BMW in China.

JOY IS BMW.
<table>
<thead>
<tr>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to China.</td>
</tr>
<tr>
<td>Introduction to the Automotive Market in China.</td>
</tr>
<tr>
<td>Introduction to BMW in China.</td>
</tr>
</tbody>
</table>
China.
Influence of the Three Beliefs on Chinese Culture Throughout Time. Confucianism, Taoism, and Buddhism.

A famous scholar in the Ming Dynasty once said:

"Confucianism is the outside, Taoism, the inside, and Buddhism is the direction in which it’s all going."

Throughout Chinese history it has also been said that "the strong believe in Confucianism, the intellectual, in Taoism, and the wise, in Buddhism."
# China

Chinese Civilization is one of the Only Ones in the World that has been Developing for more than 4,000 Years Without Lasting Interruption.

## Empirical Influence:

<table>
<thead>
<tr>
<th>From 2200 b.C. until 1912 ruled by Emperors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time between the two world wars 1912 – 1949 Republic of China</td>
</tr>
<tr>
<td>People’s Republic of China since 1. October 1949</td>
</tr>
</tbody>
</table>

## Political and Economical Wind of Change

**Deng Xiaoping (1904 - 1997)**

He is called "the architect" of a new brand of socialist thinking and opened China to foreign investment and the global market. Generally credited with advancing China into becoming one of the fastest growing economies in the world.
China.
On the Road to Once Again Being the Biggest Contributor to the World Economy.

GDP contribution of major countries to the global economy

1500
54% China, 3% United States, 18% Western Europe, 25% Others

1820
37% China, 3% United States, 24% Western Europe, 3% Japan, 2% Others

1973
19% China, 22% United States, 26% Western Europe, 5% Japan, 7% Others

2006
20% China, 40% United States, 19% Western Europe, 15% Japan, 6% Others

1931
37% China, 3% United States, 2% Western Europe, 9% Japan, 3% Others

China GDP contribution reached the highest level in 1820, however since then continued to decline to the historical lowest level in 1973.

Acceleration started again once China adopted the open door policy.
China.
China’s Size and Opportunity Compared to Europe.

<table>
<thead>
<tr>
<th></th>
<th>China 2008</th>
<th>Europe 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,328 million</td>
<td>499.7 million</td>
</tr>
<tr>
<td>Land surface</td>
<td>9.60 million km²</td>
<td>4.32 million km²</td>
</tr>
<tr>
<td>Arable land</td>
<td>12% (1.2 m km²)</td>
<td>25% (1.08 m km²)</td>
</tr>
<tr>
<td>GDP</td>
<td>USD 4,401 Bn</td>
<td>USD 18,394 Bn</td>
</tr>
<tr>
<td>GDP per capita</td>
<td>USD 3,315</td>
<td>USD 36,810</td>
</tr>
</tbody>
</table>

*The data is based on 27 countries of EU Source: Eurostat, IMF, China population and development research center
China.
One Country, Three Economies.

The mainland is divided into eastern, central and western areas geographically and economically.

**Eastern area, approx. 60% of national GDP**
Beijing, Tianjin, Hebei, Liaoning, Shanghai, Jiangsi, Zhejiang, Fujian, Shandong, Guangdong, Hainan

**Central area, approx. 25% of national GDP**
Shanxi, Jilin, Heilongjiang, Anhui, Jiangxi, Henan, Hubei, Hunan

**Western area, approx. 15% of national GDP**
Inner Mongolia, Guangxi, Chongqing, Sichuan, Guizhou, Yunnan, Tibet, Shaanxi, Gansu, Qinghai, Ningxia, Xinjiang
Growing Cities Show Strong Trend Toward Urbanization.

- **Beijing**: 16.5 million
- **Tianjin**: 11.5 million
- **Chengdu**: 13 million
- **Chongqing**: 36 million
- **Shanghai**: 18.5 million
- **Guangzhou**: 10 million
- **Shenzhen**: 12 million

**Source:** China State Statistics Bureau

- **7** cities, population >10 million
- **50** cities, population 5-10 million
- **150** cities, population 1-5 million
China.
Income Developments.

Until 2025 the number of households in premium relevant upper income groups will more than triple to over 100 mn and grow even faster than the middle class.

Source: Global Insight (data in real USD, price base 2005, purchasing power parity-adjusted), CAGR = Compound average annual growth rate
China.
Blooming Self-Confidence in Every Aspect.
China.
The Chinese Dream.
<table>
<thead>
<tr>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to China.</td>
</tr>
<tr>
<td>Introduction to the Automotive Market in China.</td>
</tr>
<tr>
<td>Introduction to BMW in China.</td>
</tr>
</tbody>
</table>
China.
Automotive Market Development.

PV Market Growth
2005: 26%
2006: 29%
2007: 25%
2008: 11%
2009: 53.9%

Premium Seg. Growth
2005: 21%
2006: 47%
2007: 44%
2008: 29%
2009: 29.5%

Premium Seg./PV market
2005: 3.7%
2006: 4.2%
2007: 4.9%
2008: 5.7%
2009: 4.8%

Source: Registration data
China.
Auto Regulations and Policies.

The government controls the auto industry via:
Limits on foreign shareholding (max. 50:50 and max. 2+2) and CBU market (NDRC benchmark of max. 5% of total market).
Changing policies and strictly controlled administrations (e.g. LC homologation, taxes, production and distribution licenses).
Direct involvement in business operations through state-owned enterprises and Chinese share of JVs.

