BMW Group.
Financial Analysts’ Meeting.

Dr Friedrich Eichiner
Member of the Board of Management of BMW AG, Finance

March 19, 2009

- Group revenues drop 5.0% to EUR 53.2 billion.
- Group earnings dampened by EUR 2.4 billion in one-off effects.
- Group earnings (EBIT) decline by 78.1% to EUR 921 million.
- Profit before tax down 90.9% to EUR 351 million.
BMW Group.
Additional Risk Provisions and Severance Payments had a Negative Impact.

• One-off charge for additional risk provisions totalling EUR 1,968 million:
  • EUR 1,605 million for residual value losses.
  • EUR 363 million for credit losses.

• One-off charge of EUR 455 million due to personnel reduction.
BMW Group.
Adjusted Group Earnings (EBIT).

€ million

2007 2008
(adjusted) (reported)

4,212 3,344

921 + 455 + 1,968

Personnel Additional risk provisions

3,344

Adjusted EBIT margin = 6.3% (prior year: 7.5%).
## BMW Group.
### Research and Development Costs.

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
<th>Change in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>R&amp;D expense (income statement)</td>
<td>2,825</td>
<td>2,920</td>
<td>-3.3</td>
</tr>
<tr>
<td>R&amp;D share of revenues (in %)</td>
<td>5.3</td>
<td>5.2</td>
<td>-</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>-1,185</td>
<td>-1,109</td>
<td>6.9</td>
</tr>
<tr>
<td>Capitalisation of development costs +</td>
<td>1,224</td>
<td>+1,333</td>
<td>-8.2</td>
</tr>
<tr>
<td>Total R&amp;D expenditure</td>
<td>2,864</td>
<td>3,144</td>
<td>-8.9</td>
</tr>
<tr>
<td>R&amp;D share of revenues (total, in %)</td>
<td>5.4</td>
<td>5.6</td>
<td></td>
</tr>
<tr>
<td>Capitalization ratio (in %)</td>
<td>42.7</td>
<td>42.4</td>
<td></td>
</tr>
</tbody>
</table>
BMW Group.
Dividend development.

<table>
<thead>
<tr>
<th>Year</th>
<th>Dividend* €</th>
<th>Dividend total € million</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0.30</td>
<td>197</td>
</tr>
<tr>
<td>2008</td>
<td>1.06</td>
<td>694</td>
</tr>
</tbody>
</table>

*per share of common stock.
BMW Group.
Operating Improvements in 2008.

- Substantial year-on-year reduction in fixed costs.
- Material cost savings potential realized.
- Further productivity increases.
- Robust financial position further strengthened, Group liquidity up 86.3% to EUR 8.1 billion.
# BMW Group.
## Automobiles Segment Overview.

<table>
<thead>
<tr>
<th>€ million</th>
<th>2008</th>
<th>2007</th>
<th>Change in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>48,782</td>
<td>53,818</td>
<td>- 9.4</td>
</tr>
<tr>
<td>EBIT</td>
<td>690</td>
<td>3,450</td>
<td>- 80.0</td>
</tr>
<tr>
<td>EBIT (adjusted)</td>
<td>2,053</td>
<td>3,450</td>
<td>- 40.5</td>
</tr>
<tr>
<td>EBIT margin (in %)</td>
<td>1.4</td>
<td>6.4</td>
<td>- 78.1</td>
</tr>
<tr>
<td>EBIT margin (adjusted, in %)</td>
<td>4.2</td>
<td>6.4</td>
<td>- 34.4</td>
</tr>
<tr>
<td>RoCE (in %)</td>
<td>4.9</td>
<td>24.7</td>
<td>- 80.2</td>
</tr>
<tr>
<td>RoCE (adjusted, in %)</td>
<td>14.6</td>
<td>24.7</td>
<td>- 40.9</td>
</tr>
</tbody>
</table>
BMW Group.
Effects on Automobiles Segment Earnings.

