

March 16, 2011

# FINANCIAL ANALYSTS' MEETING

**BMW  
GROUP**



**Rolls-Royce**  
Motor Cars Limited

# FINANCIAL ANALYSTS' MEETING

**Dr. Norbert Reithofer**  
**Chairman of the Board of Management of BMW AG**

**March 16, 2011**

# BMW GROUP OUR VISION

We want to be the leading provider of premium products and premium services for individual mobility.



**Rolls-Royce**  
Motor Cars Limited

# **BMW GROUP**

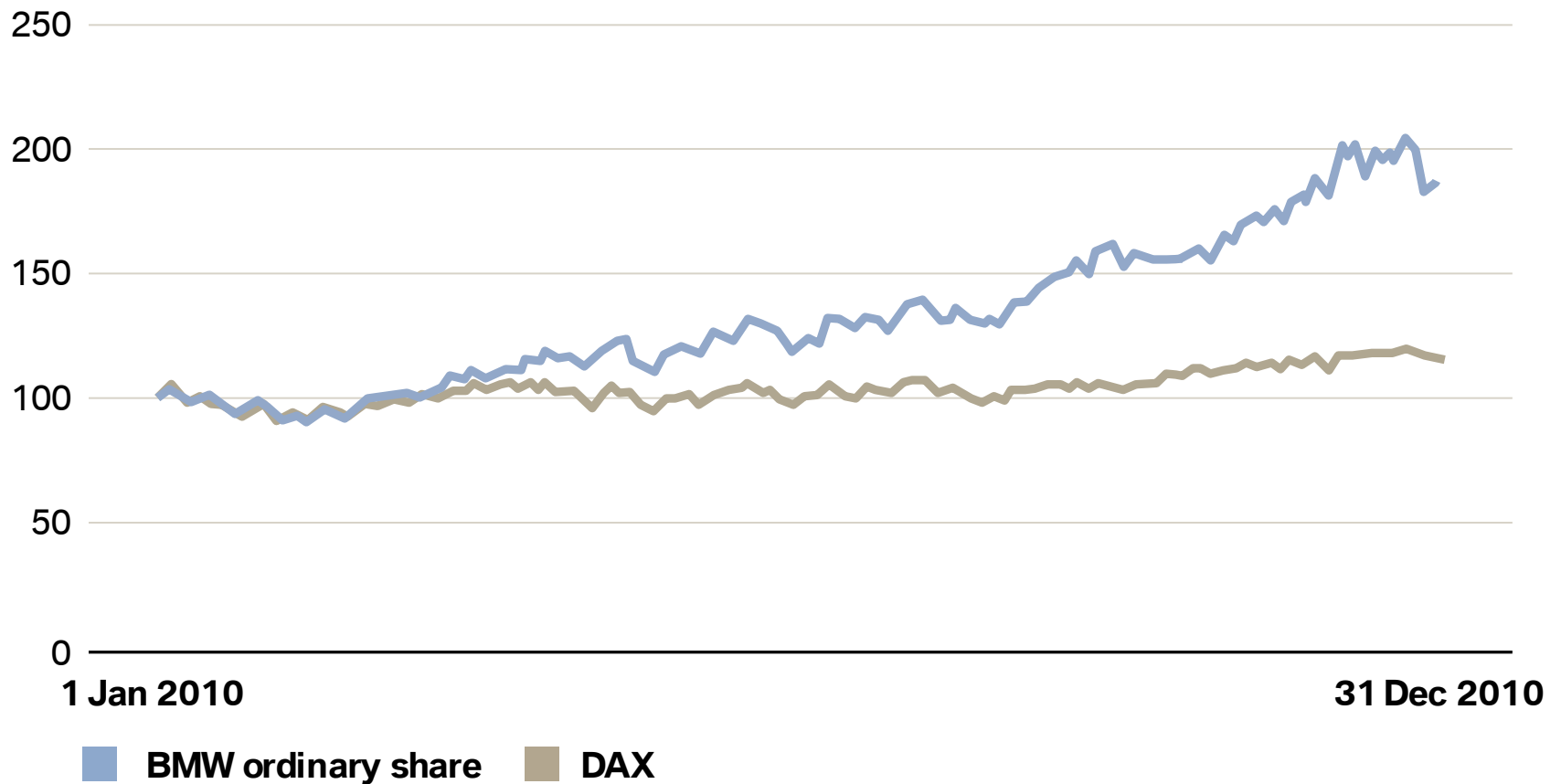
## **KEY FIGURES – BUSINESS YEAR 2010**

**Group pre-tax result – over € 4.83 billion.**

**Net profit – over € 3.23 billion.**

**More than 1.46 million BMW, MINI and Rolls-Royce vehicles sold.**

# DEVELOPMENT OF BMW ORDINARY SHARE – BEST DAX STOCK IN 2010



# BMW GROUP TARGETS – BUSINESS YEAR 2011

**We intend to further increase Group earnings above 2010.