

BMW Group.

Investor & Analyst Meeting.

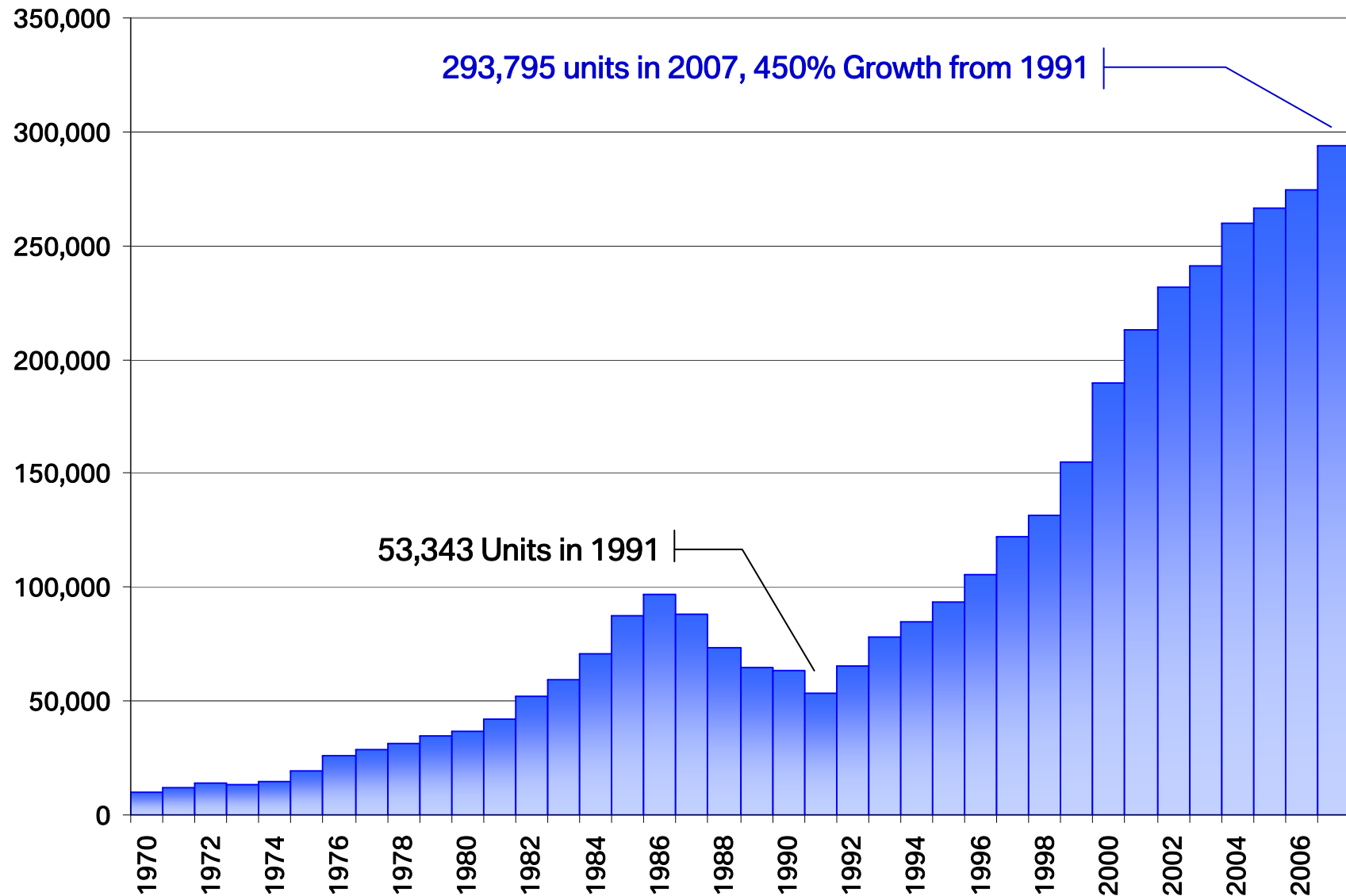
Tom Purves, CEO BMW North America,
April 2008.

