

BMW
GROUP



ROLLS-ROYCE
MOTOR CARS LTD



2023 宝马集团中国峰会

2023 BMW GROUP CHINA DAY

BMW GROUP CHINA DAY. SENIOR MANAGEMENT & EXPERTS ACCESS AS WELL AS VISITS TO LEADING PRODUCTION AND R&D LOCATIONS FOR AN INSIGHTFUL EVENT.



Jochen Goller
President & CEO BMW China



Dr. Robert Kahlenberg
SVP Development BMW China



Sean Green
SVP Sales & Marketing, BBA



Eric Zang
President Toro Group (Dealer)



Dr. Franz Decker
President & CEO, BBA

CHINA STRATEGY

R&D STRATEGY & DEEP DIVE

SALES STRATEGY & PERFORMANCE

BBA & OPERATIONS STRATEGY



Brand Experience Center
Shanghai



R&D Center
Shanghai



Plant Dadong
Shenyang



Battery Pack Assembly Facility
Shenyang



R&D Center
Shenyang

KEY TAKEAWAYS FROM THE CHINA DAYS.

- The BMW Group pursues a local-for-local strategy in China with an integrated business model along the whole value chain from design to sales/service
- >85% of vehicles sold in China are built in Shenyang and approx. 60% of our purchasing value is sourced in Liaoning alone
- The BMW Group operates with a wide network of local partners across all aspects of the business to tap into local knowledge / talent and deliver Chinese solutions
- This includes the BBA JV and MINI JV with Great Wall Motors – both of which additionally access to local cost structures
- The JV with Archermind in the tech hub of Nanjing provides important access to digital talent and BMW is the only international OEM to sit on the advisory board at the CATNRC authority governing autonomous driving
- The BMW Group delivers competitive digital UX/UI solutions tailored to local needs with Chinese content and speech capabilities – the release of OS9 (including partnerships with Tencent, etc.) represents a step change in customer experience
- OTA capabilities allow a quick deployment of new digital solutions across all tech stacks – inc. safety-critical systems
- Chinese teams played an integral role in the development of the Neue Klasse and, at the same time, the long-wheelbase version of the i5 demonstrates a significant shift to local Chinese vehicle requirements (SOC in November)

KEY TAKEAWAYS FROM THE CHINA DAYS.

- The Chinese market environment remains competitive; the BMW Group remains confident to deliver exclusively in the premium market with an attractive combination of design, innovation, quality, safety and sustainability
- A strong network of dealer – with showroom standards designed for the Chinese customer – support this approach
- A strong portfolio of BEV and ICE vehicles – including the flexibility to switch between the technologies in efficient operations – can support profitable growth in the market
- BMW is tapping into a wide range of age segments
- Manufacturing facilities in Shenyang were built in record time and using leading-edge digital solutions. The addition of a new Gen6 battery module plant will contribute to the launch of Neue Klasse in China
- There is a strong focus on “right first time” and efficiency in manufacturing, leveraging the key drivers of flexibility, quality und sustainability
- Everything is underpinned by local teams that understand the needs of Chinese customers and the market dynamics

CHINA DAY PRESENTATION.

