



March 20, 2014

# ANALYST AND INVESTOR CONFERENCE

**DR. NORBERT REITHOFER**  
**CHAIRMAN OF THE BOARD OF MANAGEMENT OF BMW AG**

**BMW**  
**GROUP**



Rolls-Royce  
Motor Cars Limited

# BMW GROUP

## BMW AMONG THE TOP 20 GLOBAL COMPANIES

FORTUNE Magazine:



Google



amazon.com

STARBUCKS®



NORDSTROM



Coca-Cola

IBM®

P&G

BERKSHIRE HATHAWAY INC.



SINGAPORE AIRLINES

COSTCO  
WHOLESALE

WHOLE  
FOODS  
MARKET



SOUTHWEST.COM®

Johnson & Johnson

FedEx®  
Express

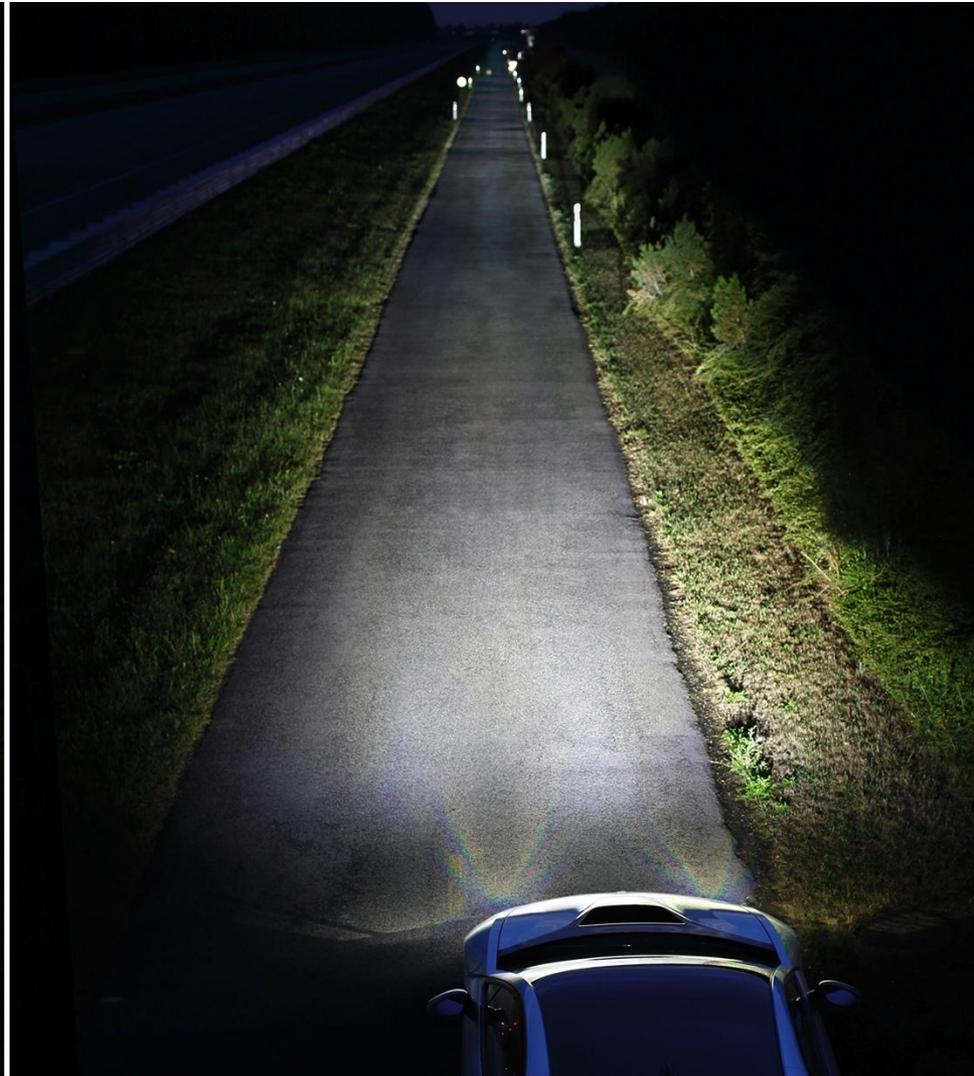


# BMW GROUP THE NEW BMW i8



# BMW GROUP

## BMW i8: FIRST SERIES CAR WITH LASER LIGHT



# BMW GROUP THE NEW BMW i8



# BMW GROUP AGENDA

How do we evaluate our performance in the business year 2013?

