

**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.

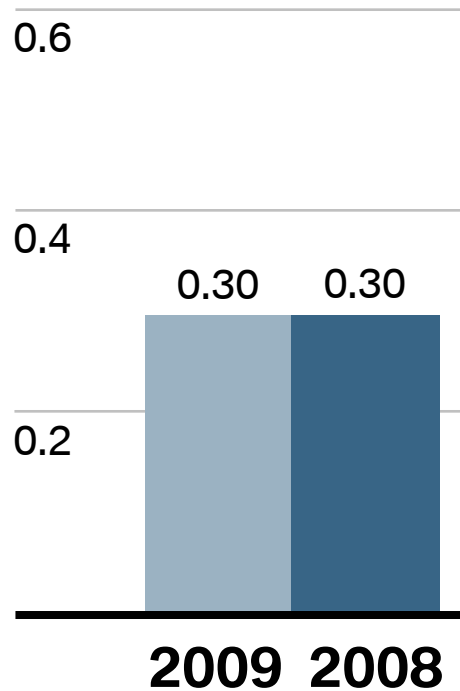
## Financial figures FY 2009.

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

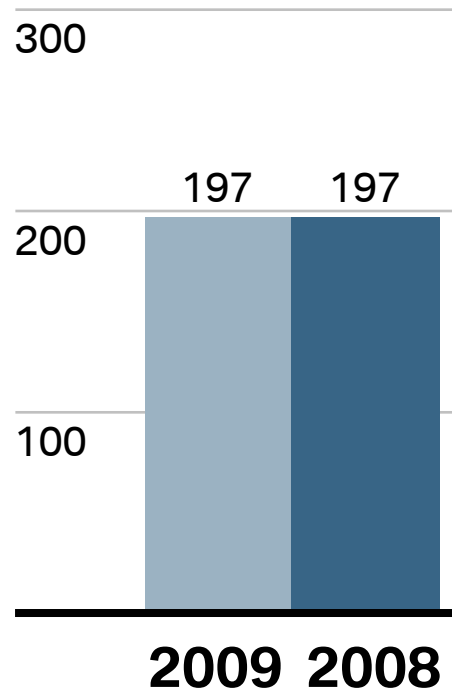
# BMW Group.

