

## **Bayerische Motoren Werke Aktiengesellschaft**

### Shareholder Meetings on May 16, 2019 in Munich, Germany

Dear Shareholders,

You are accompanying the BMW Group on its road to the future. For this, I would like to express my sincere gratitude to you on behalf of the Board of Management and our associates worldwide.

Trade conflicts, flanked by an uncertain economic and political environment, made 2018 a challenging year for our industry. Worldwide auto sales dropped for the first time since the global economic and financial crises just over 10 years ago.

However since our cars continue to be coveted by customers around the globe, the BMW Group sold more than 2.49 million vehicles of the BMW, MINI and Rolls-Royce brands in the 2018 financial year, marking the eighth sales record in a row. BMW Motorrad also posted record sales, with 165,566 motorcycles and maxi-scooters sold.

This strong demand and our ability to largely compensate for the aforementioned challenges enabled us to achieve in 2018 the Group's second-best earnings in its corporate history.

Your company, dear shareholders, rests on a very solid foundation and has substantial financial strength. This enables us to continue investing in new technologies, services and our sites – our springboard to the future.

We are creating new mobility offerings and digital services, which will allow customers to take their digital world into the car. We are pooling our mobility services in the joint ventures with Daimler AG. The customers' advantage is that they can access the entire range of products and services with a touch of the screen.

The future belongs to electric mobility – I am absolutely convinced of this. In 2018, we sold more electrified vehicles in Europe than any other manufacturer, totaling more than 140,000 worldwide. By the end of 2019, we want to have half a million BMW Group electrified vehicles on the road. In addition, we will launch over ten new and revised models with electrified drivetrains by the end of 2020. Thanks to our flexible vehicle architectures, we can build all drive variants in our existing factories, optimally meeting customer needs.

The Board of Management and the Supervisory Board propose to pay you the second-highest dividend in our corporate history: 3.50 euros per ordinary share and 3.52 euros per preferred share.

Your company is innovative, profitable and agile. We continue to chart our very own course with confidence. Our goal is to be a driver and innovator. This is how we will guide individual mobility into a new era for our customers – sustainably, connected and autonomously.

We look forward to welcoming you to our Shareholder Meetings on May 16, 2019 in Munich, Germany. Should you be unable to attend in person, we kindly request that you avail yourself of one of the options to exercise your voting right per absentee ballot or via a proxy.

Yours sincerely,



Harald Krüger