What are our targets for the business year 2014?

How can we ensure our long-term success in an ever-changing environment?



# BMW GROUP AGENDA

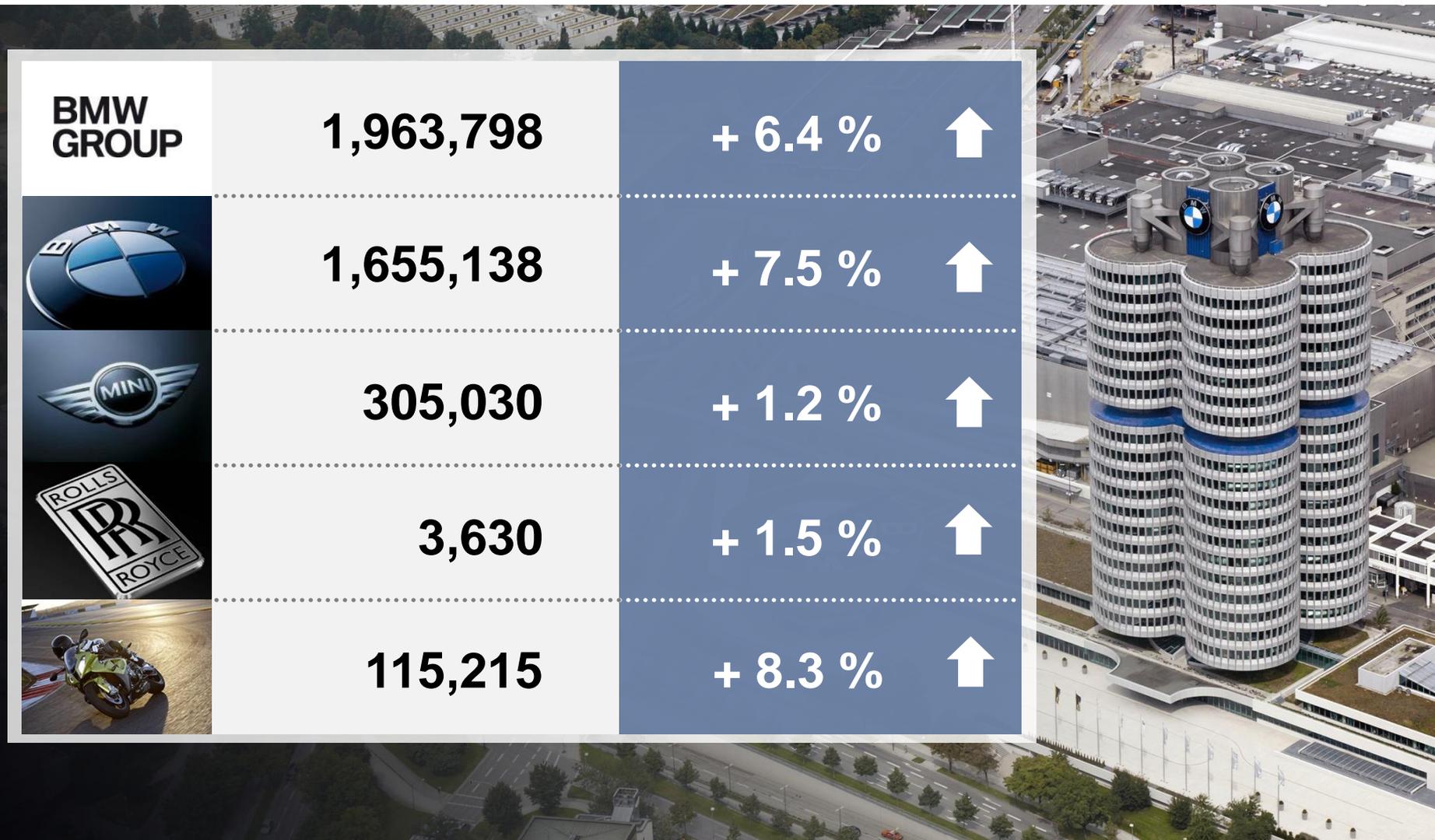
How do we evaluate our performance in the business year 2013?

