- Fuel Economy: +22 %
- Acceleration: -26 %
- Weight: +17 %
BMW EfficientDynamics.
Better Performance, Less Fuel Consumption.

7 Series: Performance & Fuel Consumption over time

<table>
<thead>
<tr>
<th></th>
<th>1991</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horsepower</td>
<td>296 hp</td>
<td>360 hp</td>
</tr>
<tr>
<td>Torque</td>
<td>332 lb-ft</td>
<td>360 lb-ft</td>
</tr>
<tr>
<td>Fuel Economy¹</td>
<td>18 mpg</td>
<td>23 mpg</td>
</tr>
<tr>
<td>Acceleration²</td>
<td>7.1 s</td>
<td>5,8 s</td>
</tr>
<tr>
<td>Weight</td>
<td>4,167 lbs</td>
<td>4,553 lbs</td>
</tr>
</tbody>
</table>

¹ Hwy (EPA)
² 0-60 mph
Press Statements

BMW 1 Series: The BMW 118d with Efficient Dynamics was declared the 2008 World Green Car by International journalist at the New York Auto Show (March 2008)

BMW X6: “Although BMW’s sole purpose for bringing out the [BMW X6] probably wasn’t to dethrone, whichever one is currently at the top of the performance SUV segment, it will probably be the result…” (January 2008)

BMW X6: “Cars like the X6 prove that technology can overcome just about any obstacle.” (March 2008)

BMW 1 Series: “BMW has done something smart: instead of shrinking and “decontenting” a 3 Series to create the 1 [Series], the company has loaded its new littlest one with a full spectrum of Bavarian delights…” (April 2008)

BMW X6: “BMW X6… a 5,000-pound SUV has no business driving this well.” (April 2008)

BMW 1 Series: “1 Series… lots of fun – no deal breakers.” (April 2008)

BMW M3: “BMW M3… Speed, balance, and athleticism converge in today’s best compact, high-performance sport sedan.” (May 2008)

MINI Clubman: “…If the urban hipsters who’ve adopted the MINI can afford $300 dinners and $3,000-a-month apartments, they can handle a $30,000 subcompact [MINI Clubman as well].” (April 2008)
## BMW Ultimate Service

$0 Maintenance for the first 4 Years or 50,000 Miles

<table>
<thead>
<tr>
<th>Brand</th>
<th>Maintenance Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acura</td>
<td>$970.75</td>
</tr>
<tr>
<td>Audi</td>
<td>$967.17</td>
</tr>
<tr>
<td>BMW</td>
<td>$0</td>
</tr>
<tr>
<td>Cadillac</td>
<td>$744.26</td>
</tr>
<tr>
<td>Infiniti</td>
<td>$649.40</td>
</tr>
<tr>
<td>Jaguar</td>
<td>$1,112.53</td>
</tr>
<tr>
<td>Land Rover</td>
<td>$233.52</td>
</tr>
<tr>
<td>Lexus</td>
<td>$974.22</td>
</tr>
<tr>
<td>Lincoln</td>
<td>$922.14</td>
</tr>
<tr>
<td>Mercedes</td>
<td>$1,086.60</td>
</tr>
<tr>
<td>Porsche</td>
<td>$1,032.14</td>
</tr>
<tr>
<td>Saab</td>
<td>$385.29</td>
</tr>
<tr>
<td>Volvo</td>
<td>$918.93</td>
</tr>
</tbody>
</table>

Maintenance figures shown based on 4 Years/50,000 Miles, excluding tire replacement costs.

Source: 2007 Intellichoice, Inc.
MINI USA
RETAIL volume by model

Volume CY2002 - CY2007

2002 2003 2004 2005 2006 2007

Hardtop Convertible
Rolls-Royce Motor Cars
North American Sales

2003: 169
2004: 420
2005: 382
2006: 323
2007: 395