

BMW Group.
Annual accounts
press conference.

Dr. Friedrich Eichiner

Member of the Board of Management of
BMW AG, Finance

March 17, 2010

BMW Group.

Group earnings 2009 clearly positive.

- **Group earnings 2009 clearly positive – Euro 413 million profit before tax.**
- **Positive result (EBIT) in the Automobiles segment in Q4.**
- **Successful crisis- and financial management.**
- **„Strategy Number ONE“ efficiency measures take effect.**

BMW Group.

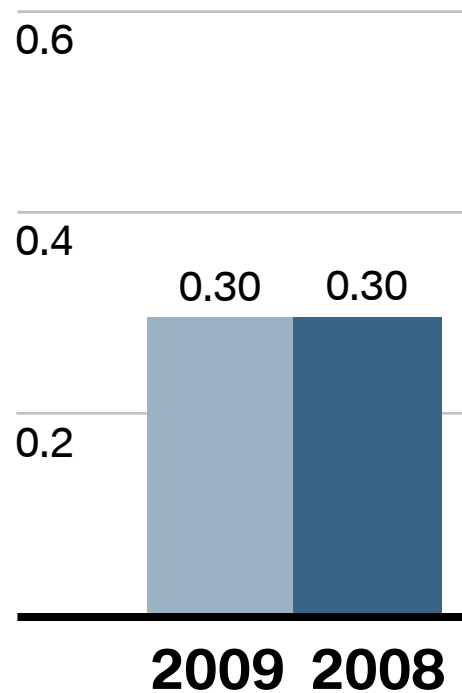
Financial figures FY 2009.

in € million	2009	2008	Change %
Deliveries of automobiles	1,286,310	1,435,876	-10.4
Revenues - Group	50,681	53,197	-4.7
Profit before tax - Group	413	351	+17.7

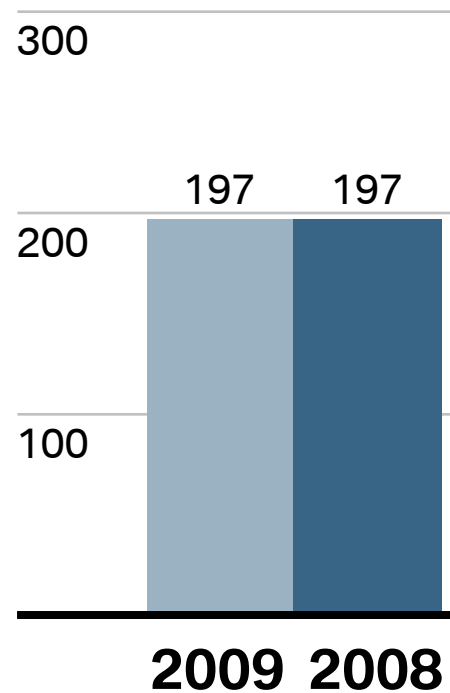
BMW Group.

Dividend trend.

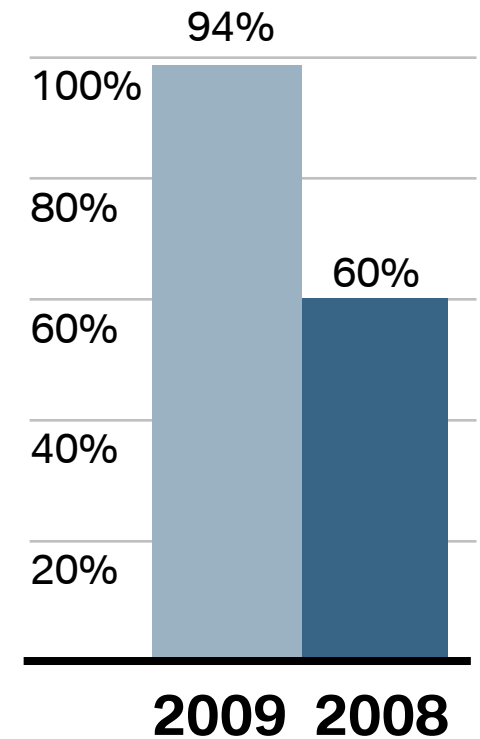
Dividend*
in euro



Total dividend amount
in euro million



Dividend payout ratio



*per common share

BMW Group.

