March 15, 2011

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

March 15, 2011
We want to be the leading provider of premium products and premium services for individual mobility.
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 have we accomplished in the business year 2010?

How do we intend to lead the BMW Group into the future?
# BMW Group Sales Figures 2010

<table>
<thead>
<tr>
<th>Brands and Motorcycles</th>
<th>Units</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BMW</strong></td>
<td>1,224,280</td>
<td>+14.6%</td>
</tr>
<tr>
<td><strong>MINI</strong></td>
<td>234,175</td>
<td>+8.1%</td>
</tr>
<tr>
<td><strong>ROLLS ROYCE</strong></td>
<td>2,711</td>
<td>+170.6%</td>
</tr>
<tr>
<td><strong>Motorcycles</strong></td>
<td>110,113</td>
<td>+9.7%</td>
</tr>
</tbody>
</table>
NEW BMW 5 SERIES
A GLOBAL SUCCESS
**Increase in automobile deliveries in 2010**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU</td>
<td>+4%</td>
</tr>
<tr>
<td>USA</td>
<td>+10%</td>
</tr>
<tr>
<td>China</td>
<td>+87%</td>
</tr>
<tr>
<td>Brazil</td>
<td>+77%</td>
</tr>
<tr>
<td>Russia</td>
<td>+27%</td>
</tr>
<tr>
<td>India</td>
<td>+55%</td>
</tr>
<tr>
<td>South Korea</td>
<td>+73%</td>
</tr>
<tr>
<td>Turkey</td>
<td>+74%</td>
</tr>
</tbody>
</table>
BMW GROUP
INVESTING IN GLOBAL PRODUCTION PLANTS

Germany  USA  China  India
AGENDA

What have we accomplished in the business year 2010?

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

Joint development and production of hybrid components and electric drives.
THE FUTURE LIES IN “BOTH-AND”

<table>
<thead>
<tr>
<th>Combustion engines</th>
<th>+</th>
<th>E-mobility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steel</td>
<td>+</td>
<td>Carbon</td>
</tr>
<tr>
<td>Premium luxury segment</td>
<td>+</td>
<td>Premium small car segment</td>
</tr>
<tr>
<td>Mature markets</td>
<td>+</td>
<td>Growth regions</td>
</tr>
<tr>
<td>Productivity</td>
<td>+</td>
<td>Employee orientation</td>
</tr>
</tbody>
</table>
BMW GROUP
COMPREHENSIVE DIVERSITY APPROACH
March 15, 2011

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