



March 16, 2011

FINANCIAL ANALYSTS' MEETING

**BMW
GROUP**



Rolls-Royce
Motor Cars Limited



Rolls-Royce
Motor Cars Limited

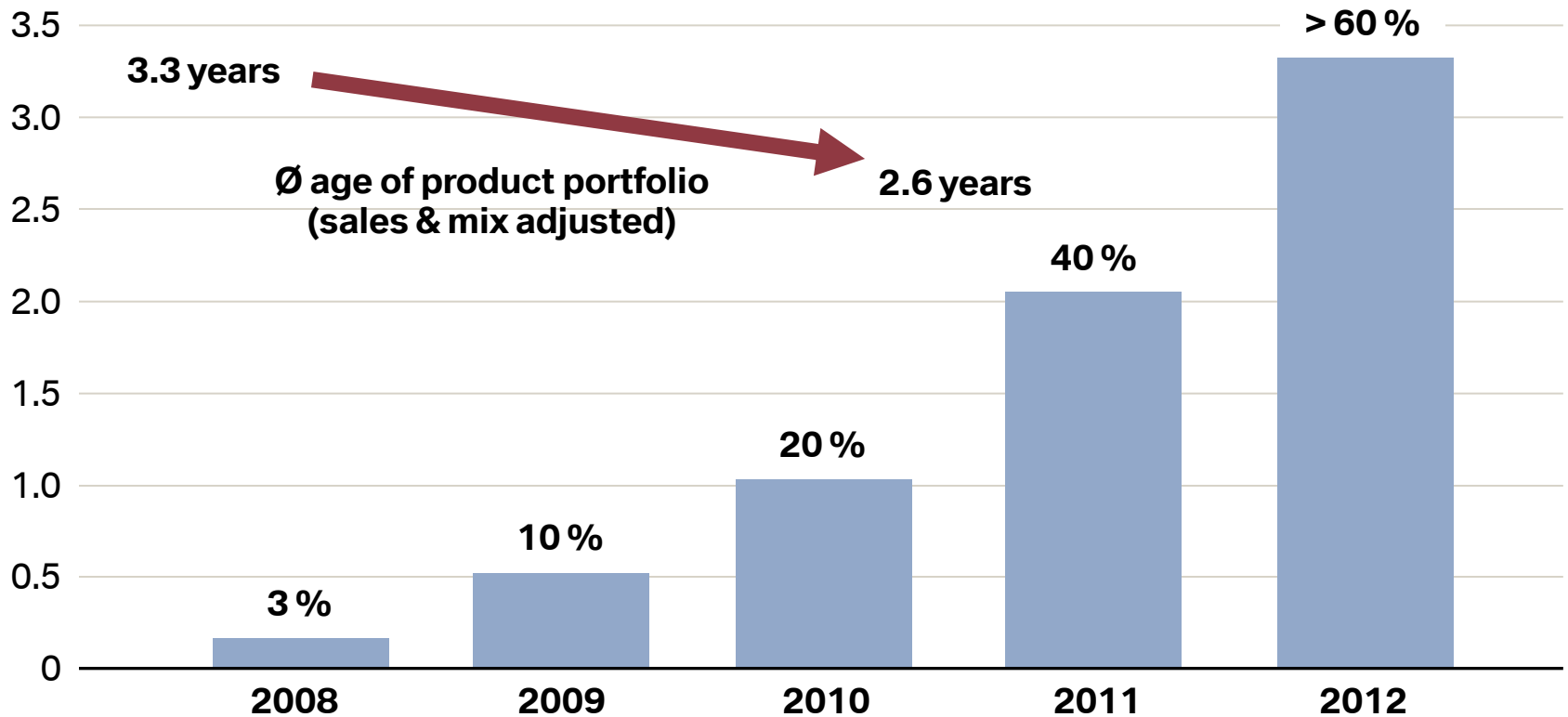
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Dr. Ing. Klaus Draeger
Member of the Board of Management of BMW AG

March 16, 2011

PORTFOLIO AGE LOWERED TO 2.6 YEARS BY 2012

Cumulated model renewal rate (as % of total expected annual sales volume)