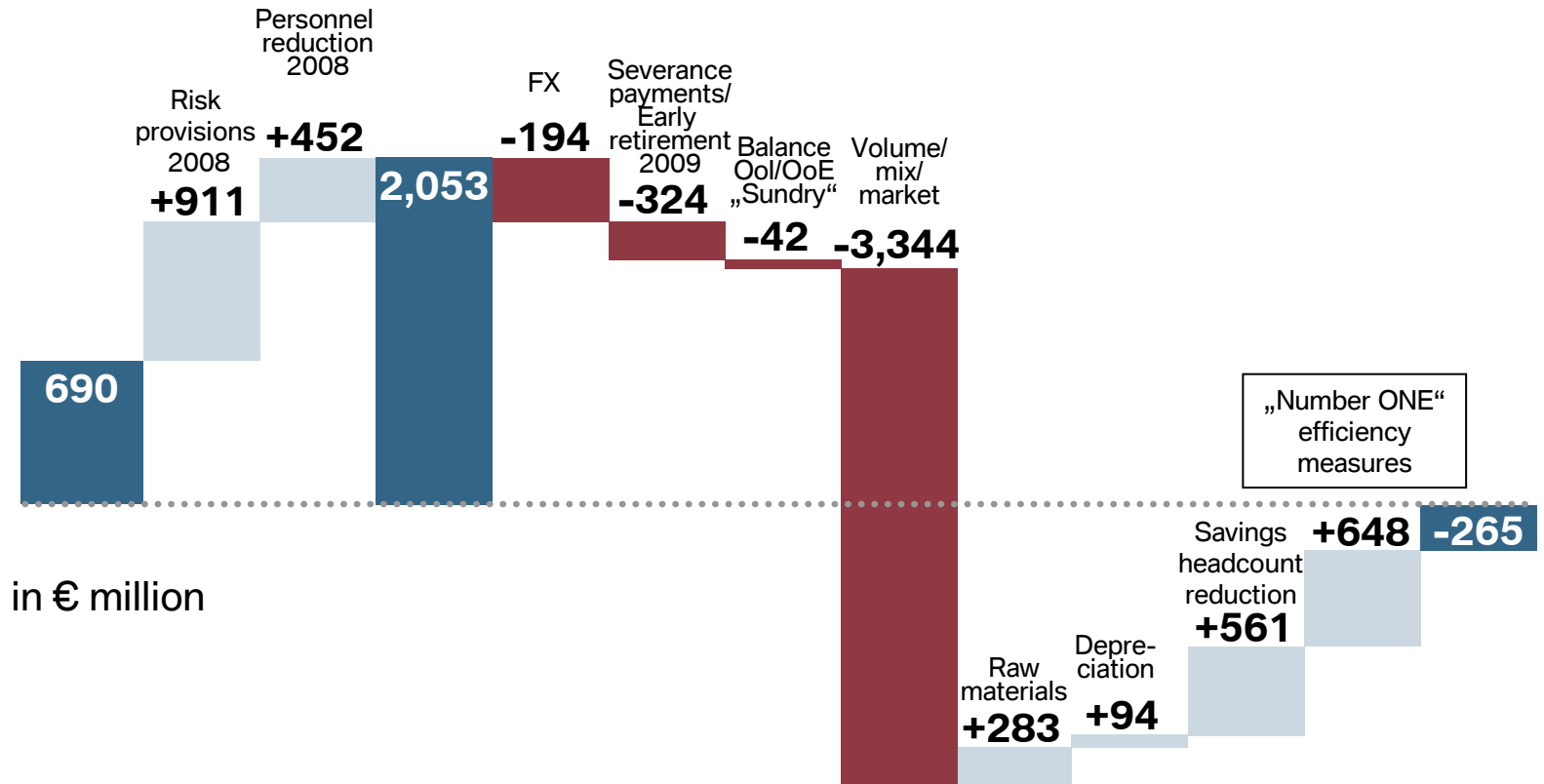
Financial figures Q4 2009.

in € million	2009	2008
Profit before tax (EBT) Group	334	-1,171
Profit before financial result (EBIT) Automobiles segment	93	- 465

- **Return to profitability**
- **Extensive efficiency measures take effect**

BMW Group.

Profit before financial result (EBIT) – Automobiles segment.