China Strategy / Jochen Goller

R&D Strategy / Robert Kahlenberg

Sales & Dealers / Sean Green & Eric Zang

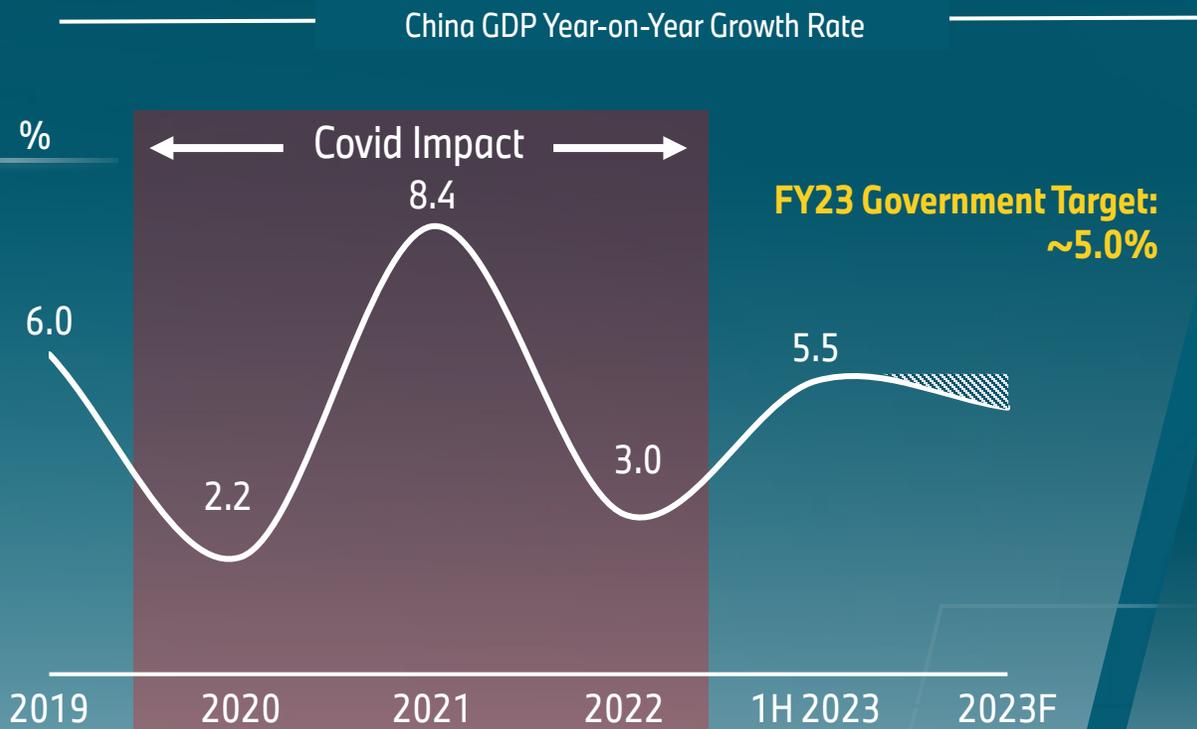
R&D Center Visit

Shenyang Operations / Dr. Franz Decker

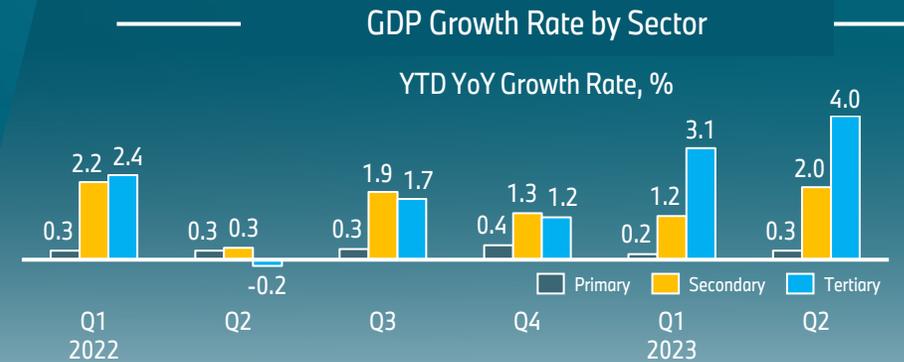


CHINA'S MACROECONOMY IS SHAKING OFF THE SHADOW OF PANDEMIC IN 2023, CONSUMPTION POTENTIAL IS EXPECTED TO BE FURTHER RELEASED.

The annual GDP growth target of around 5.0% should be achievable.



Tertiary sector recovered faster than secondary sector.