BMW GROUP 2011

NEW PRODUCTS REFRESH THE PORTFOLIO



DEFINING THE FUTURE BMW i OFFERS FURTHER GROWTH POTENTIAL



TWO COLUMNS OF STRATEGIC INNOVATION FOCUSED ON THE FUTURE



BMW Efficient Dynamics



BMW Connected Drive



BMW EFFICIENT DYNAMICS OUR WAY TO REDUCE CO₂



Hydrogen



BEV



Hybrid



**Efficient
Dynamics**

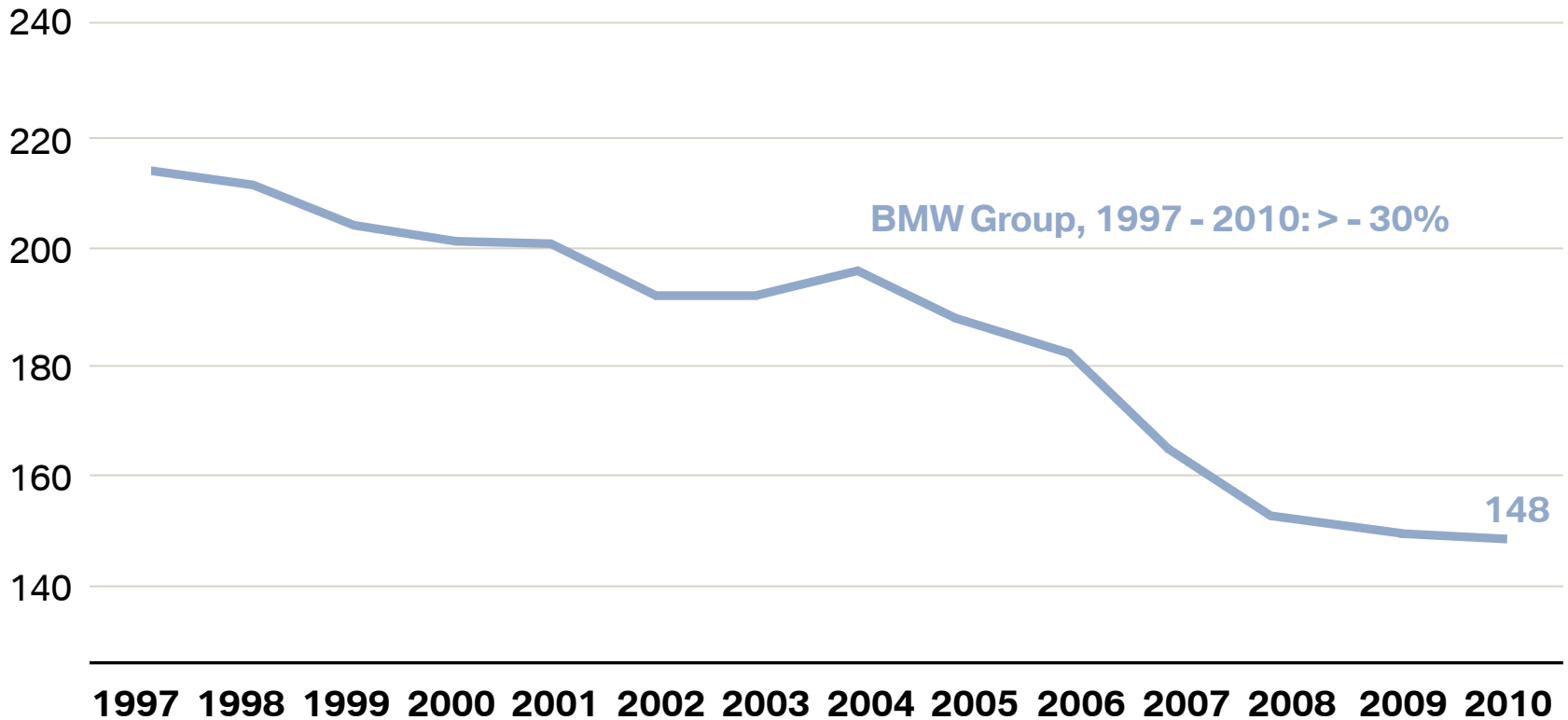
**Reduction of
CO₂ Emissions**



EFFICIENT DYNAMICS

REDUCTION EMISSIONS EU FLEET 1995 - 2010

EU fleet emissions (g/km CO₂)