2008 (EBIT)

1.4%

2008 (EBIT) adjusted

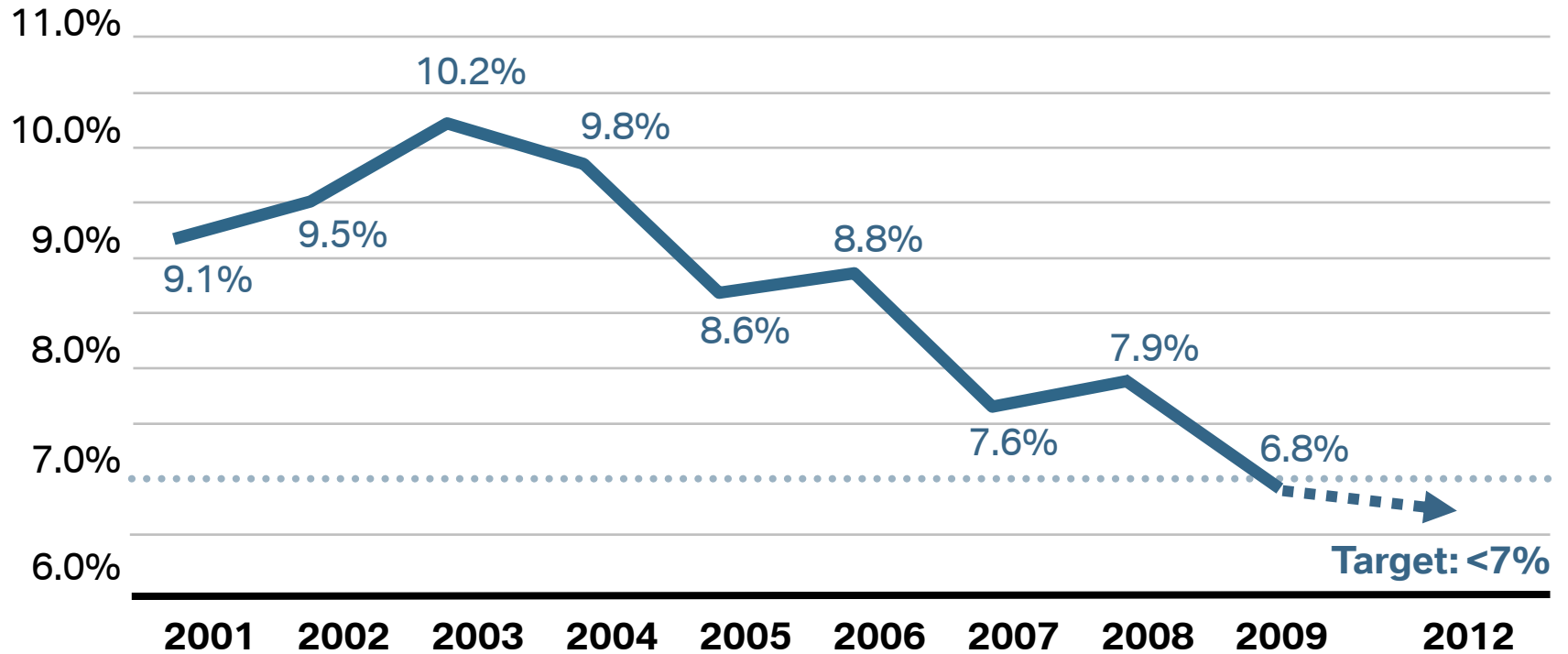
4.2% (adjusted)

2009 (EBIT)

- 0.6%

BMW Group.