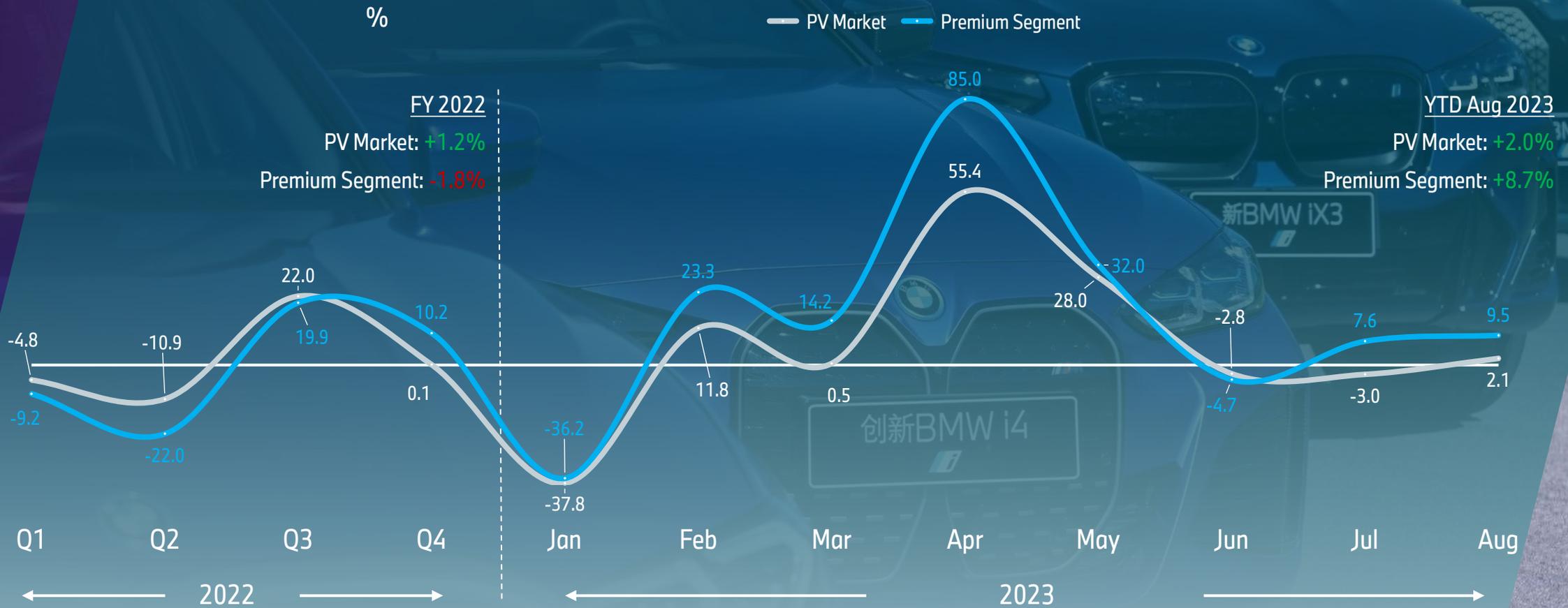


Domestic consumption is the key growth engine.



CONSUMPTION RECOVERY ALSO APPLIED TO AUTO INDUSTRY, DRIVEN BY ELECTRIFICATION TRANSFORMATION.

PV Market / Premium Segment Growth Rate



CHINESE CUSTOMERS' UNIQUE PREFERENCE FOR "DIGITAL POWER" DRIVES THE AUTO INDUSTRY'S FURTHER EVOLUTION AS A SMART MOVING SPACE.



National Pride

Rise of individualism

New Luxury Emergence

Car as additional **LIVING SPACE** with significant time spent



Different vehicle usage vs. RoW via **UNIQUE ECOSYSTEM**



SEAMLESS INTEGRATION of digital life in an ultra-connected mode



WITH STRONG MOMENTUM IN BEV SALES, BMW KEPT
THE LEADING SEGMENT POSITION BY Q3 IN CHINA.



Mainland China YTD Q3 2023 Retail Sales:

602,835 units

BEV Sales YoY Growth:

+232%



CONTINUE BMW'S UNIQUE BRAND VALUE IN-LINE WITH PRODUCT TRANSFORMATION AND CUSTOMER EXPERIENCE IN THE NEW ERA.