BMW Group



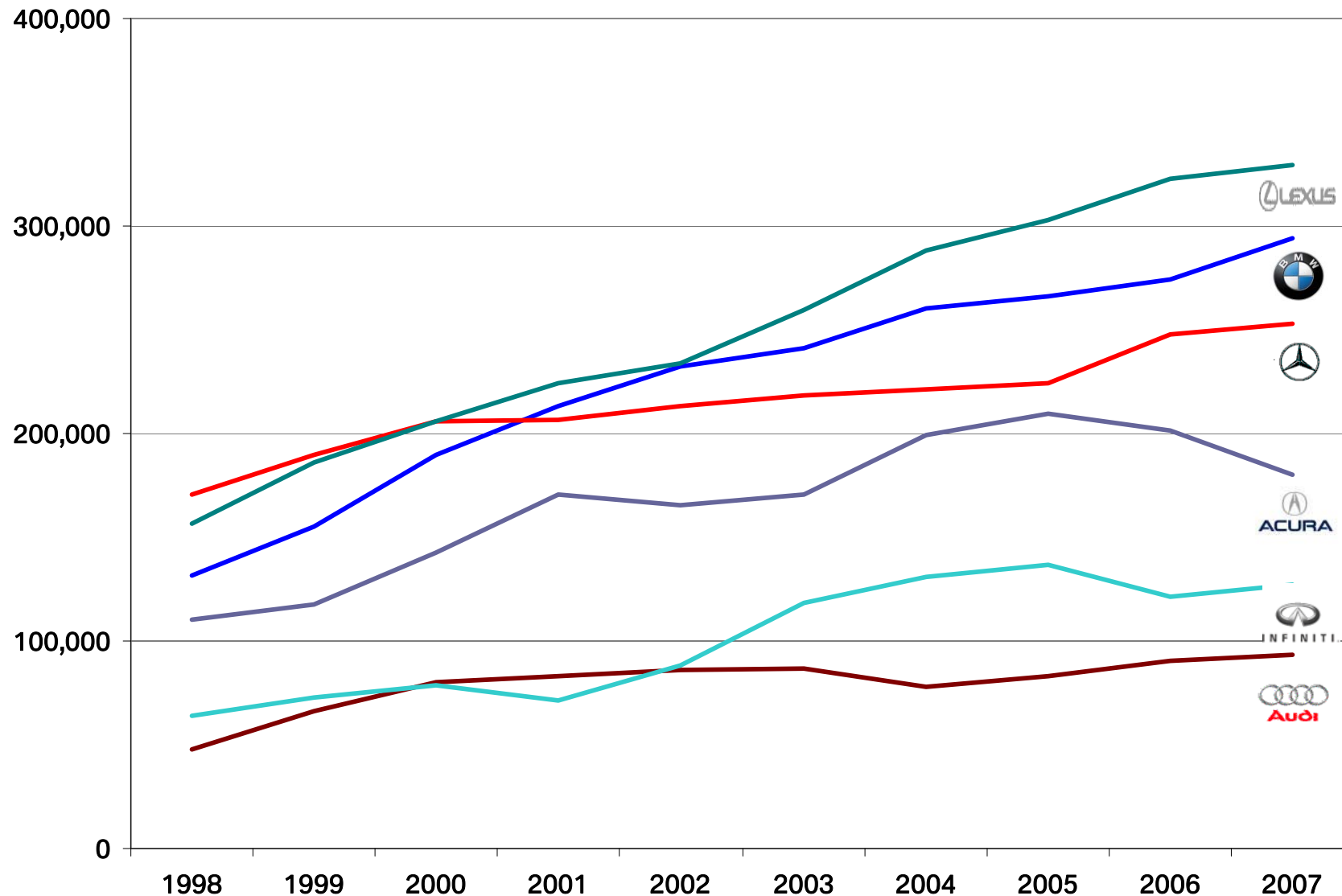
U.S. Market - BMW Historical Sales

Sales have grown 450% since 1991.



U.S. Market – Key Competitor Sales History

BMW is a well established leader within segment.