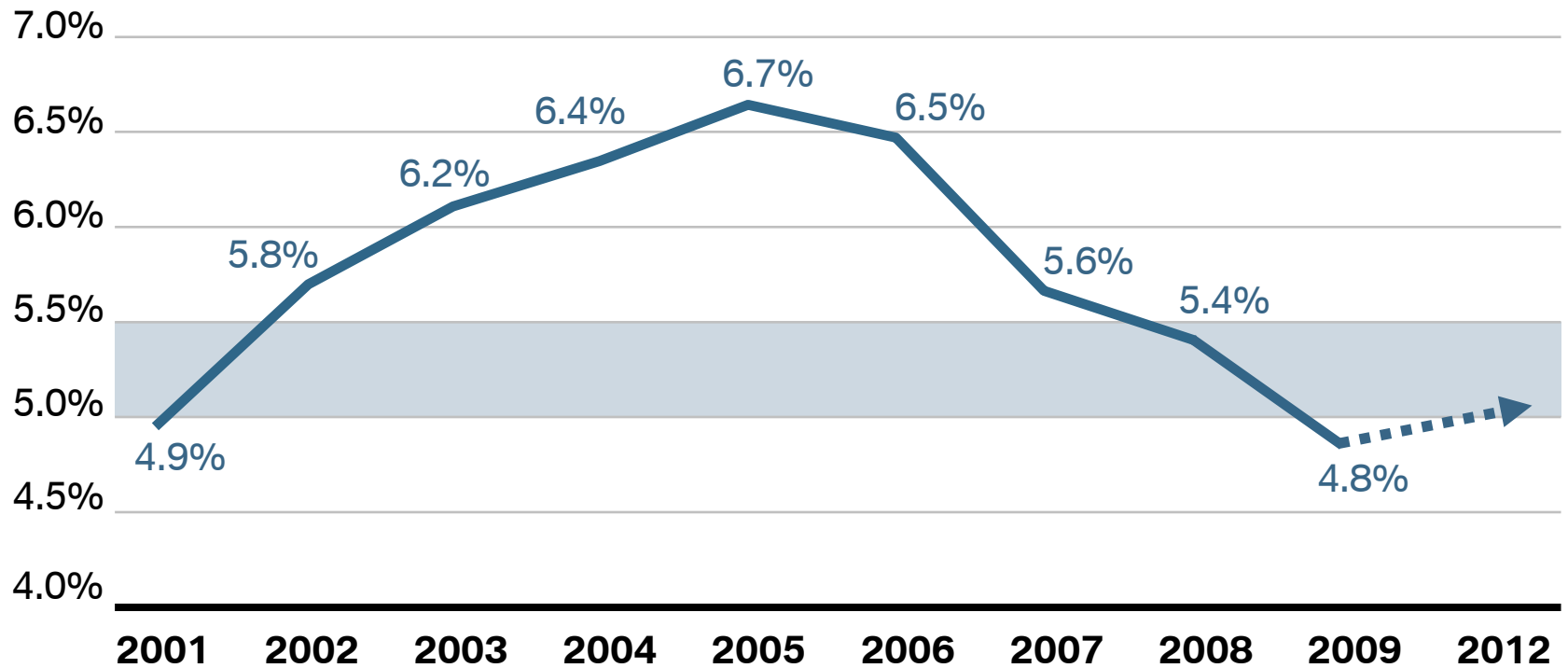
Improvement of capex ratio.



Capex ratio: Total capex / Revenues

BMW Group.

Improvement of R&D ratio.