What are our targets for the business year 2014?

How can we ensure our long-term success in an ever-changing environment?



# BMW GROUP NEW RECORD SALES IN 2013



# BMW GROUP SHEER DRIVING PLEASURE – FROM BMW M TO BMW i



# BMW GROUP 2013 KEY FINANCIALS

In million €

**Group revenues** **76,058** **- 1.0 %**

**Profit before tax  
Group** **7,913** **+ 1.4 %**

**Group net profit** **5,340** **+ 4.5 %**

**Profit before tax  
Financial Services** **1,639** **+ 5.0 %**

**EBIT margin Automotive  
(in %)** **9.4**



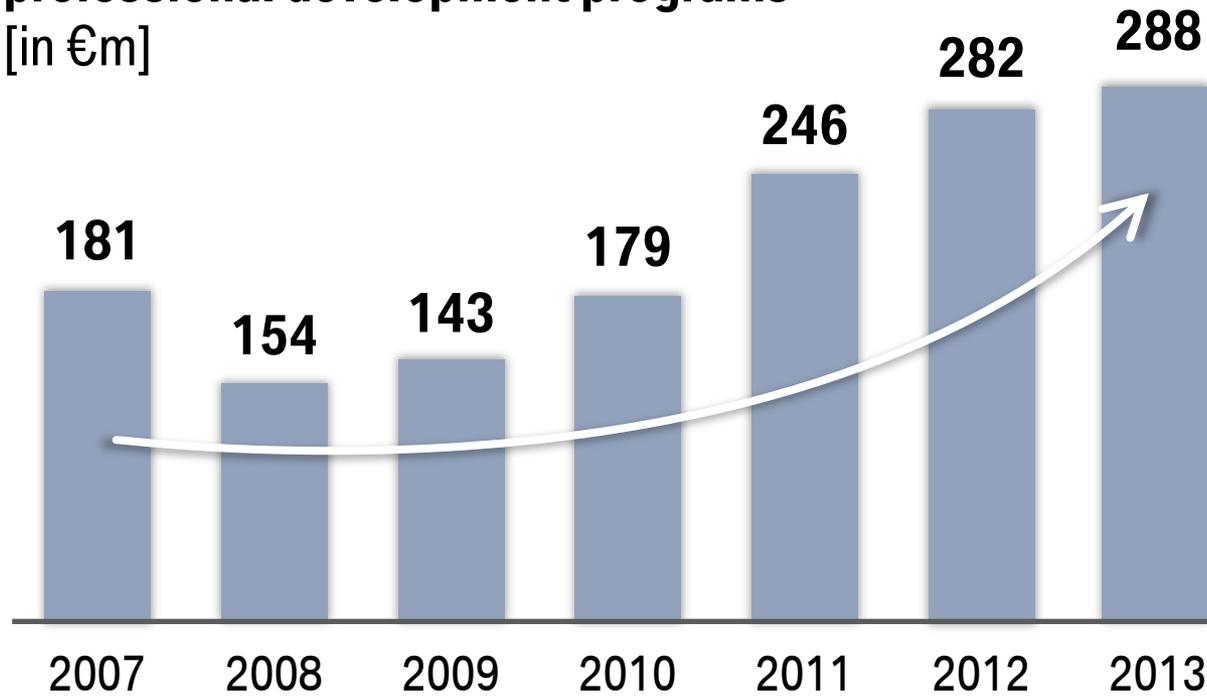
# BMW GROUP HIGHEST PROFIT-RELATED BONUS EVER



# BMW GROUP

## € 1.5 BILLION INVESTED IN OUR ASSOCIATES

**Investment in vocational training/  
professional development programs**  
[in €m]



# BMW GROUP DIVERSITY MAKES US STRONG



# BMW GROUP AGENDA

How do we evaluate our performance in the business year 2013?

What are our targets for the business year 2014?

How can we ensure our long-term success in an ever-changing environment?