## Dividend trend.

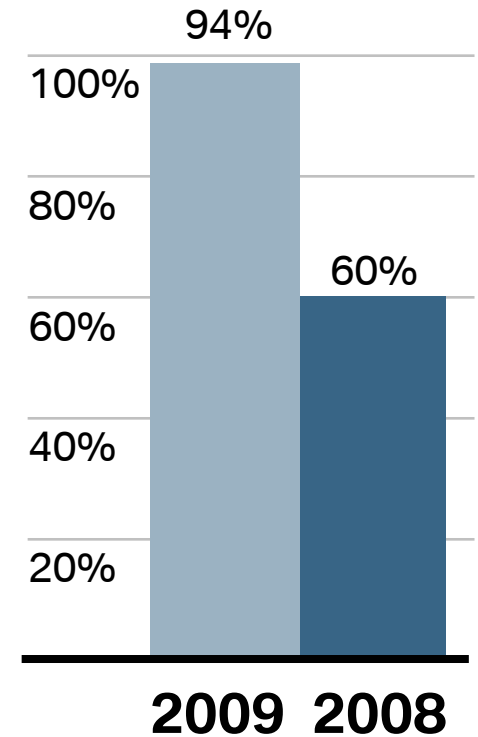
Dividend\*  
in euro



Total dividend amount  
in euro million



Dividend payout ratio



\*per common share

# BMW Group.

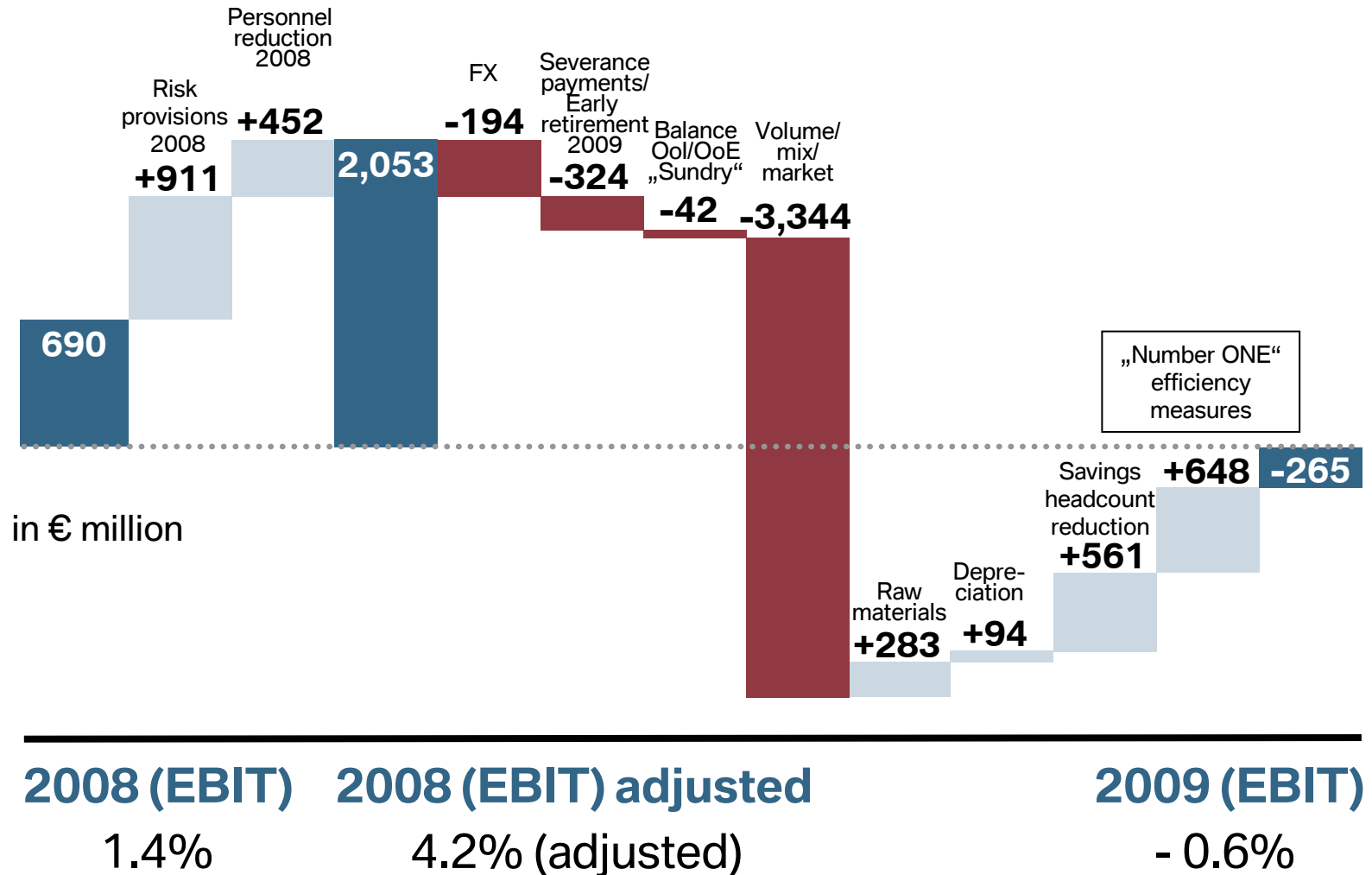
## Financial figures Q4 2009.

