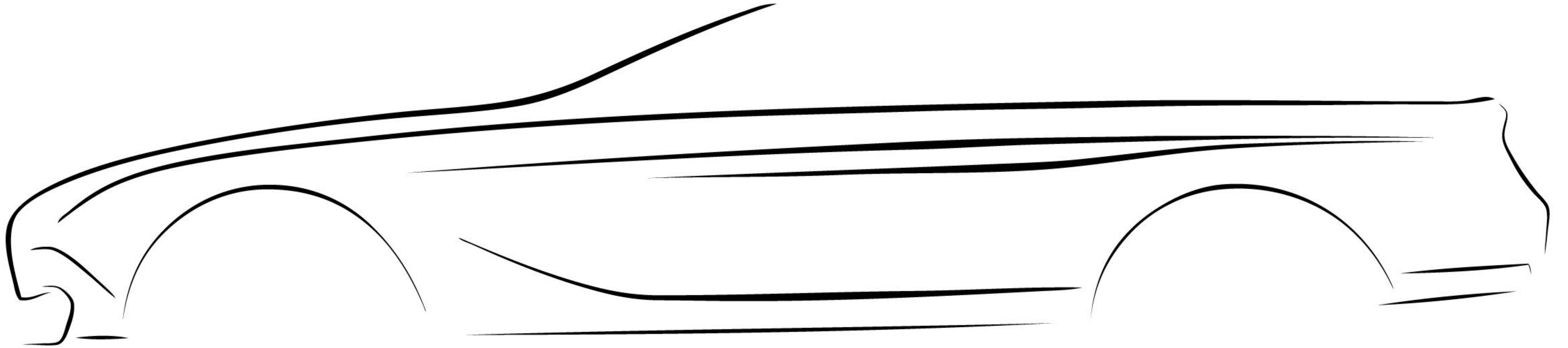


International Launch Event.

The new BMW 6 Series Convertible.



International Launch Event.

The new BMW 6 Series Convertible.



Dr. Friedrich Eichiner,
Member of the Board of Management of BMW Group, Finance.
BMW Group

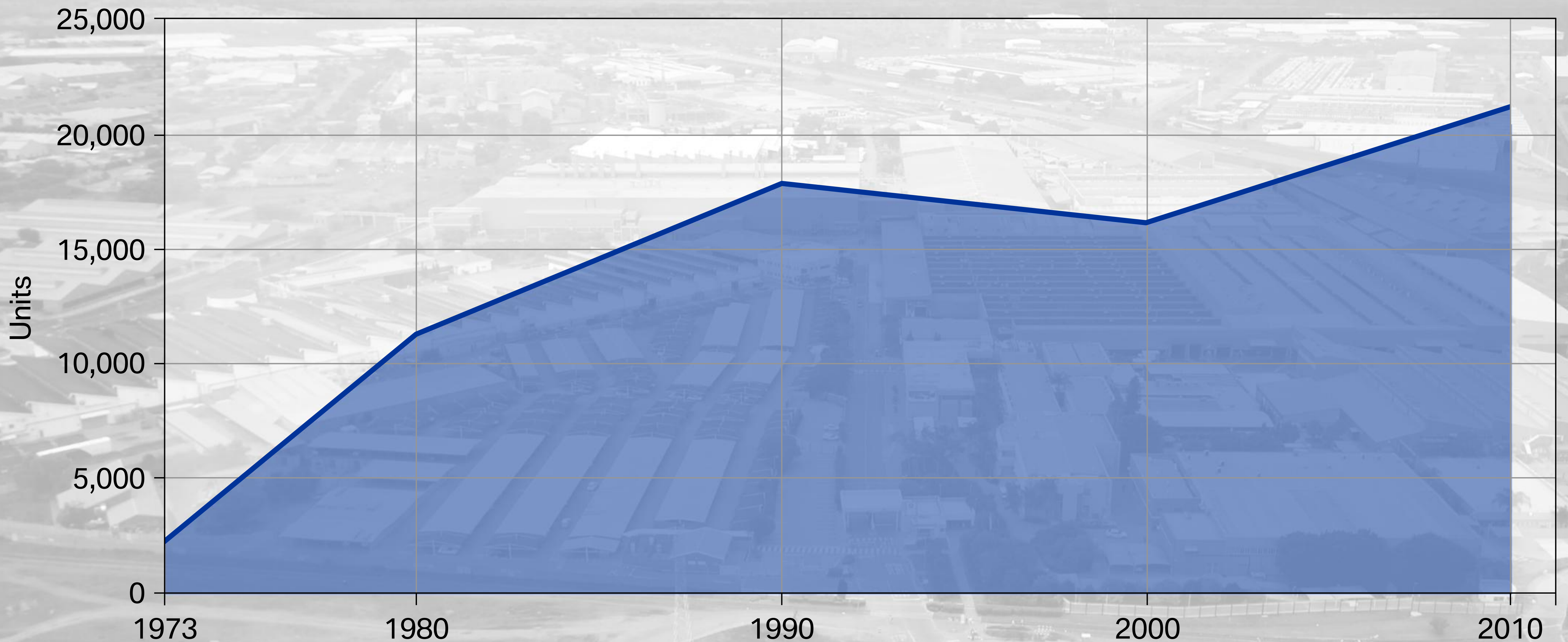
The new BMW 6 Series Convertible.