# BMW GROUP TARGETS FOR THE BUSINESS YEAR 2014

Sales to top two million vehicles

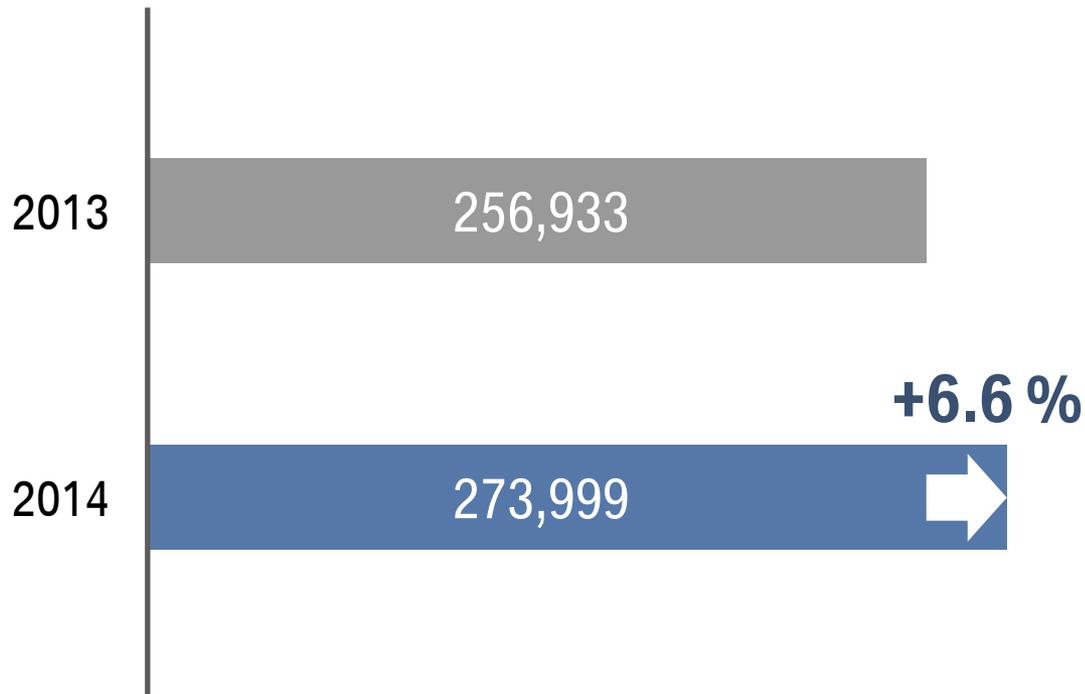
Leading position in the premium segment

New record for Group profit before tax

EBIT margin in the Automotive segment in  
a target range of 8-10%

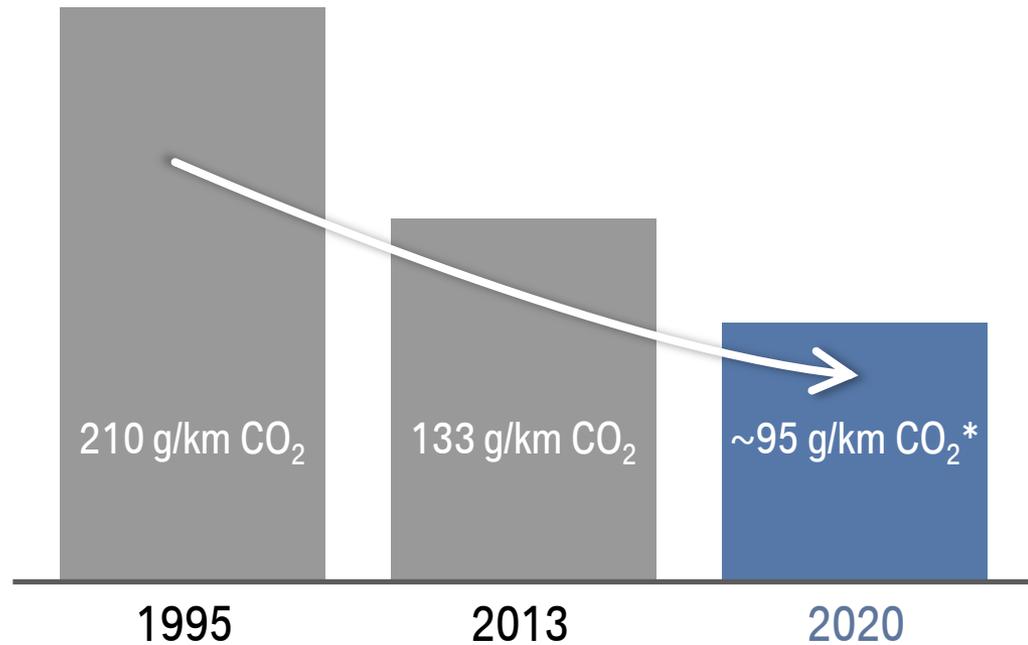