NOT ONLY A CREDIBLE

LUXURY BRAND



BUT ALSO A LEGITIMATE

BEV/ICV BRAND

BMW CONTINUES THE CLEAR TRANSFORMATION COMMITMENT AND COORDINATES WITH CHINA'S DEVELOPMENT FOR A WIN-WIN FUTURE.

"AT HOME IN CHINA"

Electrification

Digitalization

Sustainability

Contribution in CHINA

ELECTRIFICATION: OUR BEV PRODUCT LINEUP IN CHINA IS RAPIDLY INCREASING. WE WILL OFFER 12 BEV MODELS FROM ALL BRANDS IN ALL SEGMENTS BY 2024.



 BMW iX3

 BMW iX

 BMW i4

 BMW i3

 BMW i7



 BMW i5



 BMW iX1

ROLLS-ROYCE
MOTOR CARS LTD



 Rolls-Royce Spectre



 MINI Cooper

 MINI Aceman



BMW
MOTORRAD



 BMW Motorrad CE 04

ELECTRIFICATION: HOLISTIC CHARGING SOLUTION IS AN ESSENTIAL ELEMENT IN BMW CHINA STRATEGY.

Private Charging

>165,000 Installations

Public Charging

>560,000 Chargers Integrated

High Power Charging (HPC)

Launched during 2023 Chengdu Auto Show

Branded Charging

>570 Dealer Fast Charging

DIGITAL SERVICES FOR CHARGING



DIGITALIZATION: LEVERAGE NEW BMW "TECH-MAGIC" FEATURES TO CONVINCe CUSTOMERS ABOUT BMW PIONEERING POWER.

DIGITAL IN CAR



NEW BMW IDRIVE OPERATING SYSTEMS



31.3" 8K BMW THEATRE SCREEN

DIGITALIZATION: WITH THE SUPPORT OF DIGITAL-POWERED SOLUTIONS, WE STRENGTHEN SEAMLESS ONLINE & OFFLINE INTUITIVE CUSTOMER EXPERIENCE.



Digital



BRAND VALUE LOCAL INTERPRETATION



WHOLESALE 2.0/RETAIL 2.0



PROACTIVE CARE



NETWORK TRANSFORMATION



Physical

“PHYGITAL” SEAMLESS CUSTOMER JOURNEY

iOS App Store
Rating: 4.9 ★★★★★



>10.5 Million
Total user*



SUSTAINABILITY: BMW IS TAKING ACTION TODAY ON THE ROAD TO CLIMATE NEUTRALITY.

1.5°C

REDUCTION OF LIFE-CYCLE CO₂ EMISSIONS 2019-2030

- 40%

ACHIEVING CLIMATE-NEUTRALITY ALONG THE VALUE CHAIN

by 2050

DECARBONIZATION

CIRCULAR ECONOMY

AWARENESS



SUSTAINABILITY: "BMW GREEN STAR" PROJECT MAKES BMW A PIONEER IN GREEN RETAIL NETWORK TRANSFORMATION.



BMW GREEN
STAR 领创绿星

By the end of 2023,
~250 Dealers will be entitled as "BMW Green Star".

CONTRIBUTION IN CHINA: OUR UNWAVERING & CONTINUOUS EXPANSION IN CHINA DEMONSTRATES OUR STRONG COMMITMENT AND LONG-TERM CONFIDENCE.



Investment in Shenyang

BBA (since 2010)

In plants, facilities and projects

Investment in Zhang Jia Gang

Spotlight Automotive Ltd.



BBA Celebrates 20th Anniversary in 2023

CONTRIBUTION IN CHINA: ESTABLISHED THE ONLY FULLY-FLEDGED R&D SYSTEM OUTSIDE OF GERMANY WITH FUNCTIONS COVERING COMPLETE R&D PROCESS.