Welcome to South Africa.



The new BMW 6 Series Convertible.

Sales development South Africa.



The new BMW 6 Series Convertible.

Successful performance of BMW Group in 2010.

Strong growth due to global recovery and high demand for new models

Sales increase by 13.6% to 1.46 million units

Share price increased by 85%

Very favorable refinancing conditions on the capital markets

The new BMW 6 Series Convertible.

Effective business model focused on “Premium”.



Premium = innovative technology, top quality and finest engineering

Premium = attractive returns and higher revenues per unit

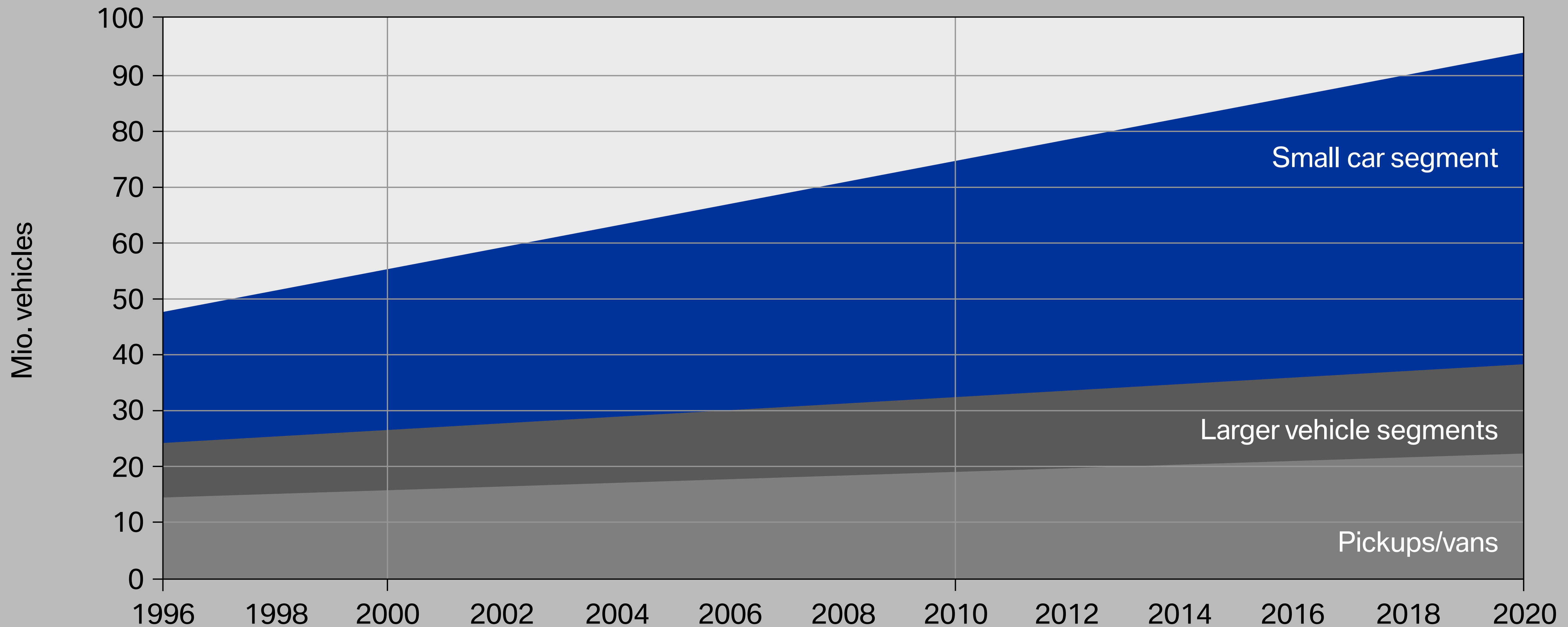
Premium = sustainability as key component of corporate and brand identity