# BMW GROUP SALES RECORD AT GROUP LEVEL

## BMW Group Automobile sales per February 2014



# BMW GROUP SUCCESS STORY EFFICIENT DYNAMICS

Less consumption, more performance



\* EU target limit

# BMW GROUP AGENDA

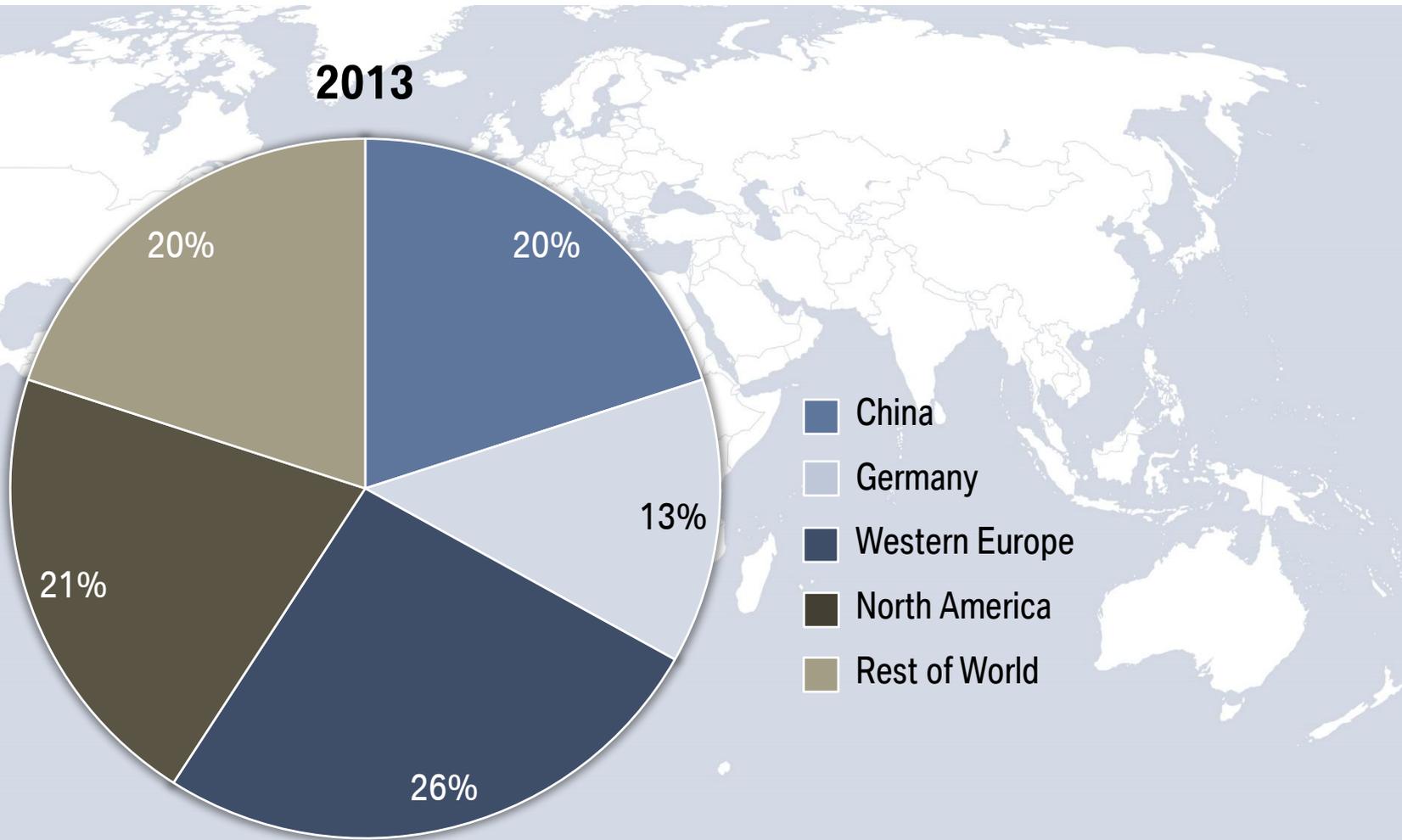
How do we evaluate our performance in the business year 2013?