**

**We intend to sell significantly more than 1.5 million cars on Group level.**

**We intend to reach new record highs with all three brands.**

# AGENDA

**What did we accomplish in the business year 2010?**

**How do we intend to lead the BMW Group into the future?**

# BMW GROUP SALES FIGURES 2010

## BRANDS AND MOTORCYCLES



**1,224,280**

**+ 14.6 %** 



**234,175**

**+ 8.1 %** 



**2,711**

**+ 170.6 %** 




**110,113**

**+ 9.7 %** 



# NEW BMW 5 SERIES A GLOBAL SUCCESS





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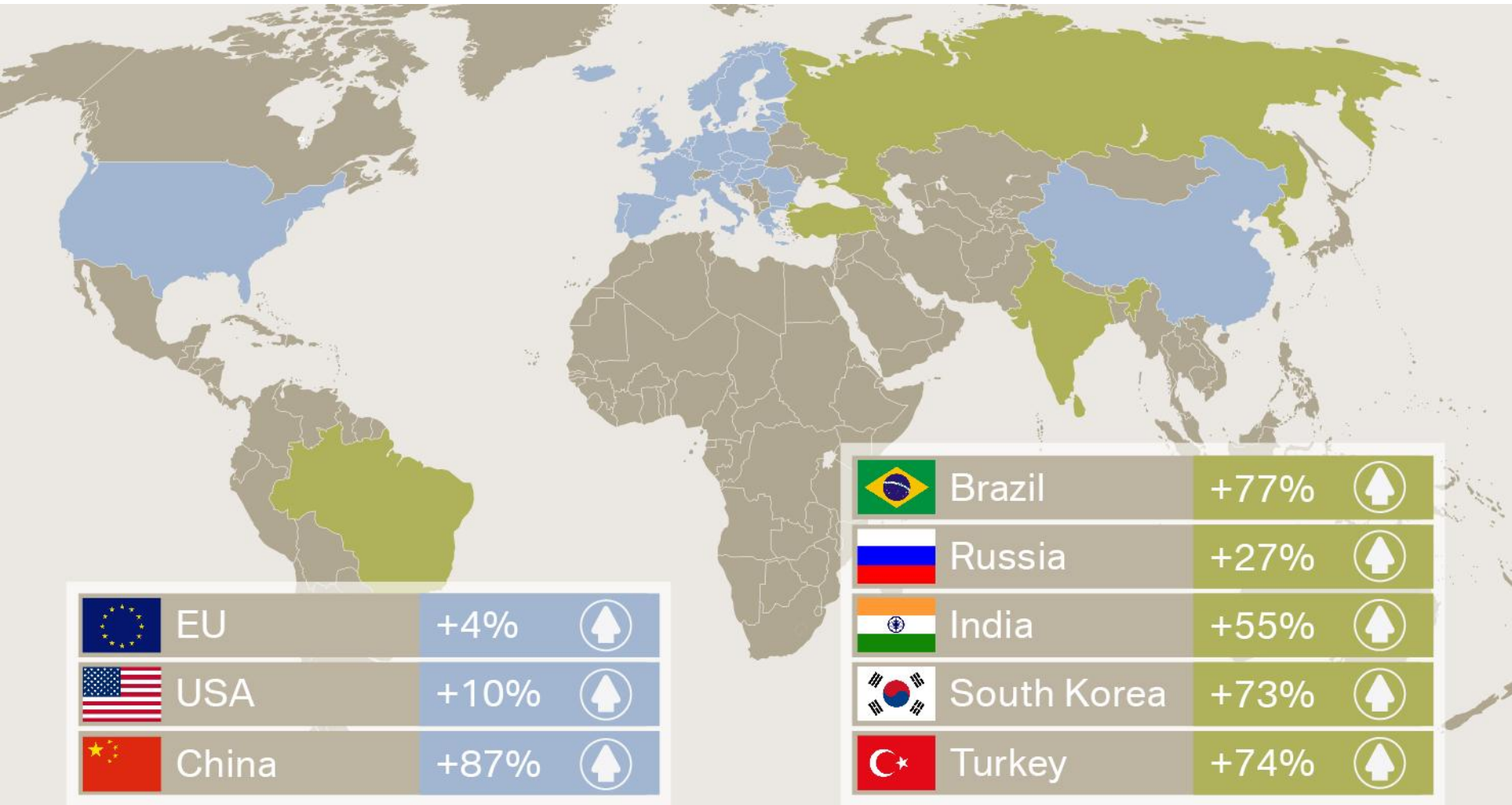
**BMW  
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# BMW GROUP BALANCED PERFORMANCE WORLDWIDE