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**

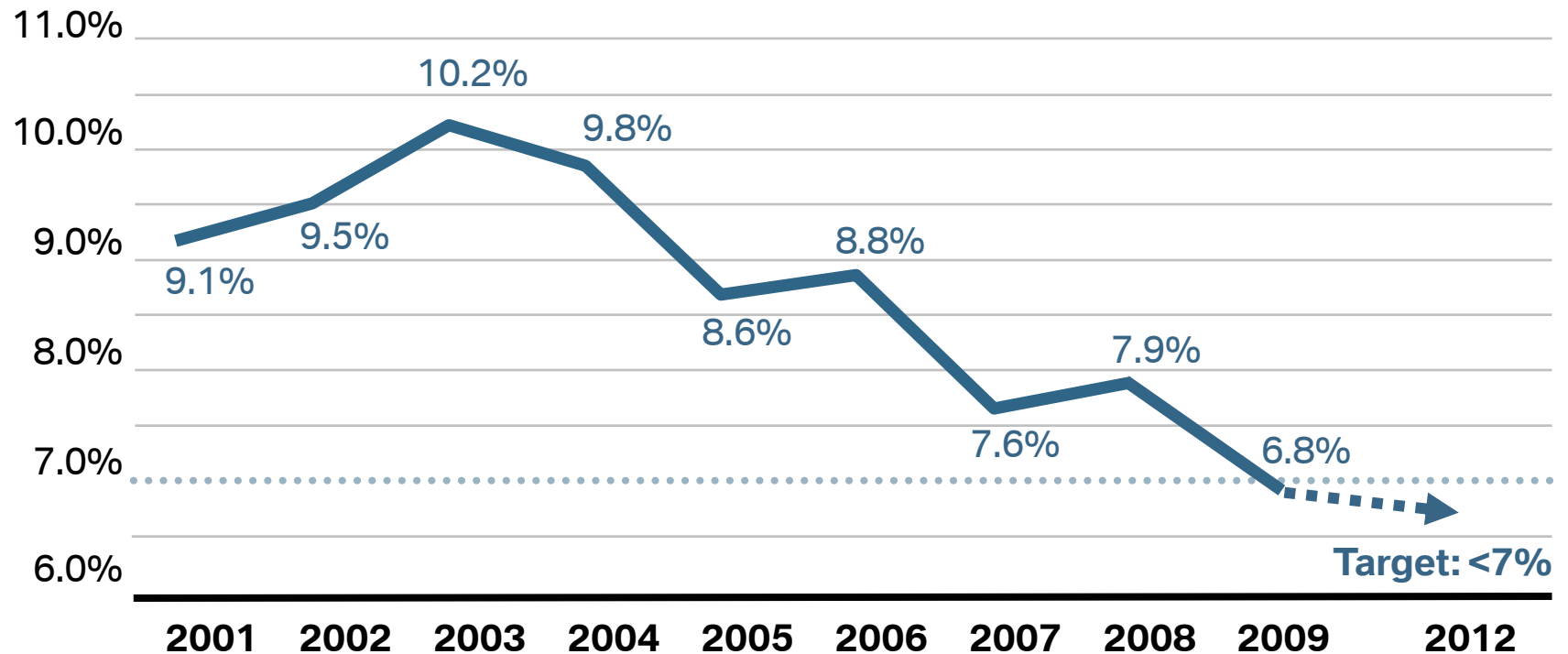
# BMW Group.

## Profit before