ELECTRIFICATION, DIGITALIZATION AND CIRCULARITY ARE COMING TOGETHER IN THE BMW VISION NEUE KLASSE - A NEW ERA OF INDIVIDUAL MOBILITY.



Electric driving pleasure.



**THE
NEUE NEW**



Interactive & Intuitive next-gen BMW iDrive.



Circular in its conception.

BMW VISION NEUE KLASSE.



Electrification

Digitalization

Sustainability

Contribution

We are at Home in China!

CHINA DAY PRESENTATION.

China Strategy / Jochen Goller

R&D Strategy / Robert Kahlenberg

Sales & Dealers / Sean Green & Eric Zang

R&D Center Visit

Shenyang Operations / Dr. Franz Decker



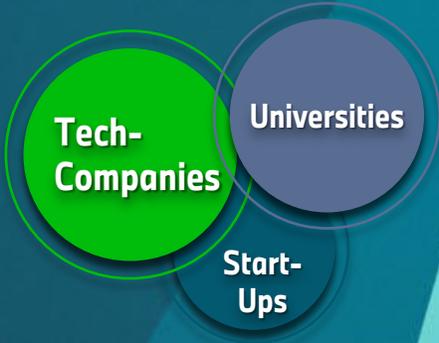
CHINA HAS BECOME THE WORLD'S BIGGEST TECHNOLOGY & INNOVATION HUB.

CHINA IS...

... NOT ONLY OUR BIGGEST **MARKET**



... BUT ALSO A HUGE **TECHNOLOGY HUB**



DIGITAL **INNOVATIONS...**



BIG **INVESTMENTS, ...**

R&D @Beijing

- Business Development
- Requirements Management, Customer Orientation & Competitor Analysis
- Testing & Validation
- Homologation & Type Approval
- Adaptation of Services & Systems
- Powertrain
- Development of Digital Products & Services; SkyLab
- Requirements, Testing and Validation of Autonomous Driving



R&D @Shanghai

- Digital & Creative HUB
- Designworks
- SkyLab for Digital Products & Services
- Offboard Platform Development and Software Practice
- Software Development and Validation for Autonomous Driving
- Technology Office APAC

BA TechWorks

JV BMW China & ArcherMind

R&D @Nanjing

- Digital Car Software Development Hub
- Digital Services, eMobility, In-Vehicle Infotainment and Autonomous Driving

R&D @ Shenyang

- Series Support and Quality
- Series Development & Maintenance for Cars Produced in China
- Complete Vehicle Development and NEV Powertrain

YOU CAN HAVE STRONG AMBITIONS, BUT YOU HAVE TO BE ABLE TO DELIVER THEM. THE ABILITY OF SYSTEM INTEGRATION MAKES THE DIFFERENCE.

2001



2003



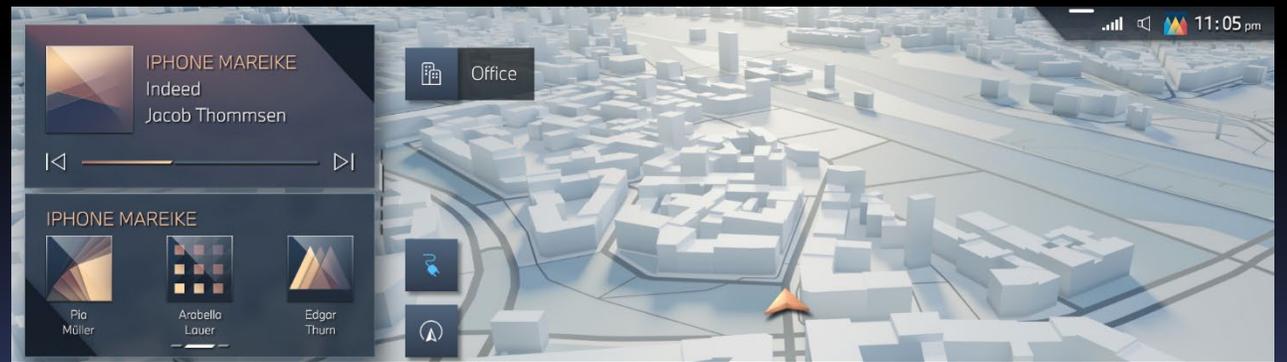
2025



Image shows concept car BMW Vision Neue Klasse.