INNOVATIVE STRENGTH: NEW ENGINES WITH TWINPOWER TURBO TECHNOLOGY

BMW 4-Cylinder



BMW X1 xDrive28i (four-cylinder)

Output [kW/hp]	180 / 245	↓ - 5 %
Torque [Nm]	350	↑ + 13 %
Acceleration 0-100 km/h [s]	6.1	← - 0.7 seconds
Top speed [km/h]	240	↑ + 4 %
Fuel consumption [l/100 km]	7.9	↓ - 16 %
CO ₂ emissions [g/km]	183	↓ - 16 %
Exhaust standard	EU5	

BMW Inline 6-Cylinder



BMW CONNECTED DRIVE BENEFIT STRUCTURE

INTELLIGENT CONNECTIVITY

BMW ConnectedDrive

Convenience

Convenient driving and
vehicle handling



Infotainment

Information & Entertainment
(Like at home / in office)

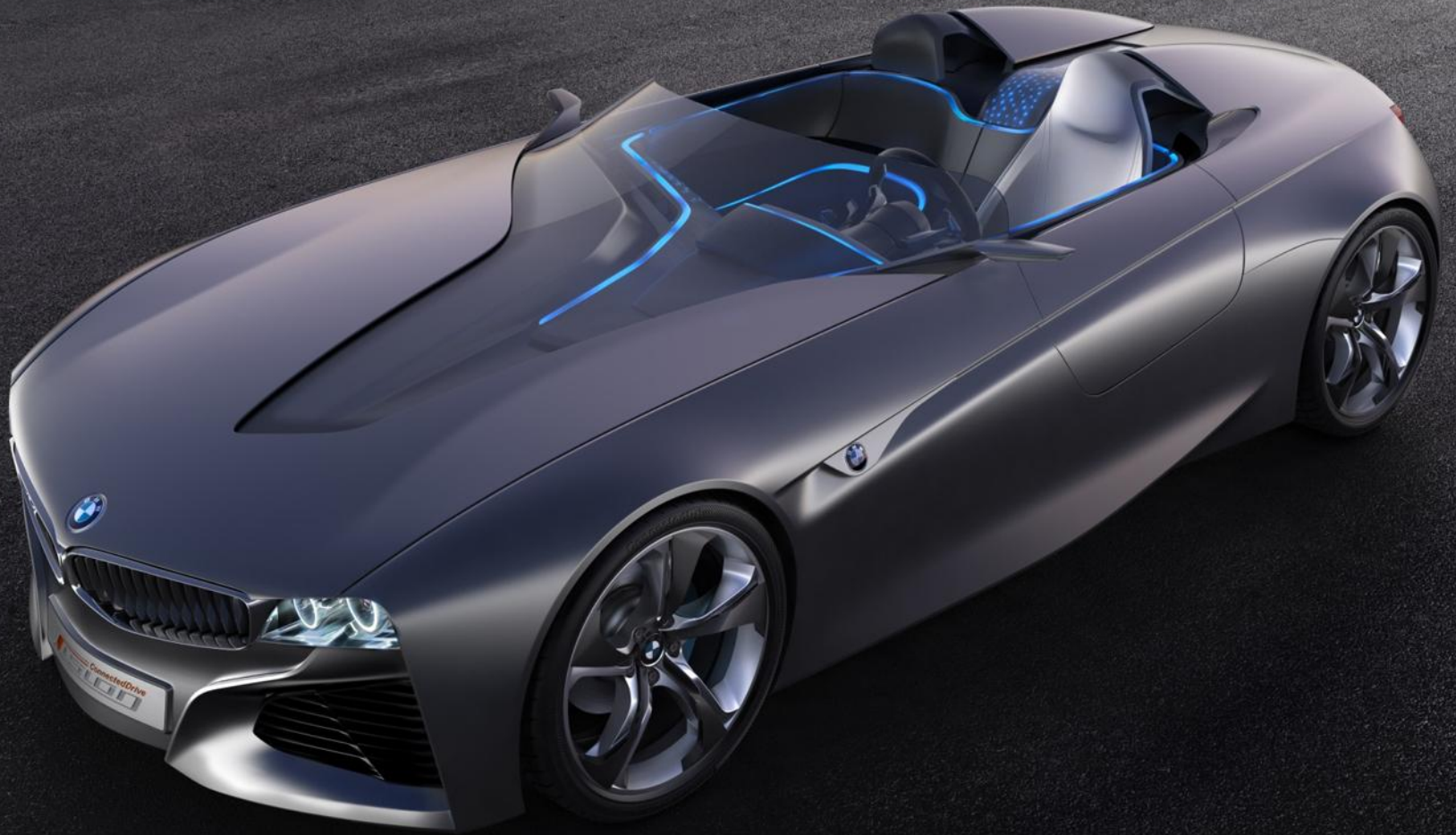


Safety

Safer driving
(Avoid injury, Active Safety)