financial result (EBIT) – Automobiles segment.



# BMW Group.

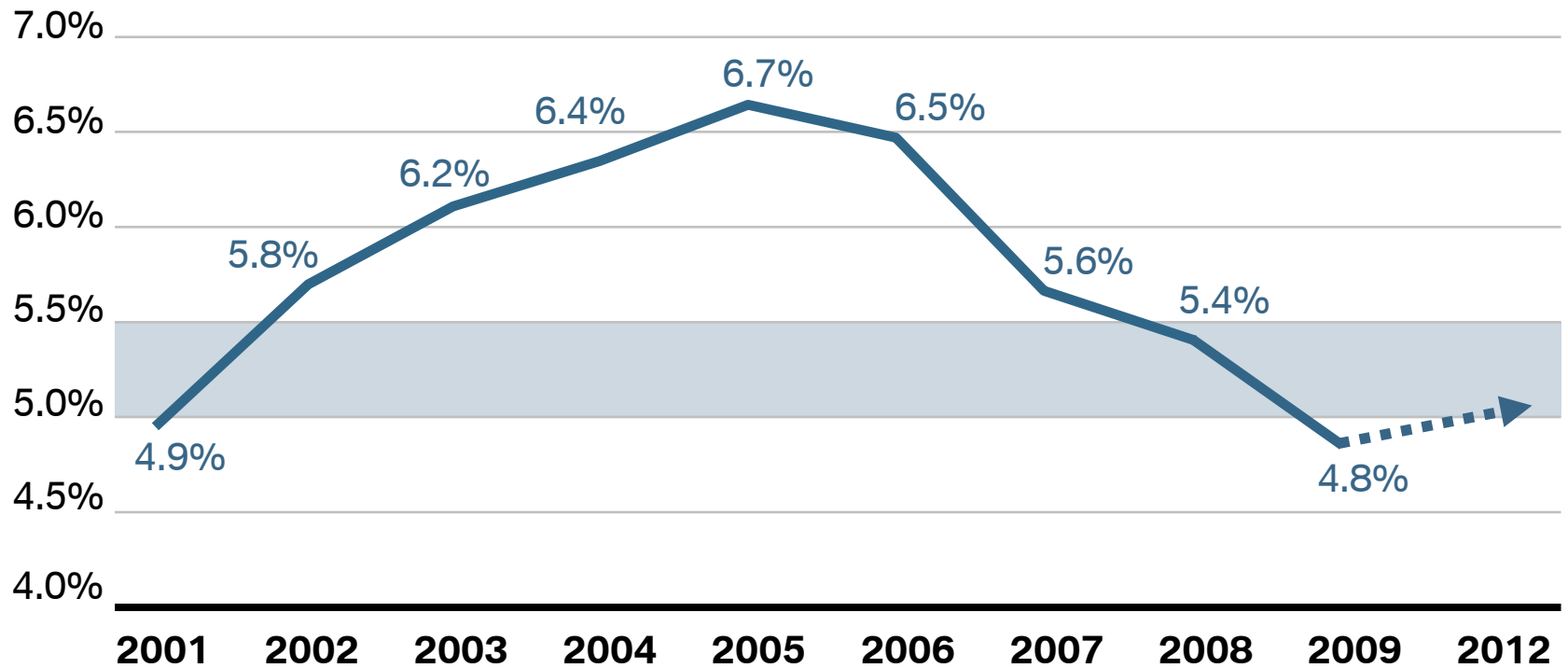
## Improvement of capex ratio.