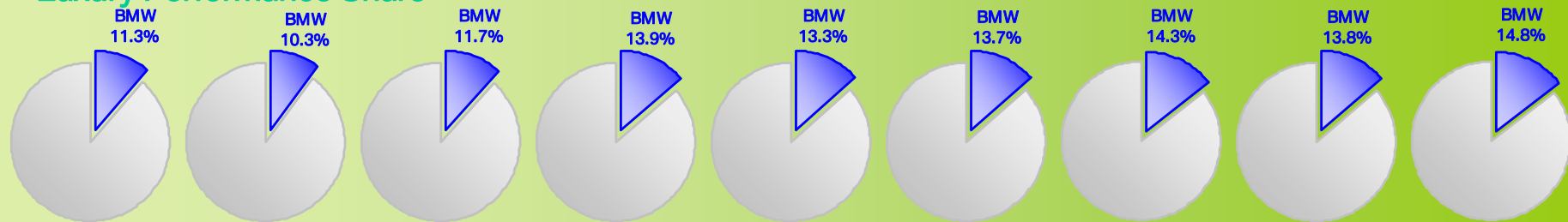
Source: Autodata Corporation

U.S. Market - BMW Segment Share

Luxury Performance and Total Industry

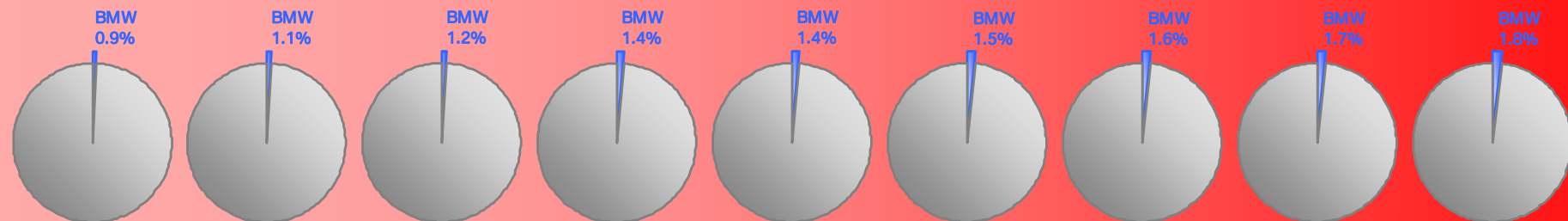
1999 2000 2001 2002 2003 2004 2005 2006 2007

Luxury Performance Share



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

Total Industry Share

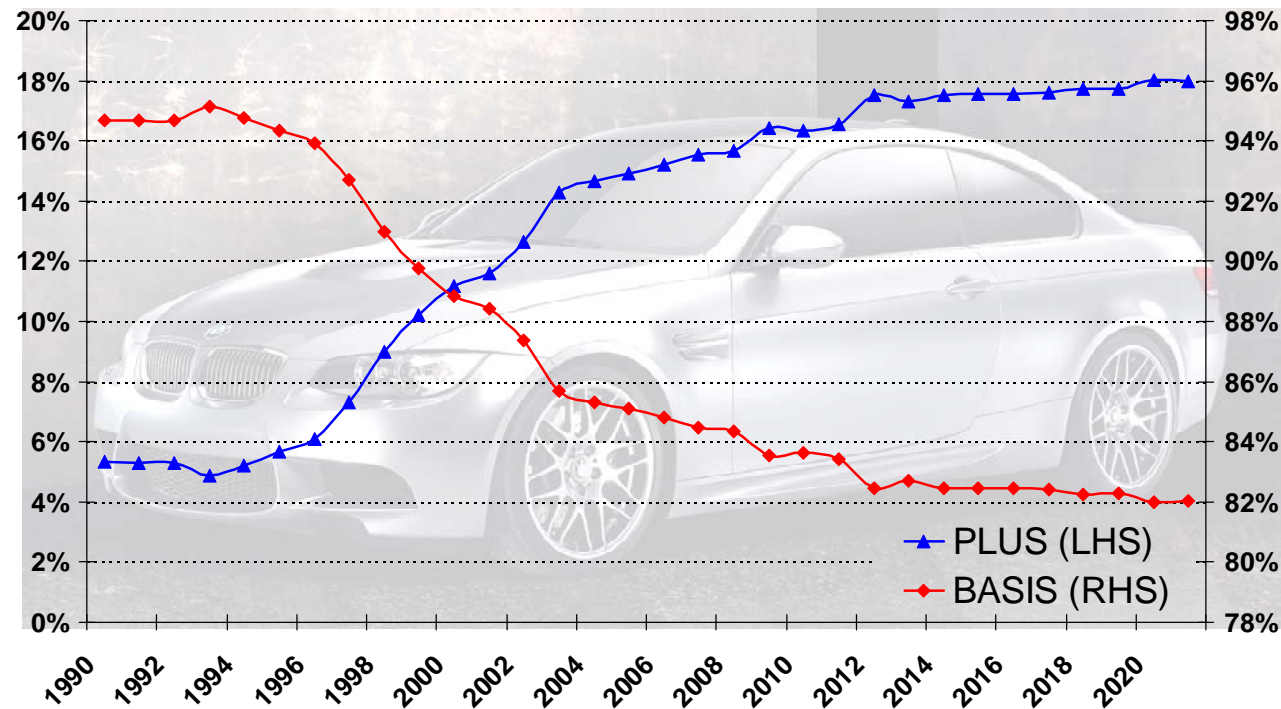


⇒ BMW Total Industry Share has Doubled from 1999 to 2007

U.S. Market – Light Vehicle Sales Forecast

Premium Group has increased in sales and market share while the Base Group has declined.