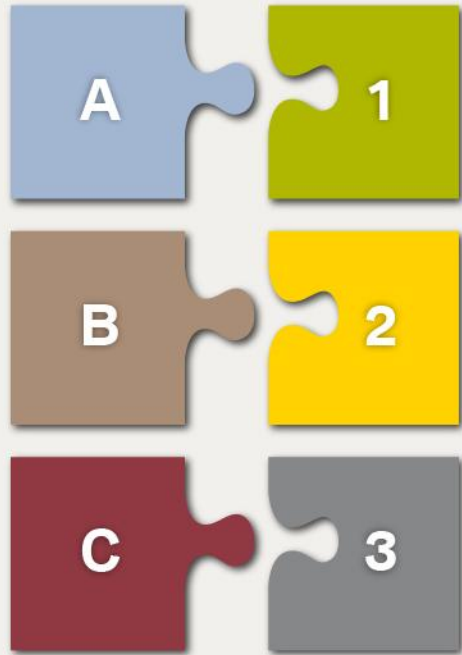


BMW VISION CONNECTED DRIVE COMMUNICATING WITH THE WORLD



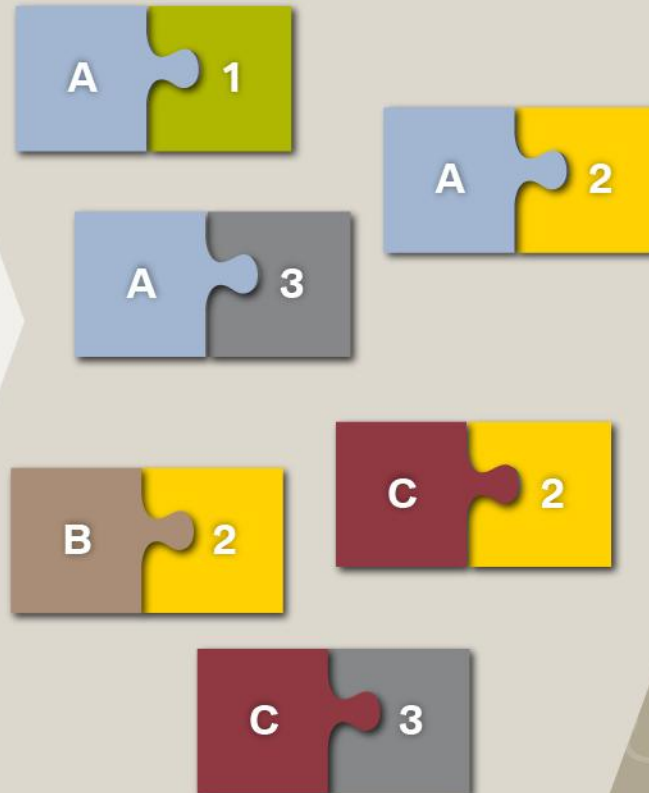
USE OF STANDARDIZED ARCHITECTURE AND MODULAR SYSTEMS

Standard architecture



Modules

Standard architecture allows for multiple modular combinations





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SUCCESS THROUGH TARGETED COOPERATIONS

PSA Peugeot Citroën

Production of 4-Cylinder engines

PSA Peugeot Citroën

Development and production of hybrid components

Daimler

Purchasing

SGL Group

Carbon Fibre Production

R&D EFFICIENCY VIRTUALIZATION AND PROCESS OPTIMIZATION





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