

**BMW
GROUP**



ROLLS-ROYCE
MOTOR CARS LTD



INVESTOR AND ANALYST DAYS. STRATEGIC INSIGHTS.

OLIVER ZIPSE
CHAIRMAN OF THE BOARD OF MANAGEMENT OF BMW AG

There is not **one automotive industry** and there are just a few **truly global** players.



Our industry is one of the most **highly regulated** sectors – that makes our business complex.

Growth as an **engine** for economic development. We are **committed** to **profitable** growth.



Those who **master** technical & regulatory **complexity** will be successful **globally**.

Our **strategy** is perfectly adapted to the **dynamic** environment.

BMW with **outstanding** E-portfolio – **E-mobility** remains **growth driver** number **one**.

Technology openness creates **resilience** and secures our global **market success**.

Hydrogen – the missing piece of the puzzle with **huge** potential.



NEUE KLASSE – our **game changer** across **all** types of drivetrains.

Digitalisation / AI – unlocking potential in our products and across the company.





**THE BMW WAY – SUCCESSFUL TODAY AND
READY FOR THE FUTURE IN ANY ENVIRONMENT.**

CONSUMPTION AND EMISSION DATA.

MINI Countryman SE ALL4 Essential Trim.

Energy consumption in kWh/100km WLTP (combined): 18.5

CO₂-emissions in g/km WLTP (combined): 0

CO₂-Class: A

BMW R 1300 GS Trophy.

Fuel consumption in l/100km WMTC (combined): 4.8

CO₂-emissions in g/km: 110

Rolls-Royce Spectre.

Energy consumption in kWh/100km WLTP (combined): 21.5

CO₂-emissions in g/km: 0