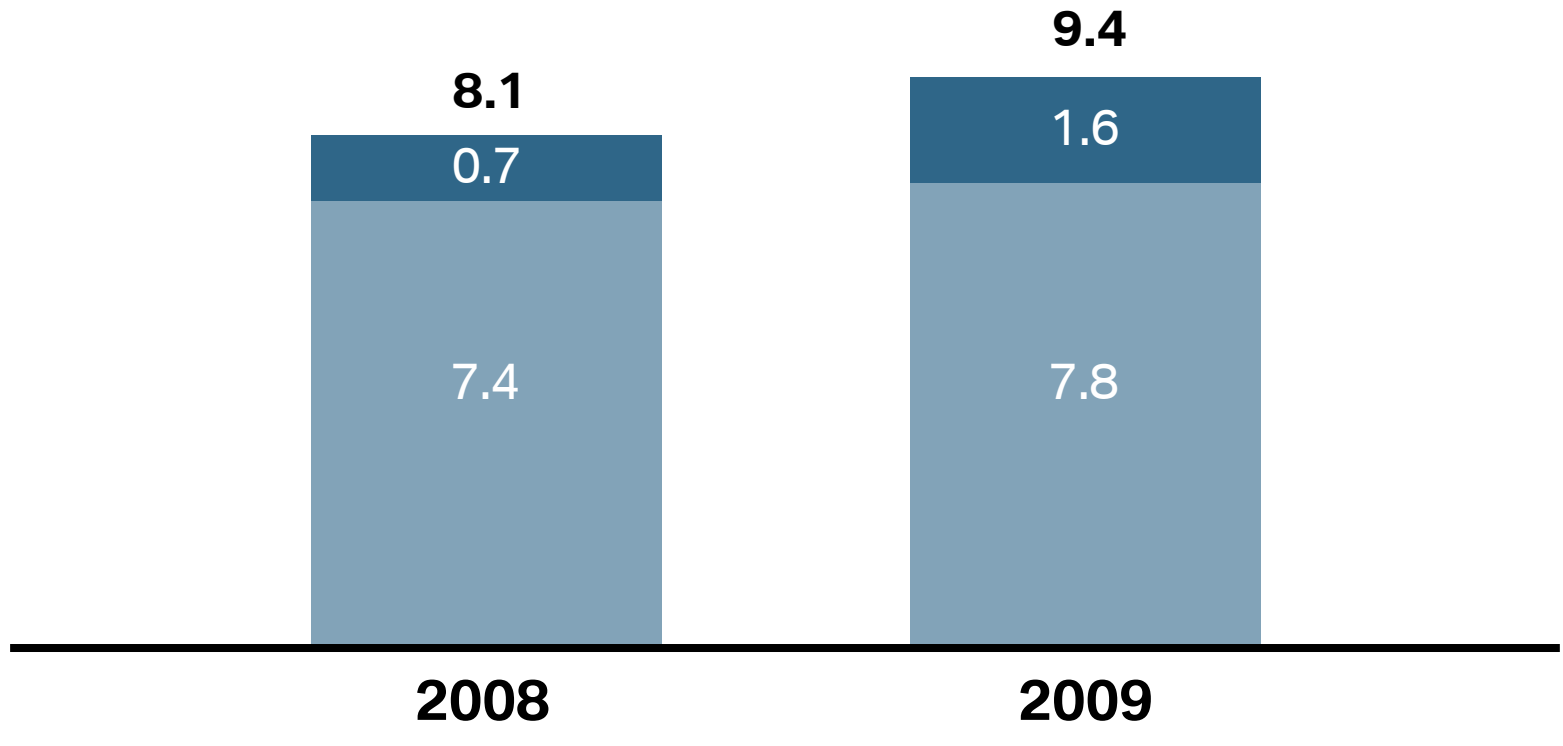


R&D ratio: R&D expenditure (HGB) / Revenues

BMW Group.

Solid liquidity position.

in € billion



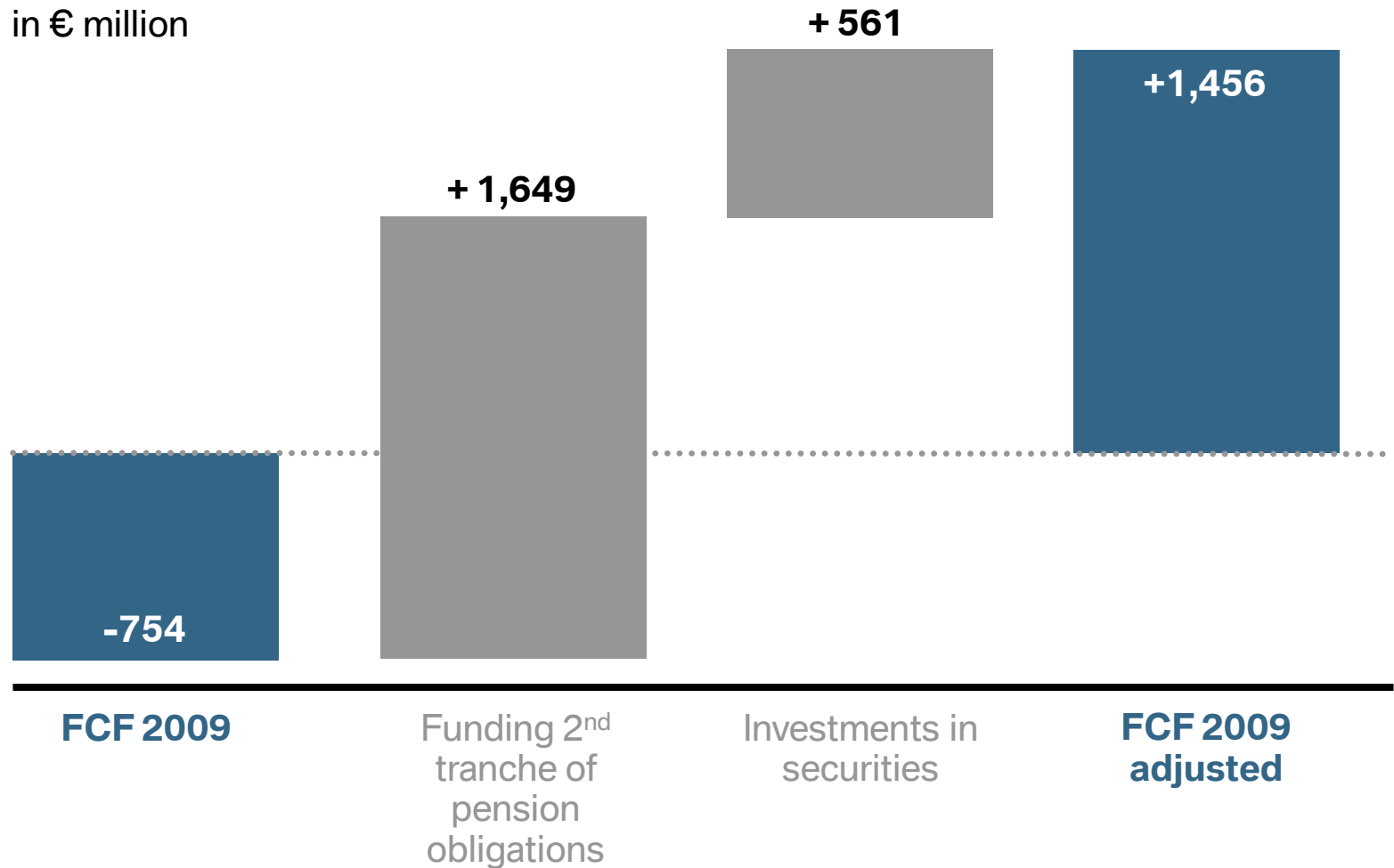
Cash equivalents 

Securities 

BMW Group.