Premium = segment with excellent growth prospects

The new BMW 6 Series Convertible.

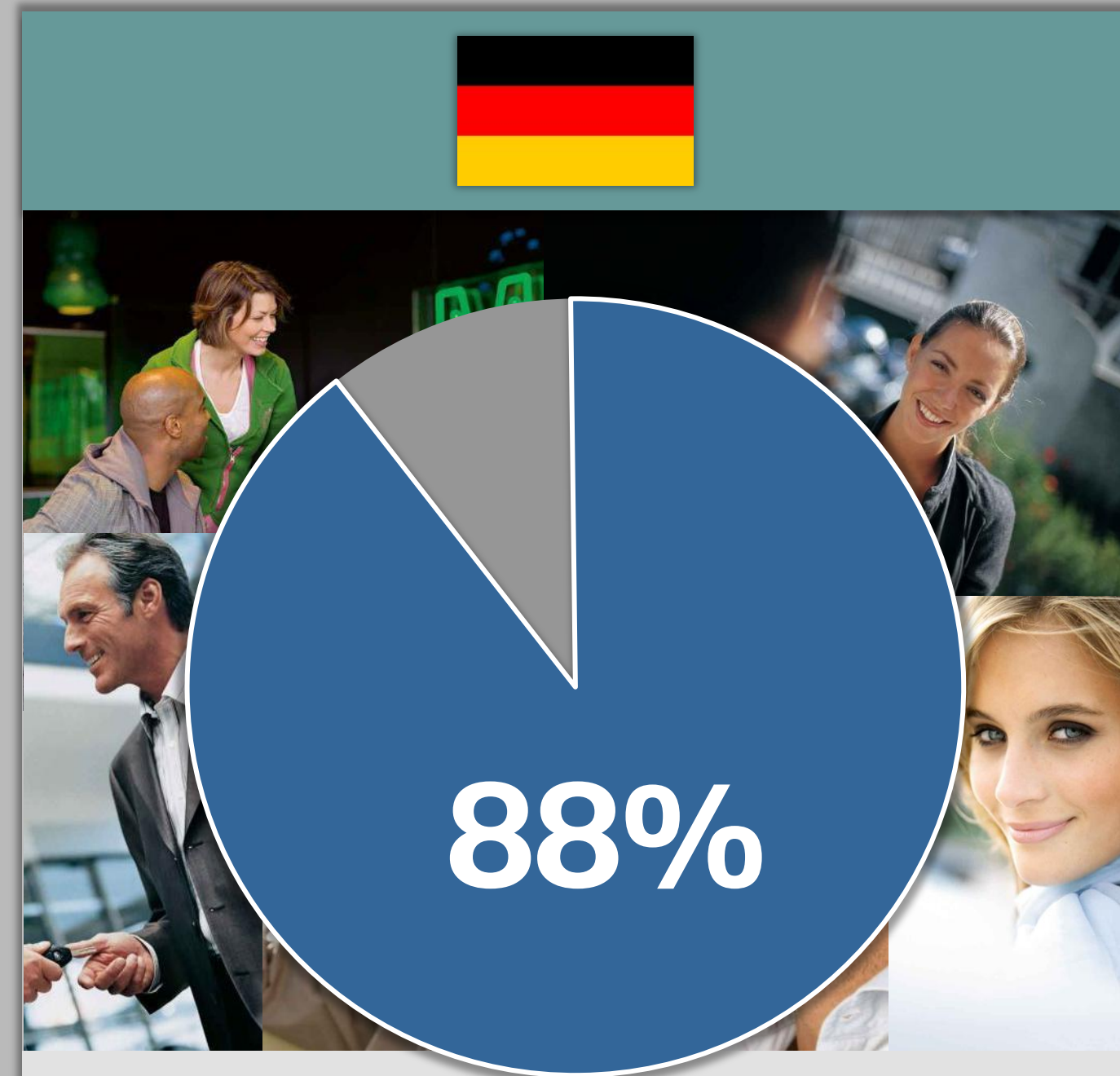
Growth segments in the car market.