What are our targets for the business year 2014?

How can we ensure our long-term success in an ever-changing environment?



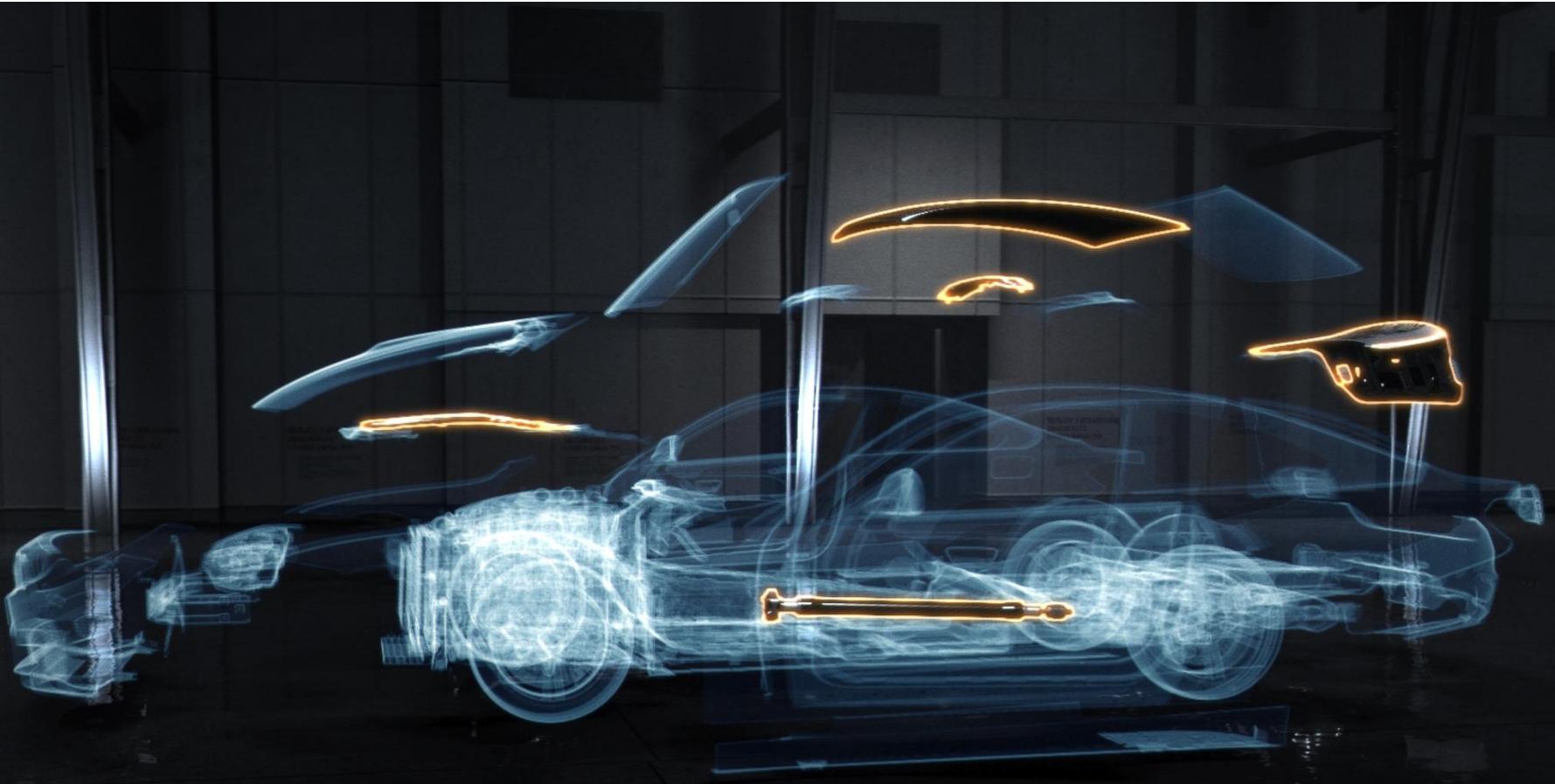
# BMW GROUP SALES: GLOBALLY BALANCED



# BMW GROUP STRENGTHENING OUR GLOBAL PRESENCE



# BMW GROUP LEADING POSITION IN LIGHTWEIGHT CONSTRUCTION



# BMW GROUP

## BMW i3 – HIGH CUSTOMER DEMAND



# BMW GROUP SYNERGIES DUE TO STANDARDIZED ARCHITECTURES



# BMW GROUP NEW MODELS IN 2014



BMW 2 Series Active Tourer

# BMW GROUP NEW MODELS IN 2014



BMW 2 Series Coupé