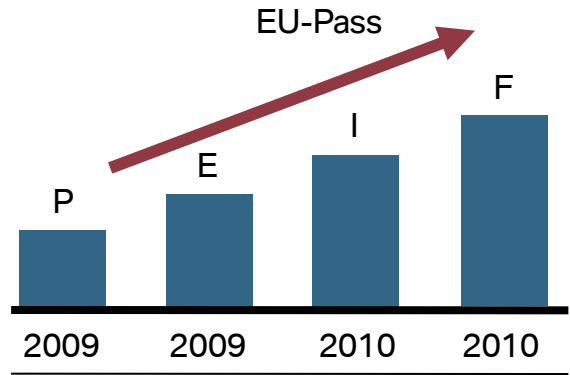
Free Cashflow clearly positive – Automobiles segment.

in € million

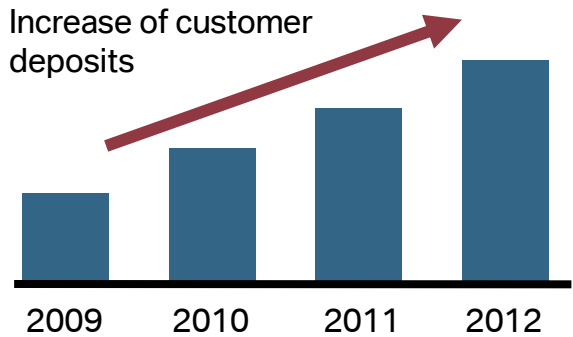


Financial Services segment.

Strategic future development.

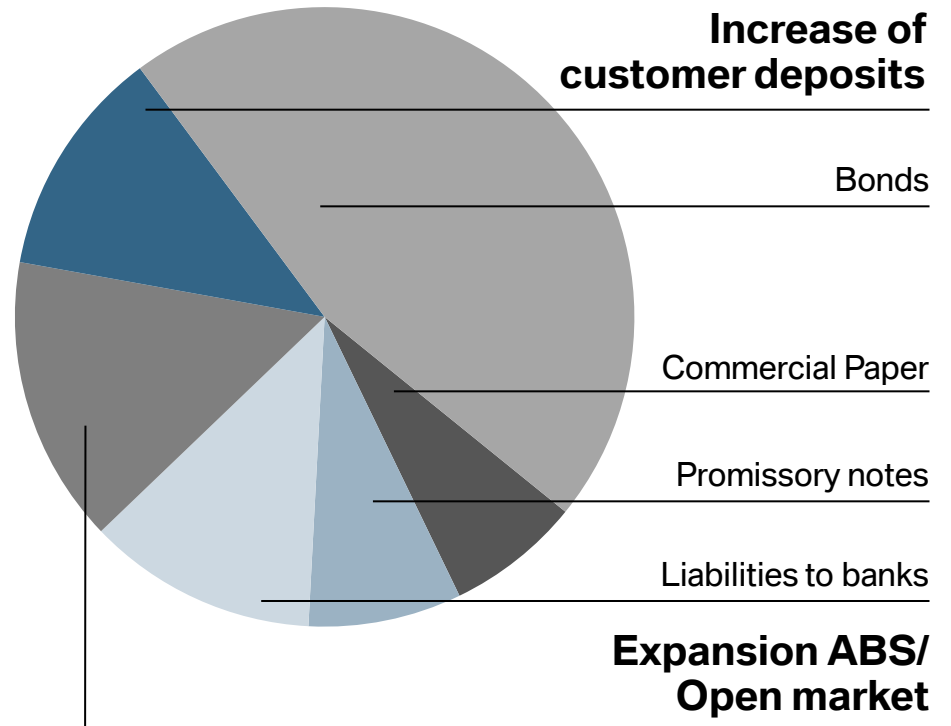


BMW Bank Germany



US Bank (Utah)

Optimization of liability structure /
refinancing costs



Financial Services segment.

Financial figures 2009.