Strategic market forecast 2021.



The new BMW 6 Series Convertible.

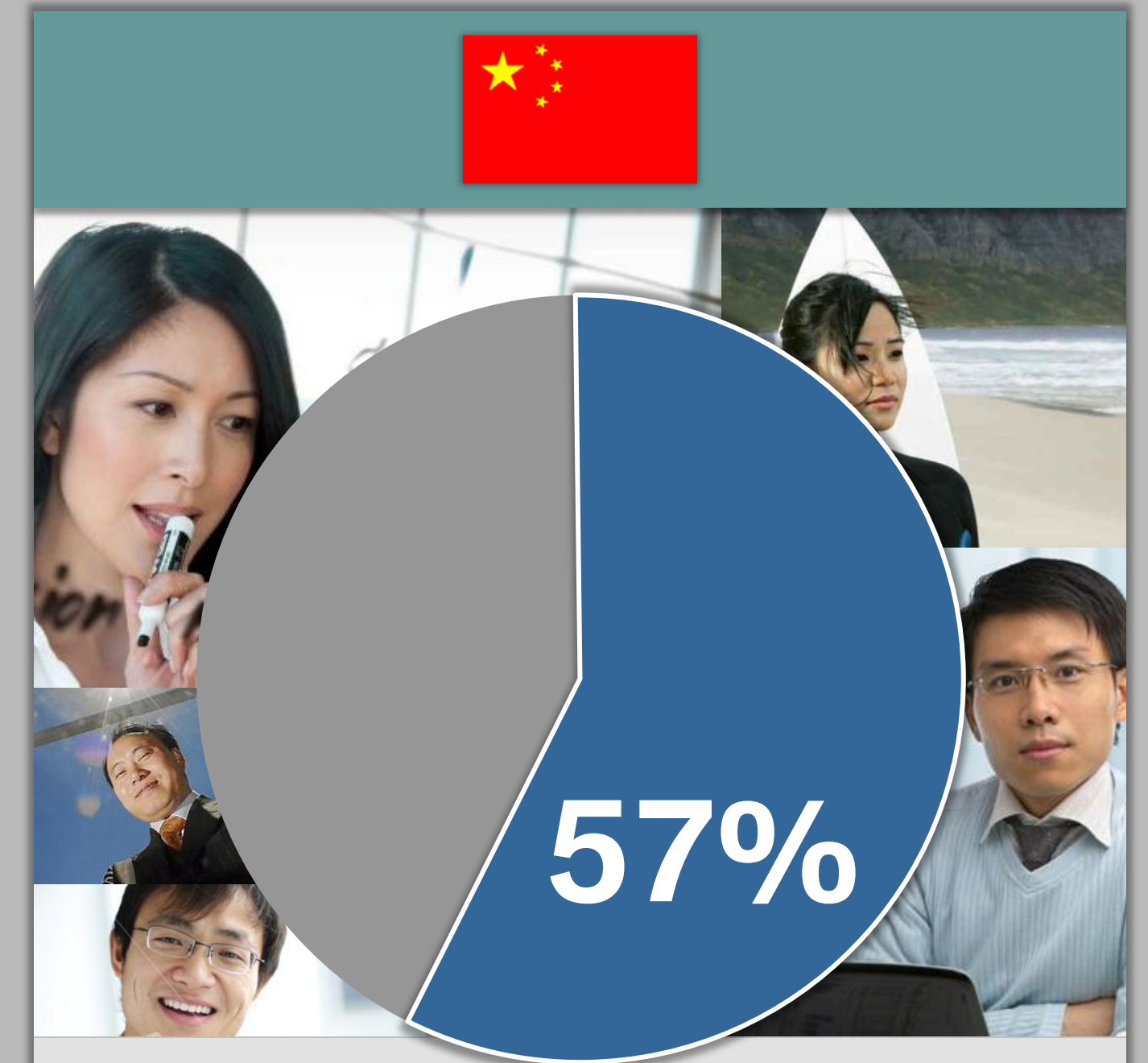
Customer surveys in Germany, US, China.