2023



CHINA4CHINA: TAILOR MADE DIGITAL PRODUCTS FOR THE CHINESE MARKET. DEVELOPED IN CHINA W/ CHINESE MINDSET.

CHINESE ECO-SYSTEMS ARE HIGHLY APPRECIATED BY OUR CUSTOMERS...

...THIS IS WHY WE OFFER MARKET SPECIFIC FEATURES IN OUR CARS IN ALL DOMAINS AND PROVIDE CHINA SPECIFIC UI / UX.

China's Top 10 apps...

- 1 WECHAT (Social media)
- 2 DOUYIN (Entertainment)
- 3 TAobao (E-commerce)
- 4 QQ
- 5 Alipay
- 6 Weibo
- 7 iQiyi
- 8 TC Video
- 9 Gaode
- 10 QQ Browser

...are all owned by Chinese Tech Companies!



1) PoC ongoing for IDCevo, in prioritization for short cyclic planning

UI / UX			
MY CAR	MY LIFE	MY JOURNEY	APP
IPA Speech	WeChat In-car integration	Tile Based Map Update	My BMW
Festive App	App Store & Tencent MPP	Android Online Navigation	Mini
MINI Avatar	Karaoke ¹⁾	Lane Level Navigation	Whisper
IPA Visualisation	Audio: QQ Music, Ximalaya	BMW Digital Key	
Intelligent Recommendation	Video: Iqiyi, Tencent Video	WeChat Sharing (Navigation)	

Feature Highlights



CHINA-FOR-CHINA FEATURES ARE CONTINUOUSLY INCREASING!

HW

RTM E-2-E Test V2X

ETC SMACC

...AND MORE

WE HAVE LAUNCHED LOTS OF CHINA SPECIFIC PRODUCTS.

China Navigation



Deep Integration of WeChat



IPA Visualization



China-specific ETC



China-specific App-Store



Festive App



MY BMW APP IN CHINA PERFECTLY MATCHES CHINA DIGITAL LIFE, ENRICHED AND DELIGHTS CUSTOMERS IN CHINA.

MY BMW APP

4.8M

User Base (AU180)

97.9%

Connect
Customer
Rate-Retail

4.9



iOS Store Rating

Data Until 10. Sep 2023



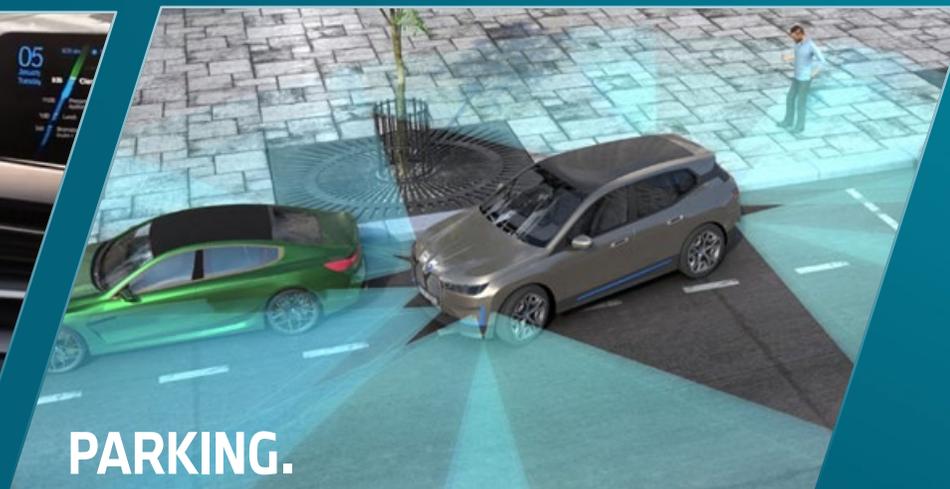
Many China specific features supporting China specific customer needs.
Strong collaboration model between China and Global enables great solutions.