**Increase in automobile deliveries in 2010**

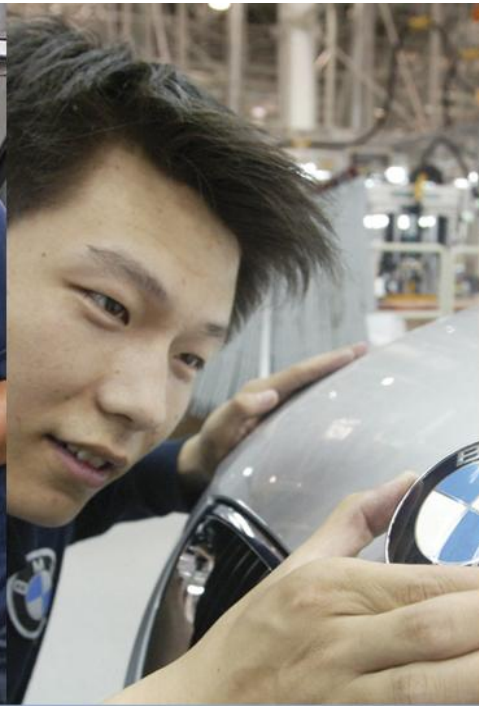
# BMW GROUP INVESTING IN GLOBAL PRODUCTION PLANTS



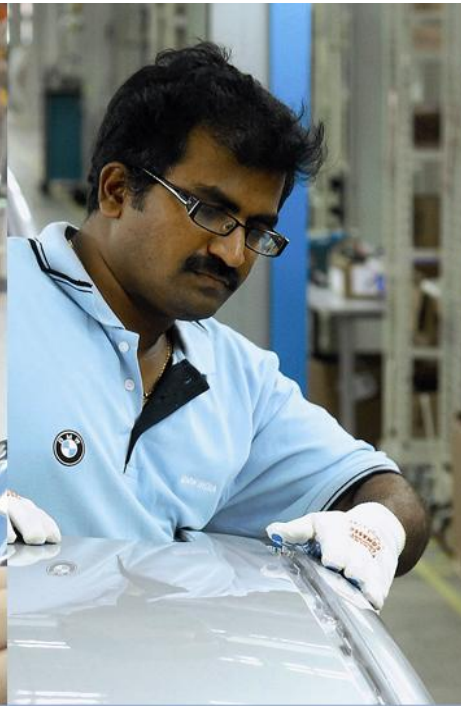
Germany



USA



China



India



# AGENDA

**What did we accomplish in the business year 2010?**

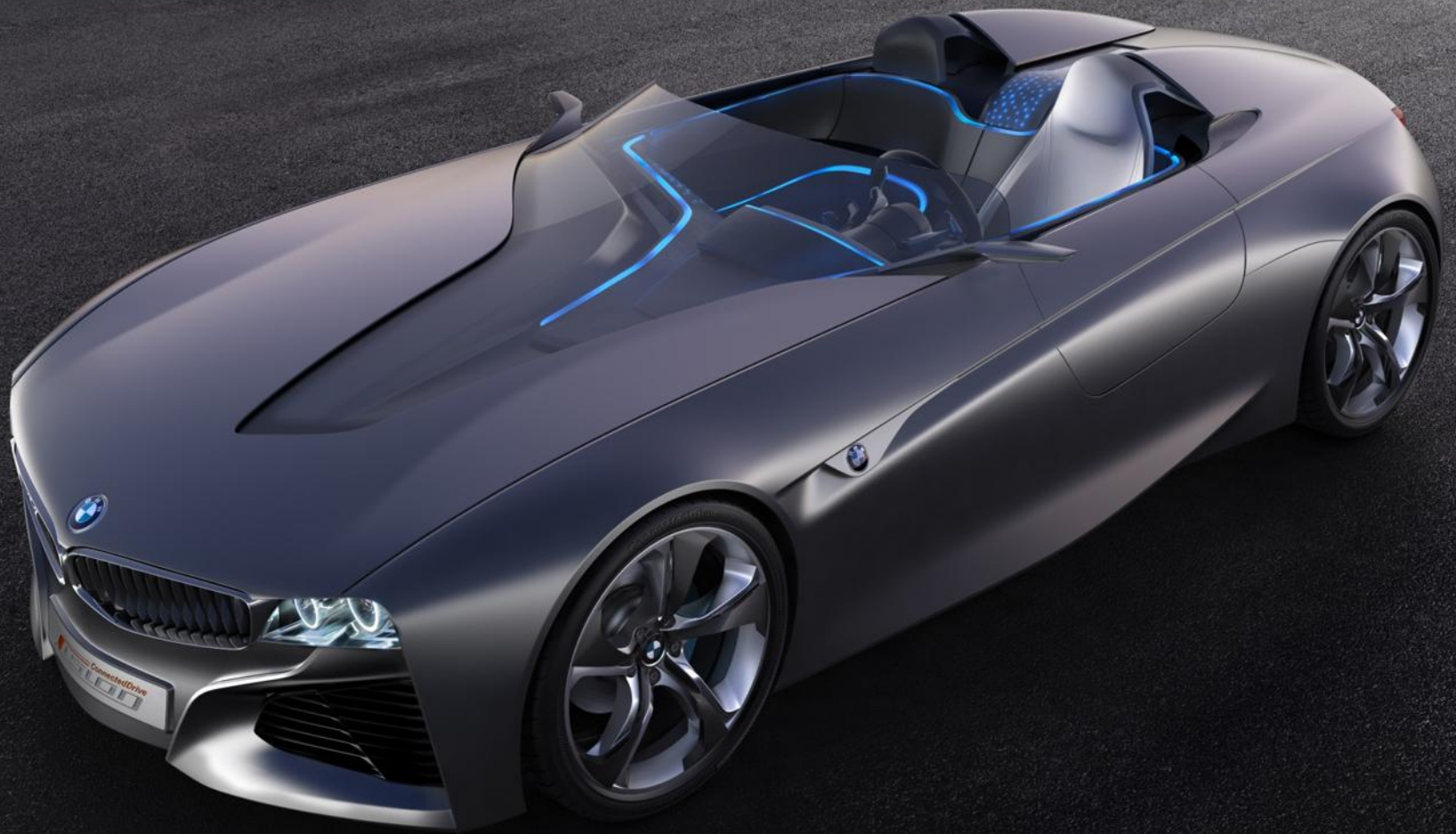
**How do we intend to lead the BMW Group into the future?**



# OUR ROADMAP FOR SUSTAINABLE MOBILITY FROM 2013: BMW i3 AND BMW i8



# INNOVATIVE MOBILITY SERVICES BMW CONNECTED DRIVE





# NEW ENGINE RANGE

## BMW EFFICIENT DYNAMICS

### BMW TwinPower Turbo technology



**New 4-cylinder petrol engine**



**Present 6-cylinder petrol engine**



# SUCCESS THROUGH STRATEGIC ALLIANCES

## BMW PEUGEOT CITROËN ELECTRIFICATION



**BMW  
GROUP**



Rolls-Royce  
Motor Cars Limited

**PSA PEUGEOT CITROËN**

Joint development and production of  
hybrid components and electric drives.



# THE FUTURE LIES IN “BOTH-AND”

Combustion engines

+

E-mobility

Steel

+

Carbon

Premium luxury segment

+

Premium small car segment

Mature markets

+

Growth regions

Productivity

+

Focus on associates


# BMW GROUP COMPREHENSIVE DIVERSITY APPROACH





# BMW GROUP NEW PRODUCTS 2011





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