... of German customers will stick with their **current vehicle class** or **upgrade** to a **higher class**.



... of US customers intend to stay within the **same vehicle class** or are considering a **larger vehicle**.



... of Chinese customers want their next vehicle to belong to a **larger class**.

The new BMW 6 Series Convertible.

Top-down Driving Pleasure.



The new BMW 6 Series Convertible.
BMW EfficientDynamics.
Less Emissions, more Driving Pleasure.

Luxury ...

... and Efficiency



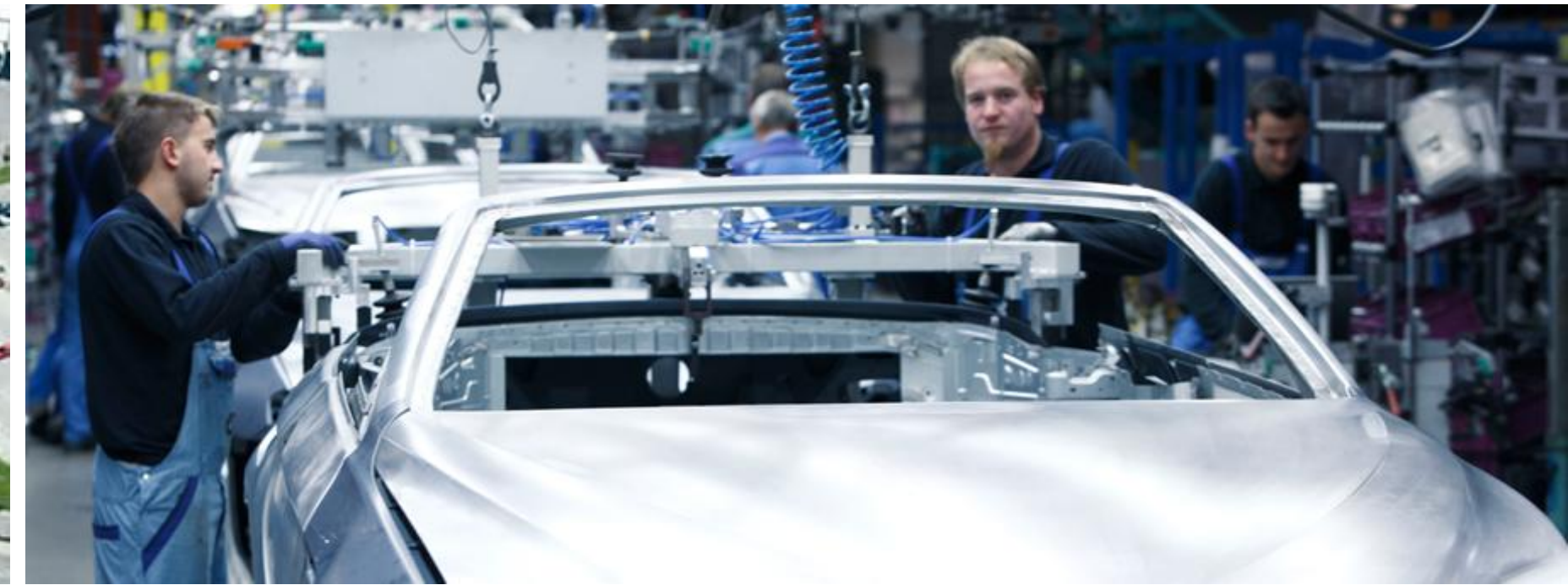
International Launch Event.

The new BMW 6 Series Convertible.



The new BMW 6 Series Convertible.

BMW 6 Series production figures approx. 2004 to 2010.



BMW 6 Series Coupé: 63,000 units.

BMW 6 Series Convertible: 55,000 units.



Outlook for 2011.

Strengthen our position as the world's leading premium manufacturer.

Sales target for 2011: > 1.5 mn. vehicles

New record highs in sales for all three brands

Sales focus on first half-year

Keeping an eye on economic developments



International Launch Event.
Thank you.