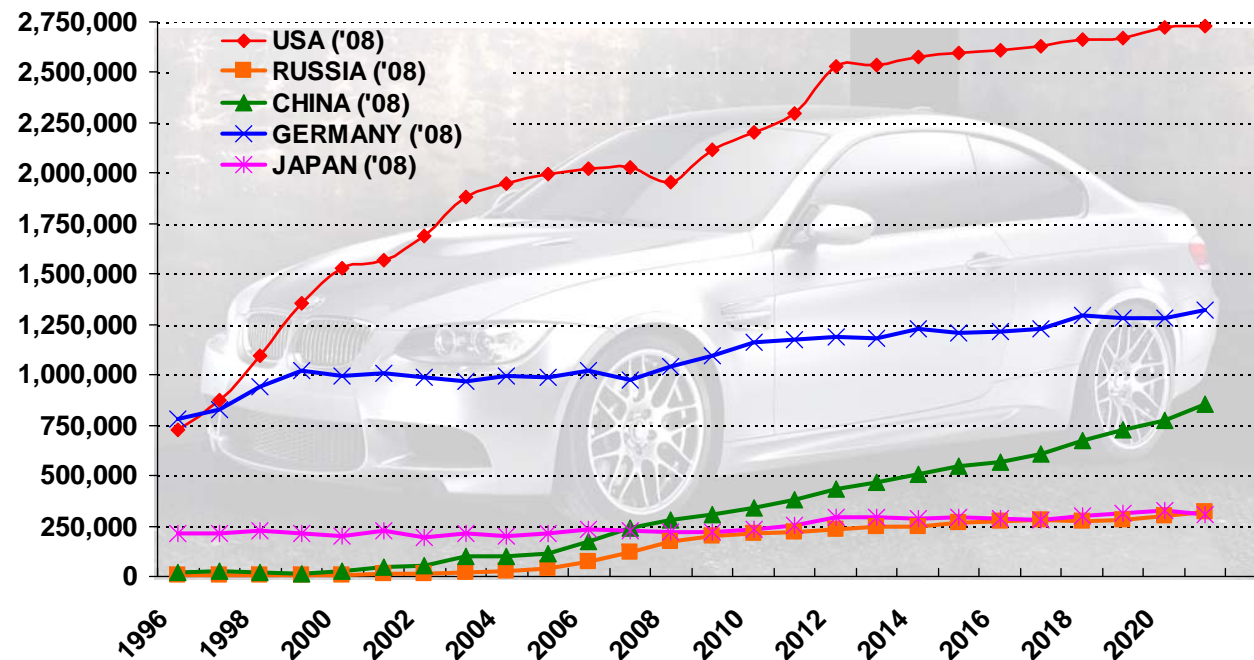
Evolution of PLUS vs. BASE – USA



Premium Segment Sales Forecast by Country

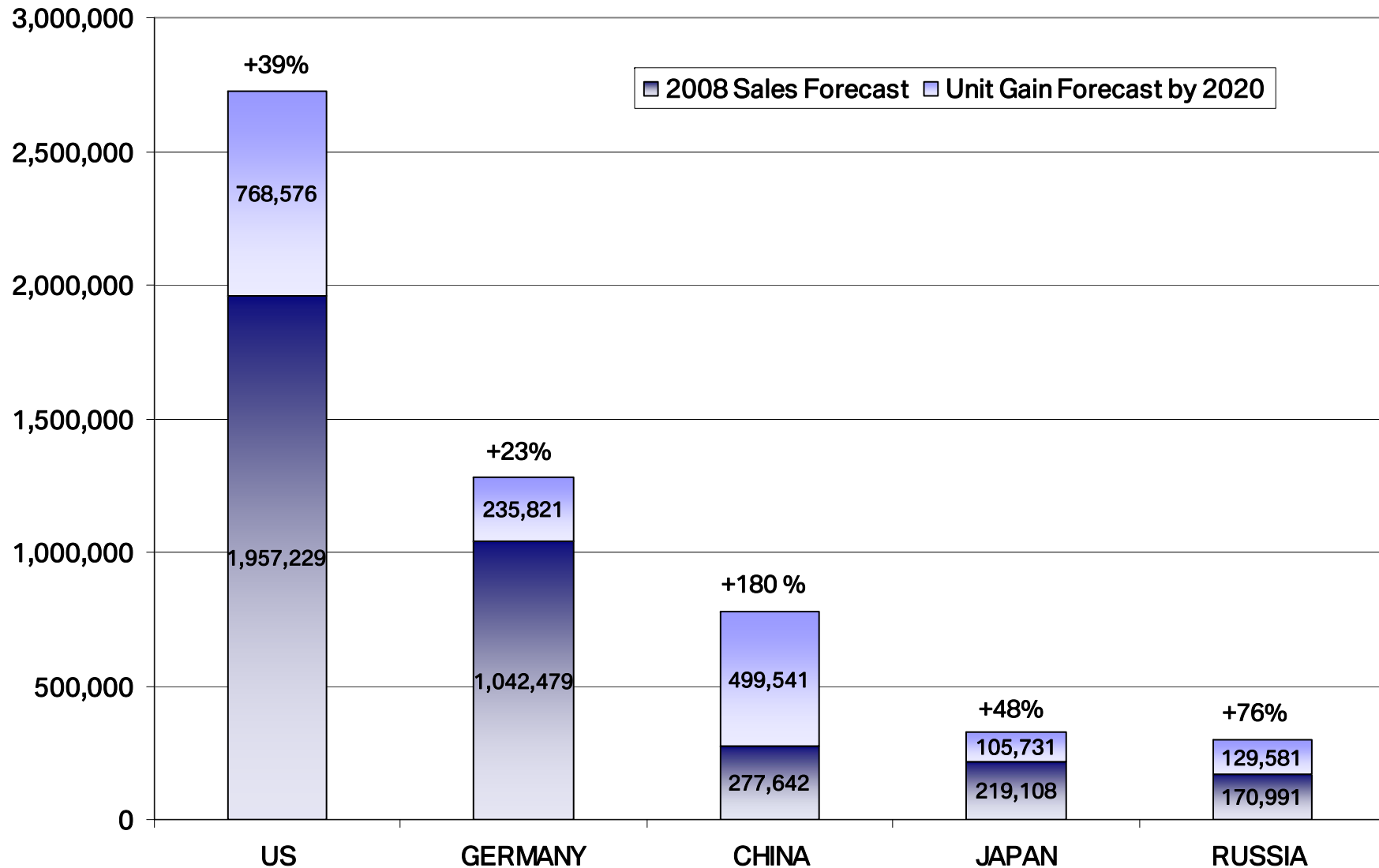
The U.S. offers excellent growth opportunities for BMW in comparison to other countries.

Evolution of Premium Segment Forecast in the US, Russia, China, Germany and Japan



Premium Segment Sales Forecast

Segment Volume Increase from 2008 to 2020.