State-owned enterprises (SOEs)
>90% of total market

Owned by central government
Owned by local gov. or ministries
Private Enterprises
China.
Chinese Customers are Brand Conscience and Enjoy Owning Luxury Products.

Ordinary car “have / not have car”  ➔  Rigid demand
Luxury car “have / not have good car”  ➔  Elastic demand

Purchase motive for a luxury car is not to fulfill a basic and urgent demand it involves more emotional elements and therefore has more freedom in purchase behavior.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand for more safety/comfort</td>
<td>10%</td>
</tr>
<tr>
<td>To win trust of business partners</td>
<td>35%</td>
</tr>
<tr>
<td>To match with social status</td>
<td>25%</td>
</tr>
<tr>
<td>Affected by reference group</td>
<td>10%</td>
</tr>
<tr>
<td>Other reasons</td>
<td>15%</td>
</tr>
</tbody>
</table>

The most important reason to purchase a luxury car is to show one’s financial strength.

Source: State Information Center
China.
The Spacious Sedan Fully Equipped is the Preferred Concept.
<table>
<thead>
<tr>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to China.</td>
</tr>
<tr>
<td>Introduction to the Automotive Market in China.</td>
</tr>
<tr>
<td>Introduction to BMW in China.</td>
</tr>
</tbody>
</table>
## China.
### BMW Milestones.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event/Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>Representative office</td>
</tr>
<tr>
<td>1994 – 2002</td>
<td>Sino-German transport projects</td>
</tr>
<tr>
<td>1998 – 2000</td>
<td>Search for a joint venture partner</td>
</tr>
<tr>
<td>Nov. 2001 – 2003</td>
<td>JV negotiations and approval process</td>
</tr>
<tr>
<td>May 23rd 2003</td>
<td>JV business license, BMW Brilliance Automotive (BBA)</td>
</tr>
<tr>
<td>July 1st 2003</td>
<td>Appointment mgt. of JV company, start of JV operations</td>
</tr>
<tr>
<td>September 2003</td>
<td>Start of JV production, Shenyang</td>
</tr>
<tr>
<td>October 2005</td>
<td>National Sales Company, Beijing</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>Decision Greenfield in Tie Xi, Shenyang</td>
</tr>
</tbody>
</table>
The high attractiveness of the brand in China is reflected by the translation of BMW:
The Chinese translation is Bǎo Mǎ, which means Precious Horse. With this the brand has the highest brand positioning and value of all car brands.
Taiwan
Importer: Pan German Motors

Hong Kong
Importer: BMW Concessionaires (HK) Limited

China.
BMW Main Locations.

Beijing
NSC / Reg. Office

Shanghai
Reg. Office

Guangzhou
Reg. Office

Shenyang
BMW Brilliance Automotive

Chengdu
Reg. Office

Taiwan
Importer: Pan German Motors

Importer: BMW Concessionaires (HK) Limited
China.
BMW & MINI Volume Growth.

2009 Market Share 22%
Premium Segment

2009 2nd plant signing ceremony

1994 Setup BMW Rep office

15% 2003-2004 Start of JV produced BMW vehicles sold in China

Established NSC

10%

5%

25%

20%

10%

5%
China.
BMW Model Offer.

Local production. Local production.
China.
BMW Model Mix 2009.

New 7 Series achieved the No.1 position in its segment and China is now the biggest 7 series market for BMW. Chinese customers prefer large engines and cars which is reflected in the X5, X6 and 7 series sales.
Modern Business Elite

BMW Customers

> China's New Business Elite: directors, managers, executives, company owners, CEOs
> Age focus between 30 and 40 years, most have at least a 4-year university degree, often with masters and PhDs.
> Philosophy of life: "Walk those roads that you never walked before, do things that you never knew you would do!"

Important: Living their life to its fullest potential. Very rational, technocratic views.
China.
Financial Services.

Majority of vehicles are still bought without financing or leasing.

> penetration rate
  2009 was 7%
> roughly 7k units
  were financed in 2009

Currently financing is offered via a cooperation partner.

Goal is to start own Financial Services Operations for wholesale and retail financing in 2010.
China.
BMW Outlets in Operation 2009 show Where our Customers Reside.

Total outlets 150

Total BMW Retail 2009  86,168

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>27%</td>
</tr>
<tr>
<td>East</td>
<td>40%</td>
</tr>
<tr>
<td>West</td>
<td>12%</td>
</tr>
<tr>
<td>South</td>
<td>21%</td>
</tr>
</tbody>
</table>
China.
Government Market is Imperative for Future Growth.

Actual sales of 3 series and 5 series LWB to governmental officials, ministries and police.
China.
Strong BMW Corporate Social Responsibility Strengthens the Brand Image.

BMW WHF platform
BMW Warm Heart Family.

BMW CSR activities
BMW associates
BMW customers
BMW dealers
China.

BMW & Brilliance with Phase II Greenfield Plant Expansion in November 2009.

Construction work is to begin in 2010, with the start of production slated for early 2012.

Upon completion of the second plant there will be a total annual production capacity of 100,000 units. Around 1,000 further jobs will be added to the 3,300 existing jobs in Shenyang.
BMW in China.

Thank you.