

6 THESES ON THE BMW WAY.

Oliver Zipse

Chairman of the Board of Management of BMW AG



**The BMW Group is one of the few truly global players
in the automotive industry.**





**Unpredictable trade policies in the major world regions
have an increasingly significant impact on our business.**

**Technological neutrality leads to effective CO₂ reduction
and ensures global economic success.**



NEUE KLASSE – A leap forward at exactly the right time.



**Taking things forward - both for BMW and the economy.
The management of all of these topics delivers on our
ambition to increase profitable market share.**



**Resolute long-term orientation,
visionary strategic approach,
efficient cost steering,
disciplined management,
consistent execution**

...delivers results.