# BMW GROUP NEW MODELS IN 2014



BMW 4 Series Convertible

# BMW GROUP NEW MODELS IN 2014



BMW 4 Series Gran Coupé

# BMW GROUP NEW MODELS IN 2014



BMW X3 Model update

# BMW GROUP NEW MODELS IN 2014



BMW X4

# BMW GROUP NEW MODELS IN 2014



BMW M3 Sedan



BMW M4 Coupé

# BMW GROUP NEW MODELS IN 2014



MINI Cooper S

# BMW GROUP MINI DEVELOPS FURTHER



MINI Clubman Concept

# BMW GROUP NEW MODELS IN 2014

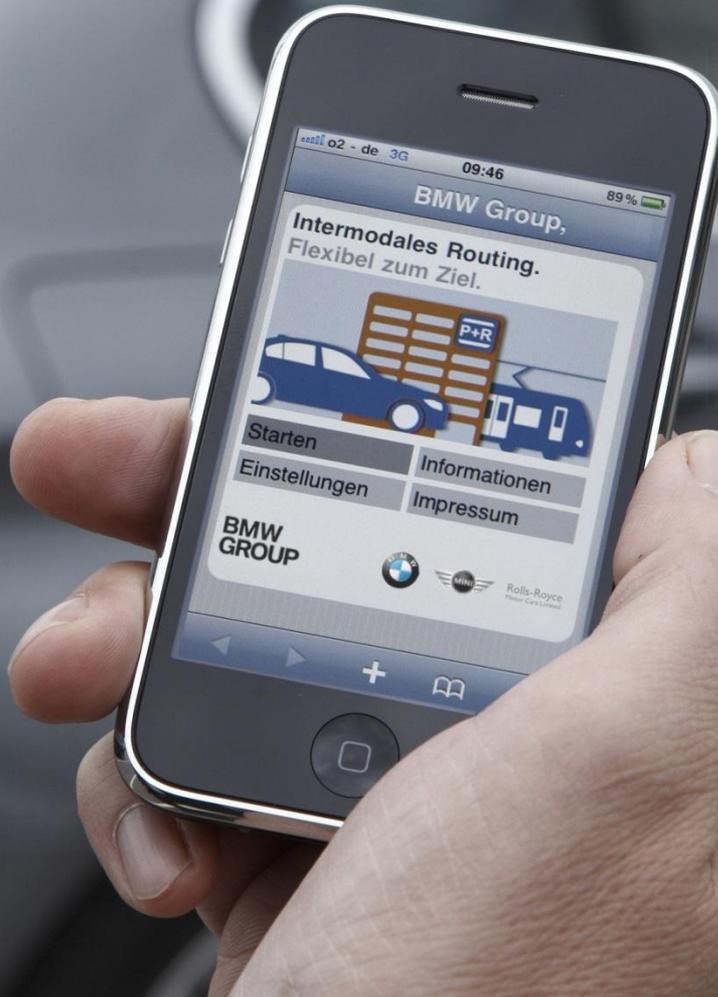


Rolls-Royce Ghost Series II