<table>
<thead>
<tr>
<th>€ million</th>
<th>2007</th>
<th>Profit before financial result (EBIT)</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,450</td>
<td>-387</td>
<td>-196</td>
<td>-16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-1,446</td>
<td>-911</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-16</td>
<td></td>
</tr>
<tr>
<td></td>
<td>690</td>
<td>1.4%</td>
<td></td>
</tr>
</tbody>
</table>

6.4%  EBIT margin

Effect breakdown:
- Currency: -387
- Raw materials: -196
- Depreciation & amortization: -16
- Volume/mix: -1,446
- Efficiency enhancements: +801
- Personnel reduction: -452
- Other changes: -153
BMW Group.
Automobiles Segment – Successful Financial Management.

- Proactive, foresighted financial management:
  - Net current assets (working capital) reduced by EUR 1,177 million.
  - Free cash flow: - EUR 81 million.
  - Net financial assets: EUR 9,046 million.
BMW Group.
Net interest – bearing assets
Automobiles segment.

31.12.2007
in € Mio.

- + 1,249
  Cash and cash equivalents
- + 1,933
  Marketable securities
+ 6,845
  Internal net financial receivables
- 2,673
  Financial liabilities
- 7,354
  Net interest-bearing assets

31.12.2008
in € Mio.

- + 5,073
  Cash and cash equivalents
- + 557
  Marketable securities
+ 8,185
  Internal net financial receivables
- 4,769
  Financial liabilities
- 9,046
  Net interest-bearing assets
BMW Group.
Financial Services Segment Overview.

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
<th>Change in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business volume (B/S)</td>
<td>57,587</td>
<td>51,257</td>
<td>12.3</td>
</tr>
<tr>
<td>Customer lease and financing agreements (millions)</td>
<td>3.03</td>
<td>2.63</td>
<td>15.2</td>
</tr>
<tr>
<td>Penetration rate (in %)</td>
<td>48.5</td>
<td>44.7</td>
<td>8.5</td>
</tr>
<tr>
<td>EBT</td>
<td>-292</td>
<td>743</td>
<td></td>
</tr>
<tr>
<td>EBT (adjusted)</td>
<td>768</td>
<td>743</td>
<td>3.4</td>
</tr>
<tr>
<td>RoE (in %)</td>
<td>-</td>
<td>18.1</td>
<td></td>
</tr>
<tr>
<td>RoE (adjusted, in %)</td>
<td>19.1</td>
<td>18.1</td>
<td>5.5</td>
</tr>
</tbody>
</table>
BMW Group.

Total: EUR 1,968 million

Automobiles
Segment: EUR 911 million residual values

Financial
Services
segment: EUR 1,057 million

EUR 363 million credit risks

EUR 694 million residual values
BMW Group.
Financial Services Segment – Development of CPO Retail in the USA.
BMW Group.
Financial Services Segment – Development of Credit Loss Rates.

<table>
<thead>
<tr>
<th>Year</th>
<th>Credit Loss Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>0.54%</td>
</tr>
<tr>
<td>2003</td>
<td>0.46%</td>
</tr>
<tr>
<td>2004</td>
<td>0.41%</td>
</tr>
<tr>
<td>2005</td>
<td>0.37%</td>
</tr>
<tr>
<td>2006</td>
<td>0.41%</td>
</tr>
<tr>
<td>2007</td>
<td>0.46%</td>
</tr>
<tr>
<td>2008</td>
<td>0.59%</td>
</tr>
</tbody>
</table>
BMW Group.
Development of BMW 5-Year CDS.

Average: 92 bps
BMW Group.
Outlook and Action for 2009.

• Focused cost management is the top priority.

• Optimisation of capital employed.

• Reduction of capital expenditure without sacrificing investment in the future.

• Continuation of strict working capital and free cash flow management.

• Resolute pursuit of Strategy Number ONE.