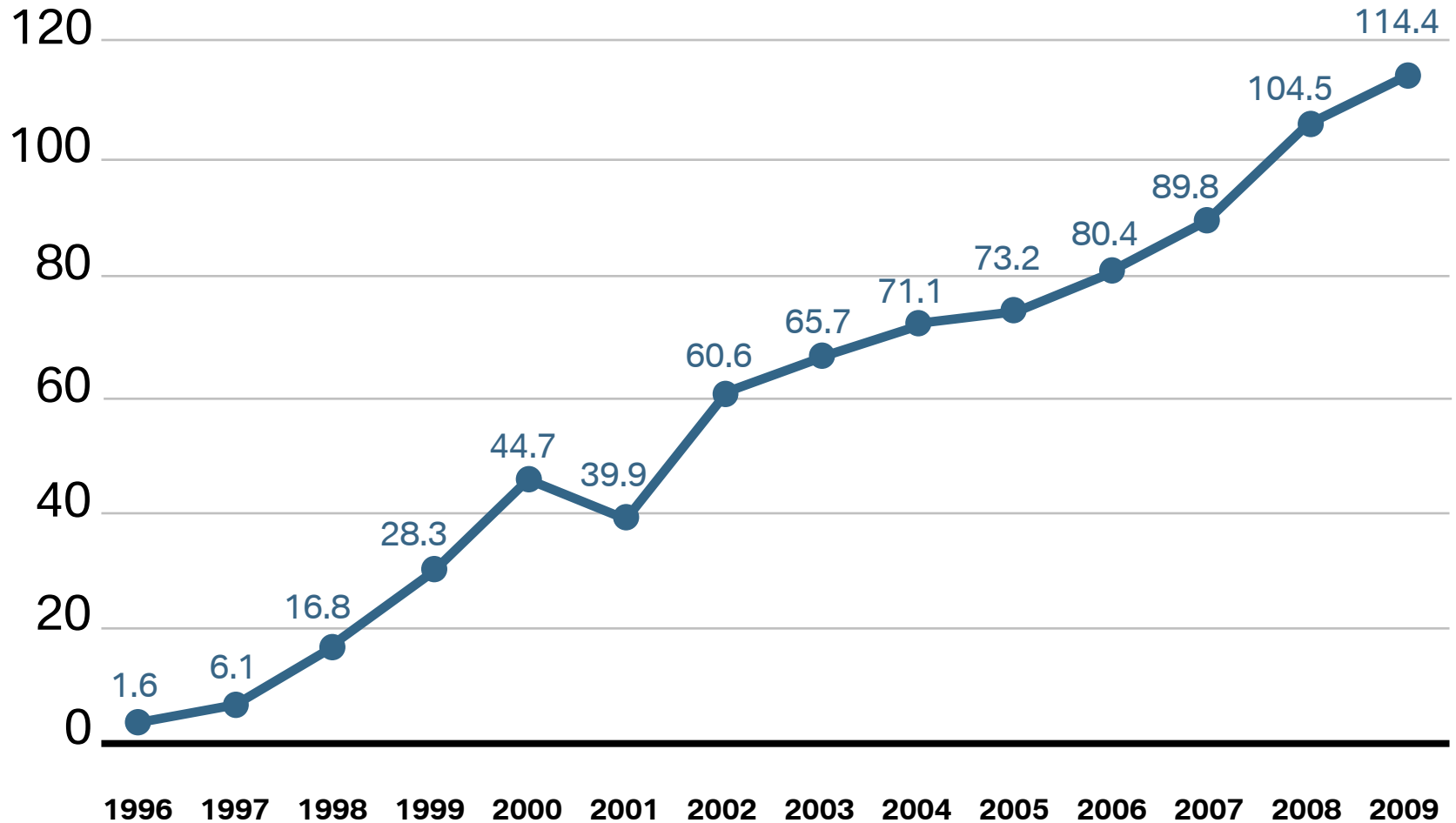
in € million	2009	2008	Change %
Revenues	15,798	15,725	0.5
Business Volume*	61,202	60,653	0.9
Penetration rate (in %)	49.0	48.5	1.0
Profit before tax (EBT)	365	- 292	–
RoE (in %)	9.2	–	–

*in balance sheet terms

Financial Services segment.