Capex ratio: Total capex / Revenues

# BMW Group.

## Improvement of R&D ratio.



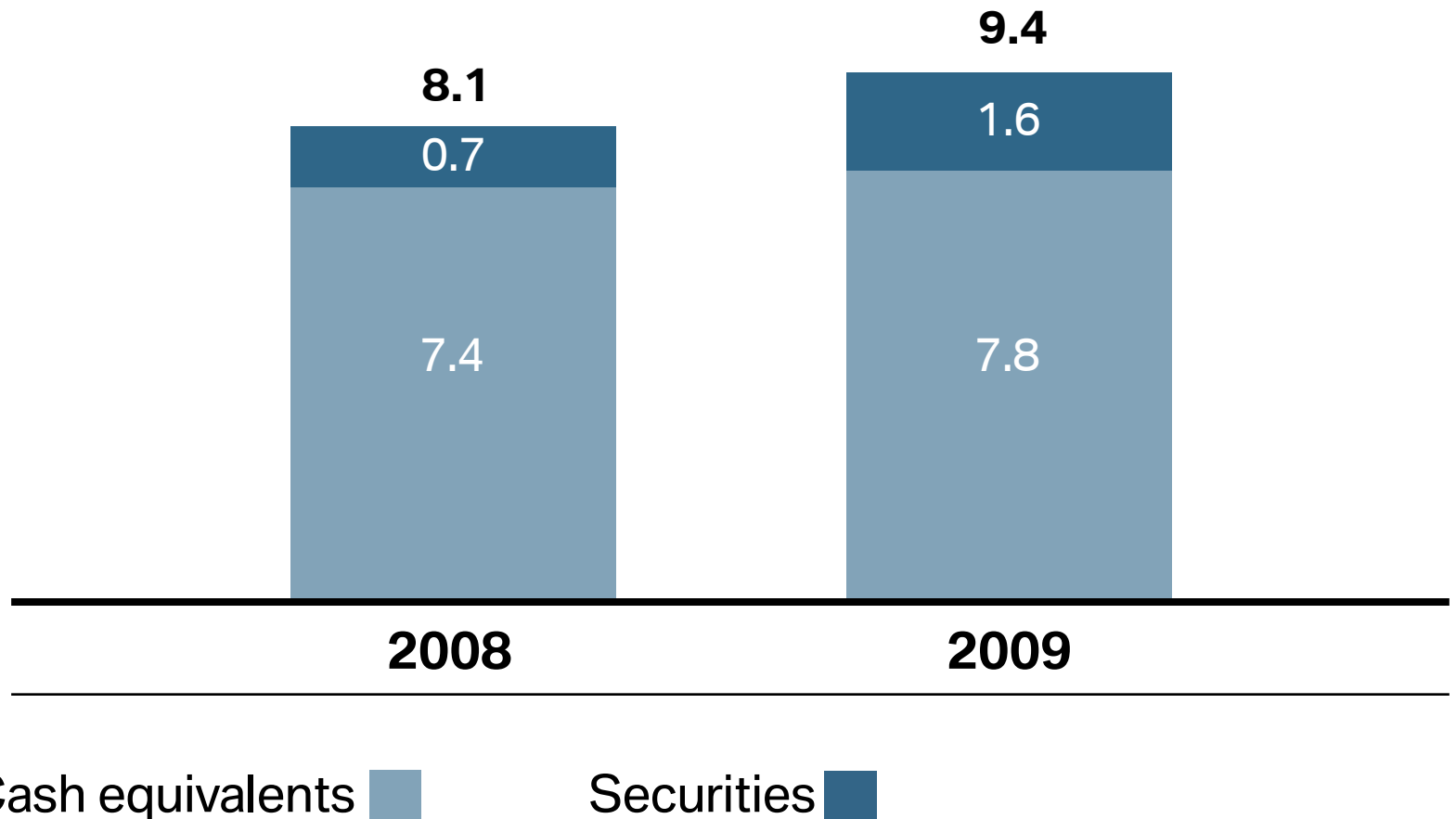
R&D ratio: R&D expenditure (HGB) / Revenues