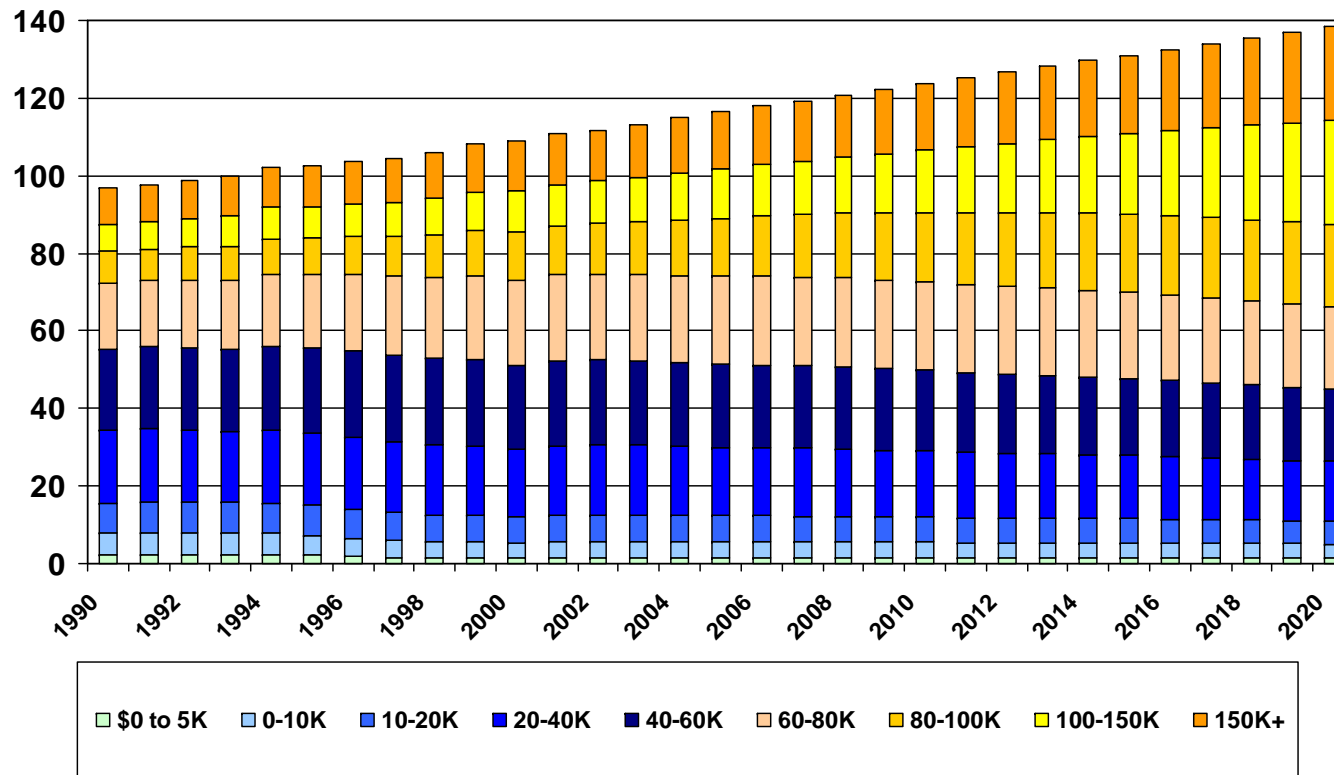


Source: Global Insight SMF 2021 Analysis

U.S. Market - Demographics

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

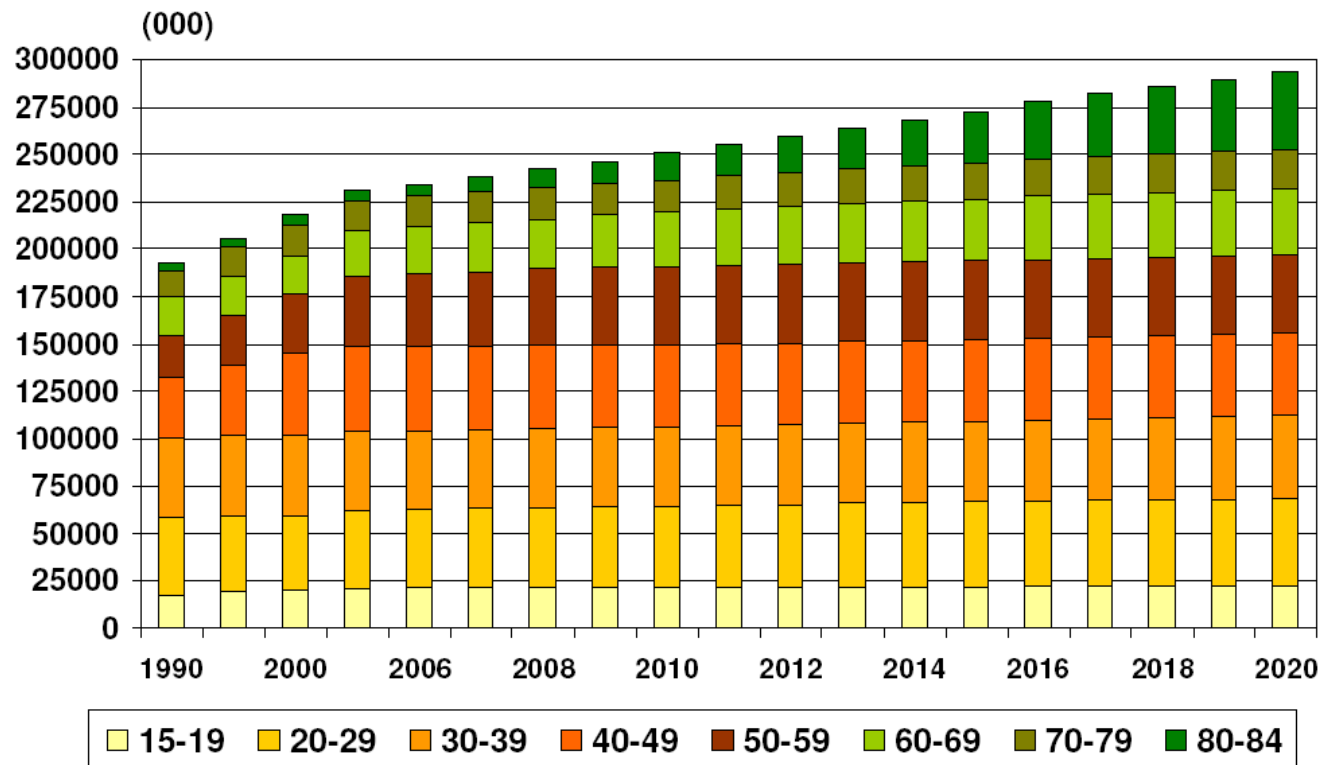
Breakdown of Household Income Brackets - (1990-2020, 2000 dollars)



U.S. Market - Demographics

Driving age population continues to grow with a mixture of young and mature buyers.