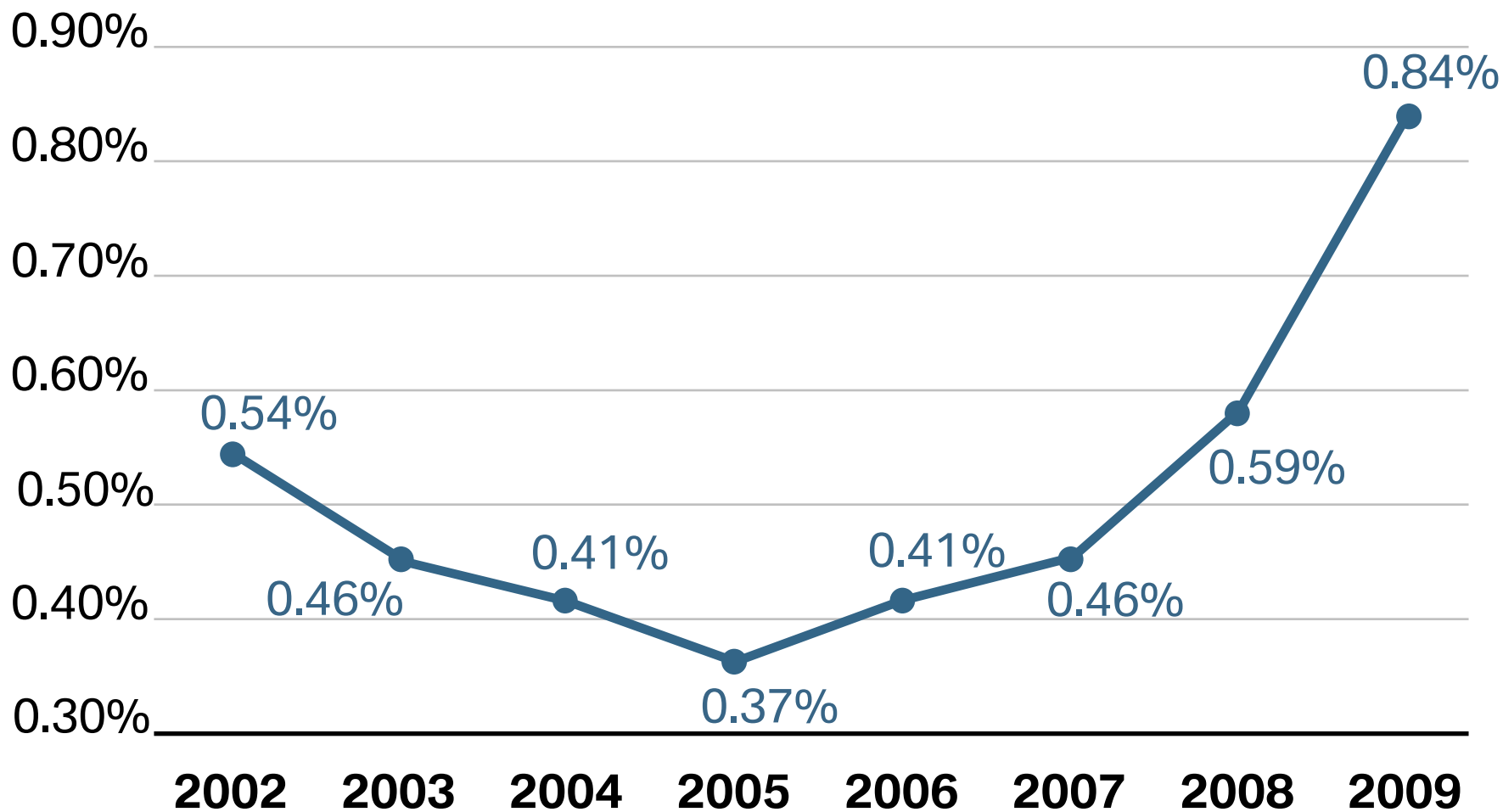
Deliveries of certified pre-owned automobiles in the USA.

in 1,000 units



Financial Services segment.

Development of credit loss rates.



Segment Motorcycles.

Segment Overview 2009.

€ million	2009	2008	Change in %
Sales (units)	87,306	101,685	- 14.1
Revenues	1,069	1,230	- 13.1
EBIT	19	60	- 68.3
EBIT margin (in %)	1.8	4.9	- 63,3
RoCE (in %)	4.7	13.9	- 66.2

BMW Group.

Outlook 2010.

Group

- **Significant improvement of profit before tax (EBT)**

Automobiles segment

- **Sales volume growth rate in a single-digit range**
- **Return to profitability in the Automobiles segment – targeting an EBIT margin in the low single-digit percentage range for the Automobiles segment**

Financial Services segment

- **Positive earnings trend in the Financial Services segment**

BMW Group.
Annual accounts
press conference.

Dr. Friedrich Eichiner

**Member of the Board of Management of
BMW AG, Finance**

March 17, 2010