# BMW Group.

## Solid liquidity position.

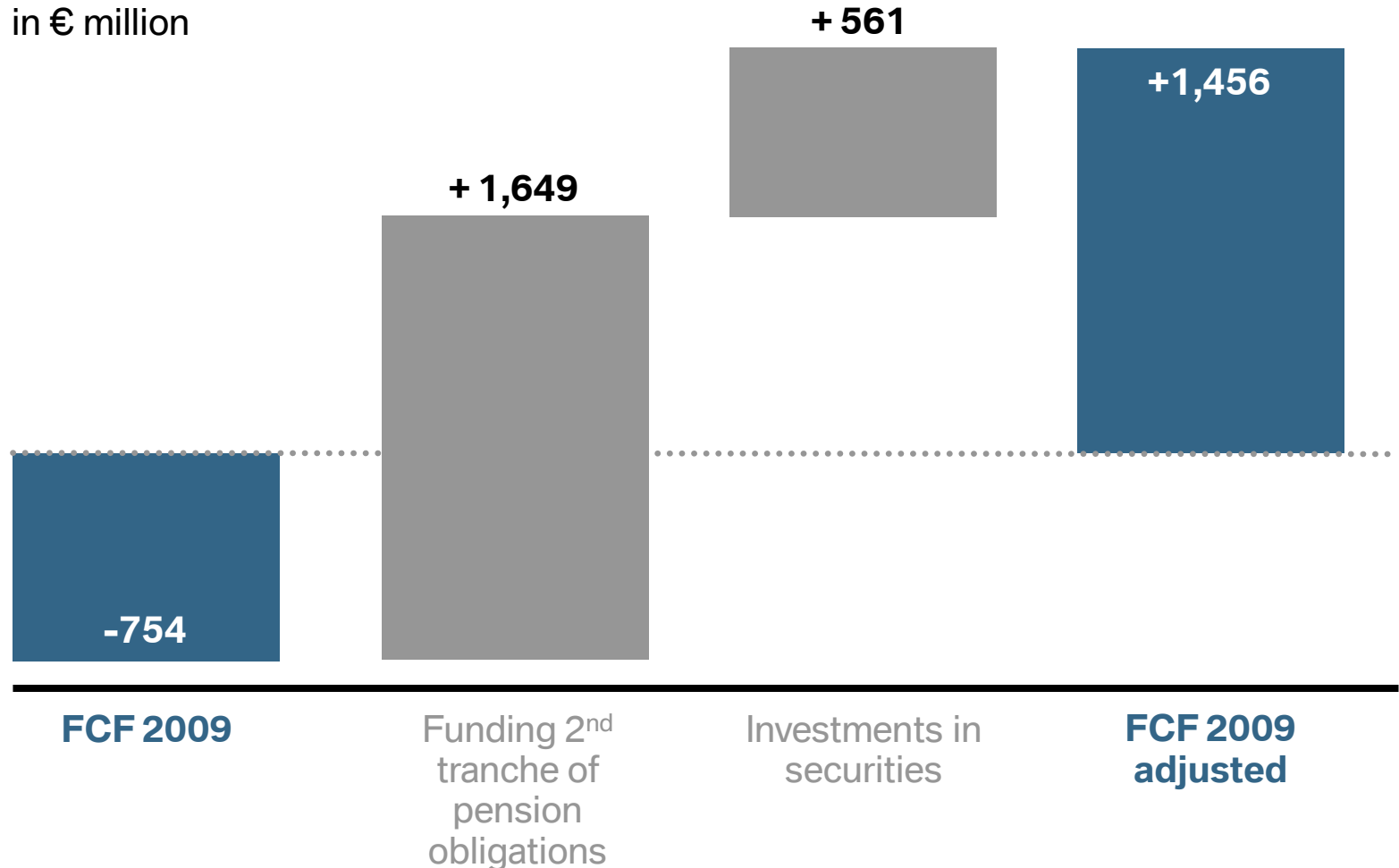
in € billion



# BMW Group.

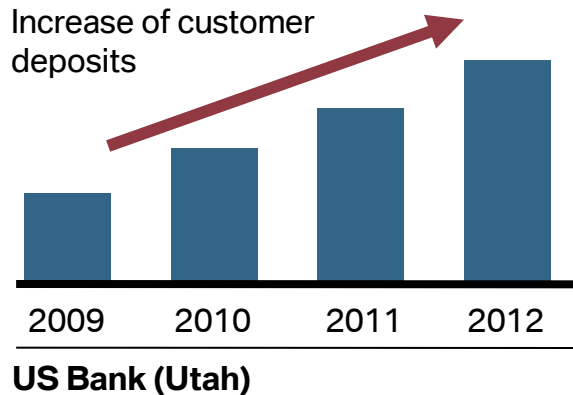
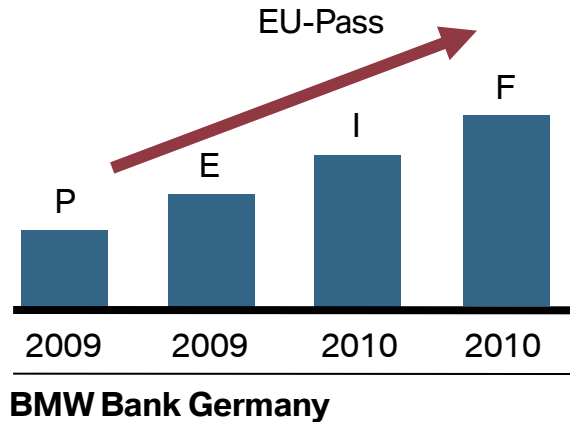
Free Cashflow clearly positive –  
Automobiles segment.