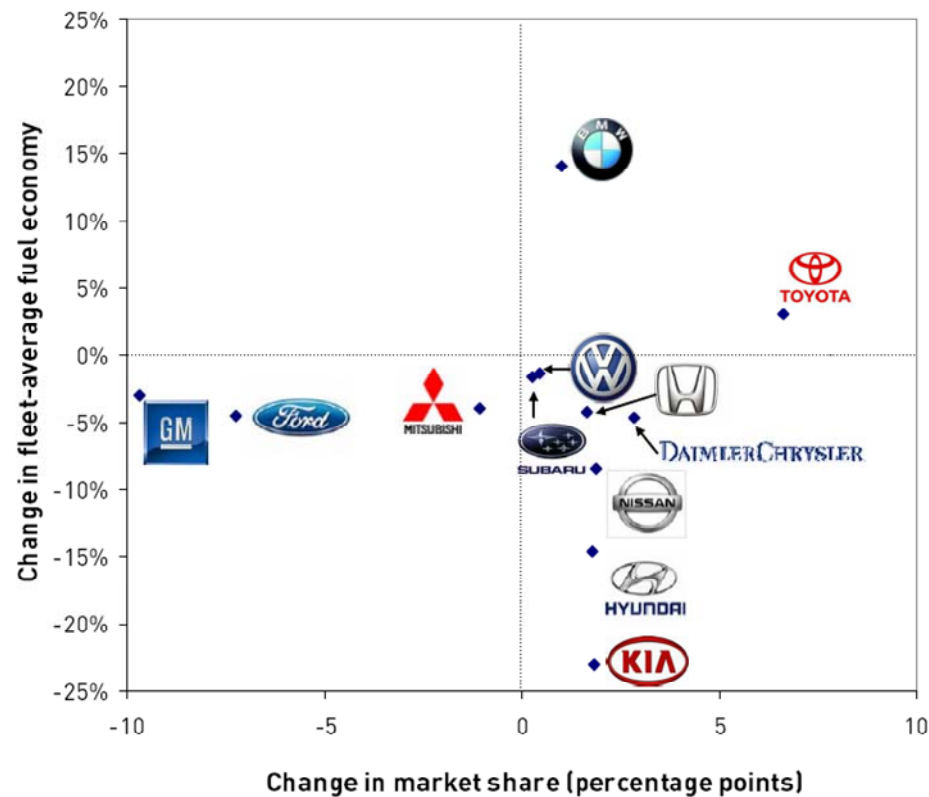
Breakdown of Driving Age Population - Ages 15 to 84 (1990-2020)



Fuel Efficiency Study - Environmental Defense

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

Change in market share and new fleet average CO₂ emissions rate of major automakers from 1990 to 2005



Source: Environmental Defense, Automaker's Corporate Carbon Burden (2007)

BMW EfficientDynamics. Better Performance, Less Fuel Consumption.

3 Series: Performance & Fuel Consumption over time



Horsepower	168 hp	+37 %	230 hp	Horsepower
Torque	164 lb-ft	+22 %	200 lb-ft	Torque
Fuel Economy ¹	23 mpg	+22 %	28 mpg	Fuel Economy
Acceleration ²	8.5 s	-26 %	6.3 s	Acceleration
Weight	2,855 lbs	+17 %	3,340 lbs	Weight

1) Hwy (EPA)

2) 0-60 mph

BMW EfficientDynamics. Better Performance, Less Fuel Consumption.