# BMW GROUP VISION FOR 2020



# BMW GROUP BMW CONNECTED DRIVE



**DriveNow**

**AlphaCity**

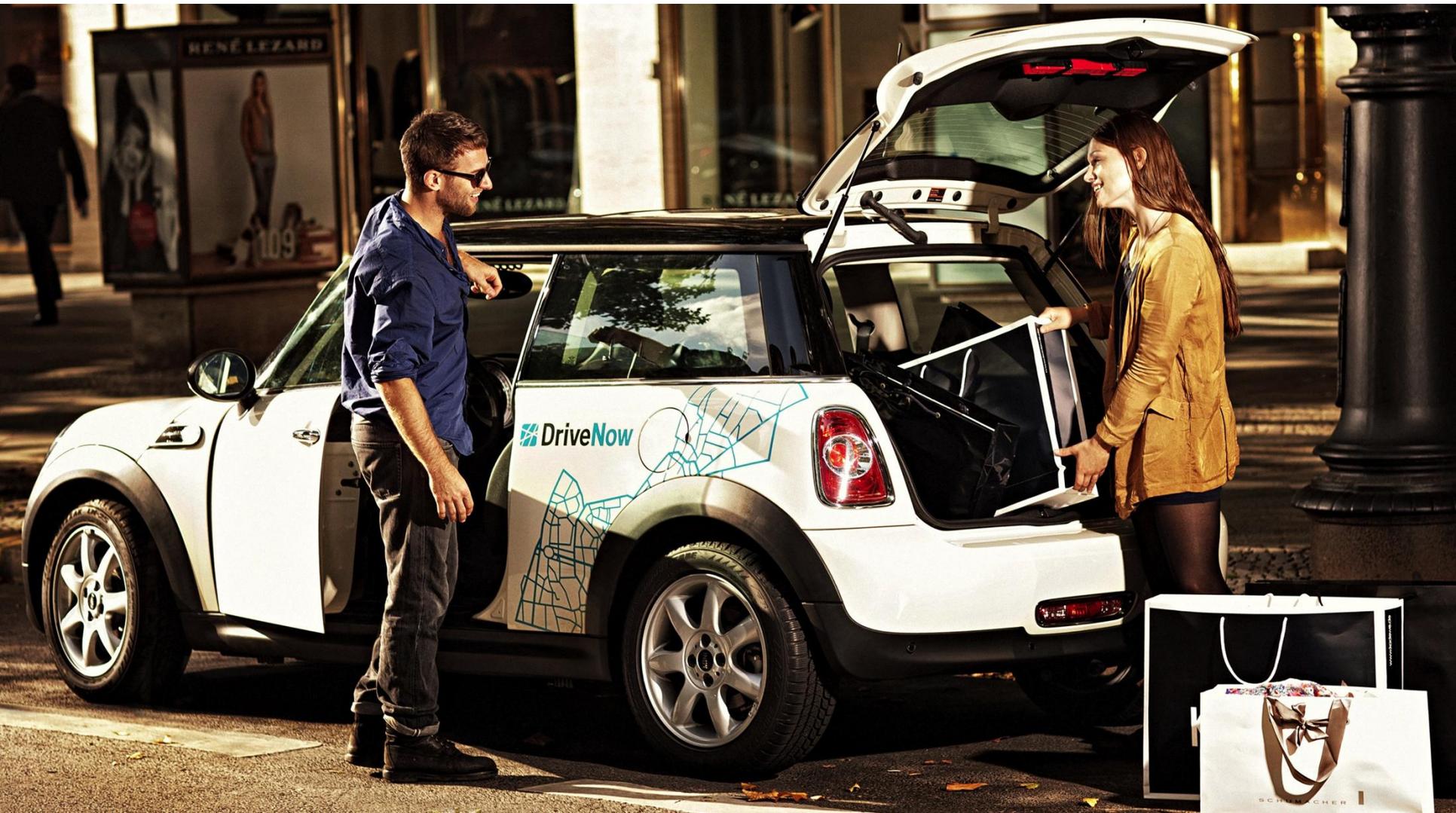
**Park@myHouse**

**ParkNow**

**MyCityWay**

**BMW i Ventures**

# BMW GROUP DRIVE NOW – OVER 230,000 MEMBERS



# BMW GROUP A LEADER IN SUSTAINABILITY



45% reduction of resources per produced vehicle by 2020 compared to 2006.



March 20, 2014

# ANALYST AND INVESTOR CONFERENCE

**DR. NORBERT REITHOFER**  
**CHAIRMAN OF THE BOARD OF MANAGEMENT OF BMW AG**

**BMW**  
**GROUP**



Rolls-Royce  
Motor Cars Limited