in € million

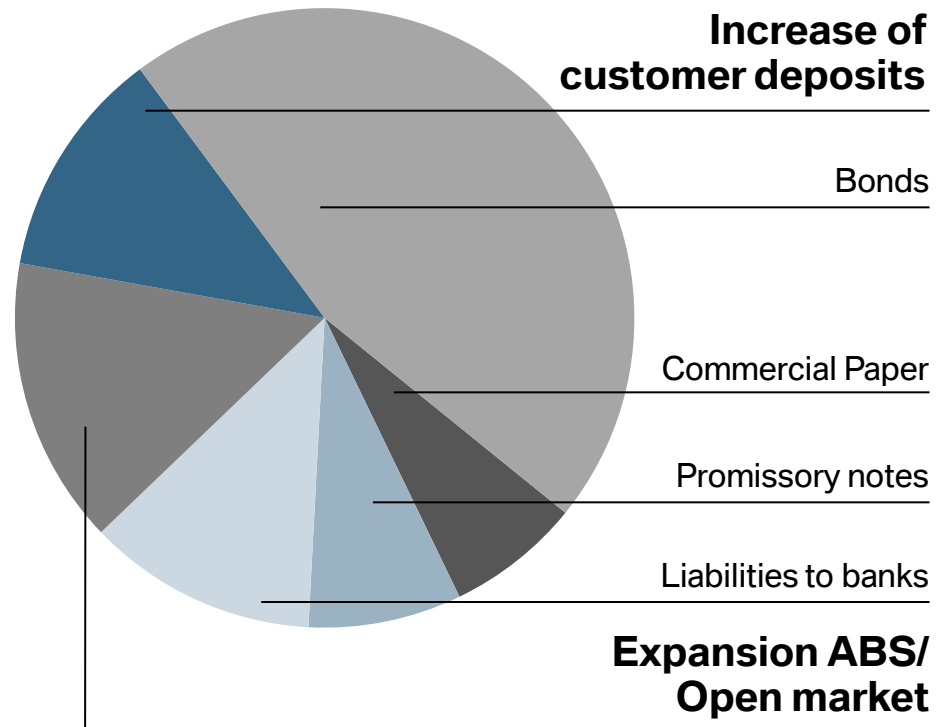


# Financial Services segment.

## Strategic future development.



Optimization of liability structure /  
refinancing costs



# Financial Services segment.

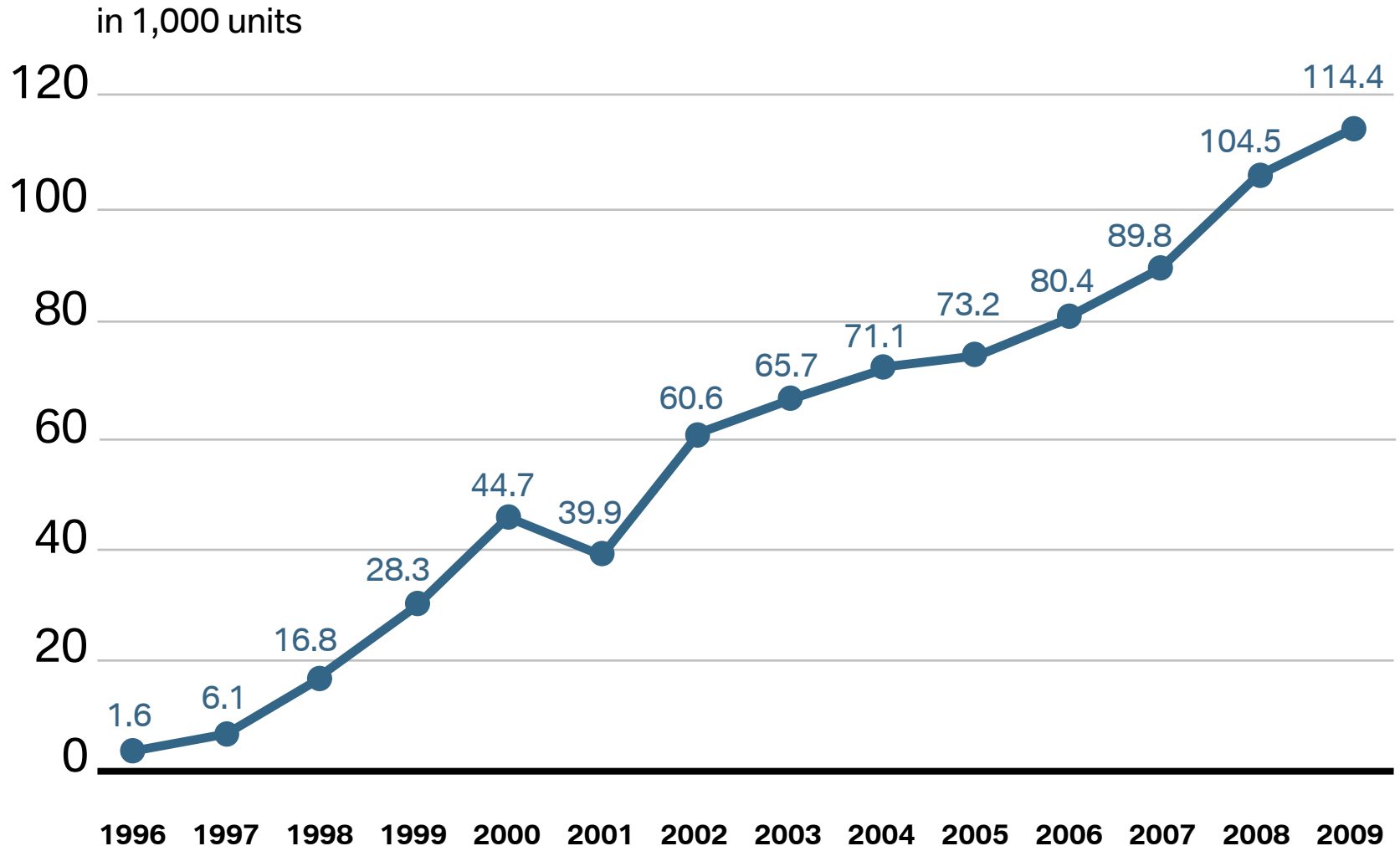
## Financial figures 2009.