7 Series: Performance & Fuel Consumption over time



Horsepower	296 hp	+22 %	360 hp	Horsepower
Torque	332 lb-ft	+8 %	360 lb-ft	Torque
Fuel Economy ¹	18 mpg	+27 %	23 mpg	Fuel Economy
Acceleration ²	7.1 s	-18 %	5,8 s	Acceleration
Weight	4,167 lbs	+9 %	4,553 lbs	Weight

1) Hwy (EPA)

2) 0-60 mph

Press Statements



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: 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 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

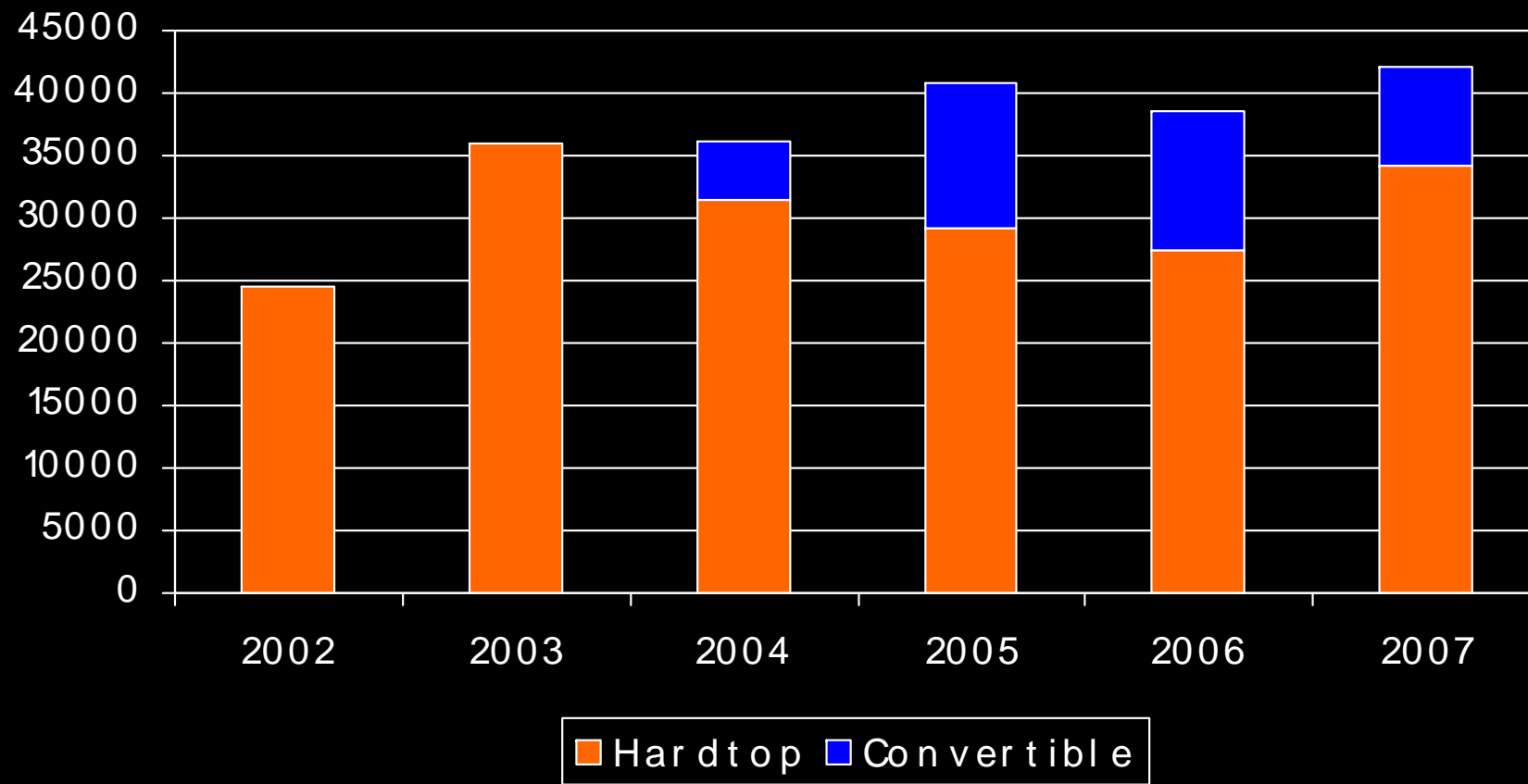
\$0 Maintenance for the first 4 Years or 50,000 Miles

Brand	Maintenance Costs
Acura	\$970.75
Audi	\$967.17
BMW	\$0
Cadillac	\$744.26
Infiniti	\$649.40
Jaguar	\$1,112.53
Land Rover	\$233.52
Lexus	\$974.22
Lincoln	\$922.14
Mercedes	\$1,086.60
Porsche	\$1,032.14
Saab	\$385.29
Volvo	\$918.93

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

MINI USA RETAIL volume by model

Volume CY2002 - CY2007



Rolls-Royce Motor Cars

North American Sales