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

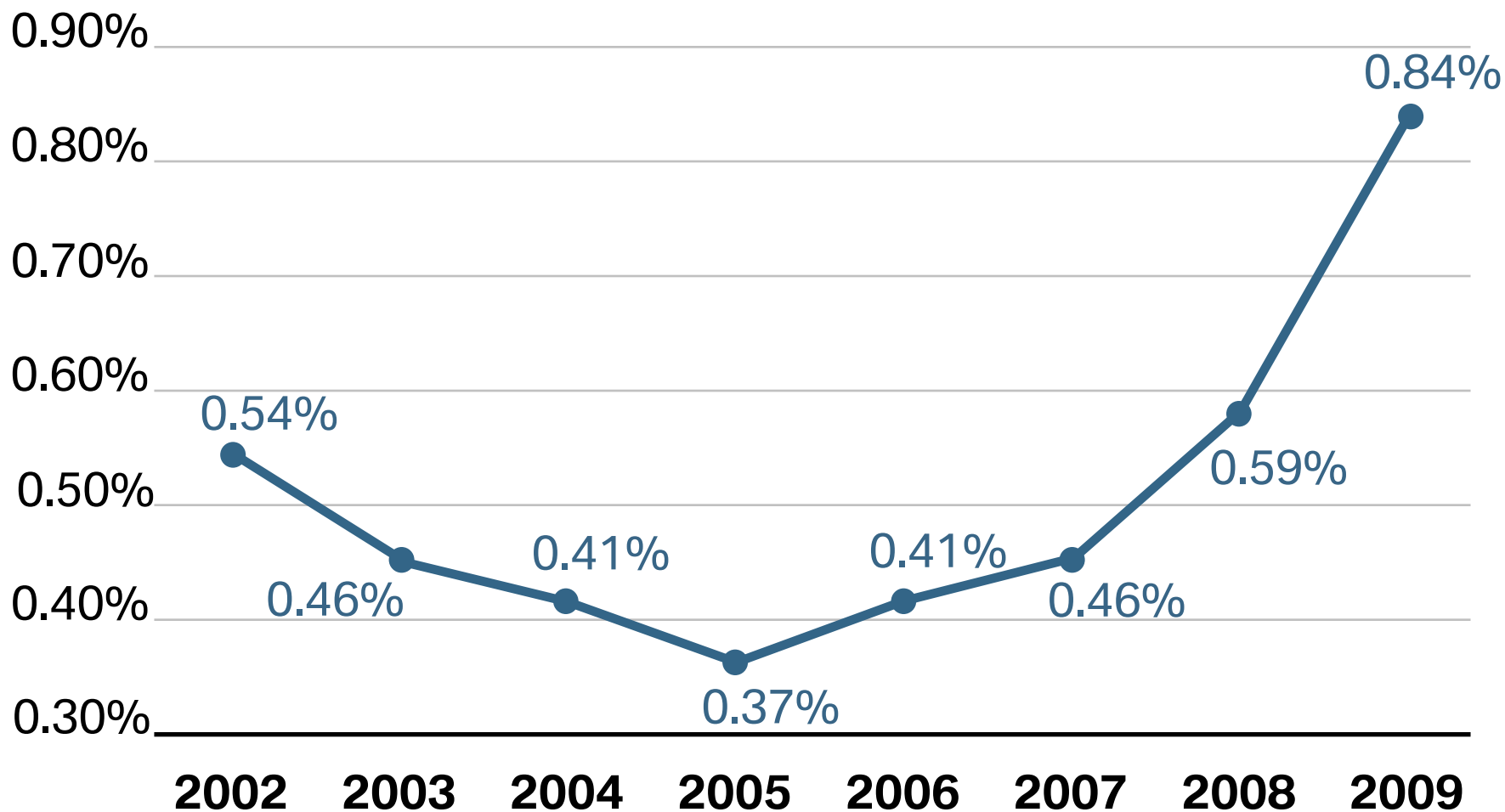
# Financial Services segment.

## Deliveries of certified pre-owned automobiles in the USA.



# 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**



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