AUTOMATED DRIVING HISTORY AND STATUS.



BMW HAS A STRONG HISTORY IN DRIVER ASSISTANCE DEVELOPMENT. OUR FOCUS IS ALWAYS ON SAFETY AND CUSTOMER BENEFITS.

BMW COOPERATION PARTNERS: AD GENERATION 2021 AND 2025.



CHINA DAY PRESENTATION.

China Strategy / Jochen Goller

R&D Strategy / Robert Kahlenberg

Sales & Dealers / Sean Green & Eric Zang

R&D Center Visit

Shenyang Operations / Dr. Franz Decker



NETWORK TRANSFORMATION



NETWORK TRANSFORMATION

NETWORK TRANSFORMATION



NETWORK TRANSFORMATION





BMW GREEN STAR 领创绿星





BMW GREEN STAR 领创绿星





BMW GREEN
STAR 领创绿星





BMW GREEN STAR 领创绿星



BMW iSPACE



BMW iSPACE



BMW iSPACE



BMW iSPACE



CHINA DAY PRESENTATION.

China Strategy / Jochen Goller

R&D Strategy / Robert Kahlenberg

Sales & Dealers / Sean Green & Eric Zang

R&D Center Visit

Shenyang Operations / Dr. Franz Decker



OVERVIEW OF R&D CENTER COMPONENTS

BMW Designworks China

Digital / Software Defined Vehicle

ADAS





WELCOME TO

DESIGNWORKS SHANGHAI

未来世界的 构筑师

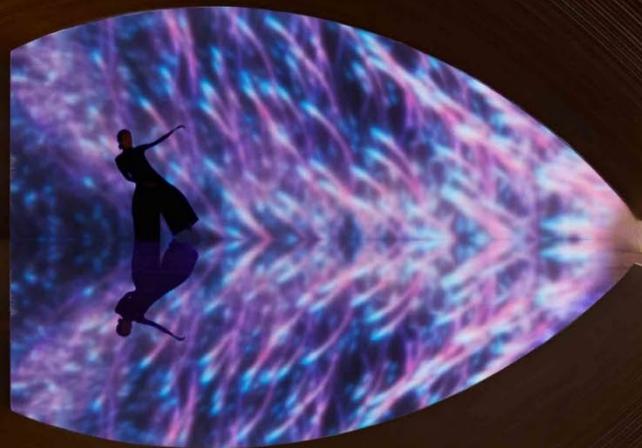
WE ARE THE
ARCHITECTS OF FUTURE.

DESIGNWORKS
作为宝马集团设计在中国的代表

DESIGNWORKS AS THE PRESENCE OF
BMW GROUP DESIGN IN CHINA.

用户永远是 我们创新的核心

WE FOCUS ON THE
CUSTOMER EXPECTATIONS
AS DRIVER FOR FUTURE
PRODUCTS AND
EXPERIENCES.



我们的使命
是创造更高级的体验

OUR MISSION IS TO CREATE ELEVATED
EXPERIENCE THAT IS

源于中国，
为世界创造

INSPIRED BY CHINA,
CREATED FOR THE
WORLD.



DW

提供 由外向内的视角

PROVIDE OUTSIDE-IN
PERSPECTIVE

Skyworth VBL
创维家用产品系列

BMW Group China Day | 10-11 October 2023



TECNO Spark 9
Pro
传音集团运动版机型



Luxury
Business Class
Seat Design
豪华商务舱座椅设计



CHINA FOR GLOBAL

紧密共创

CO-CREATE SEAMLESSLY



CHINA FOR CHINA



DW

挑战
现有规范

PROVOKE EXISTING
NORM



BMW沉浸式数字体验座舱
BMW XC Interface



中国中车北京-雄安高铁
CRRC Beijing-xiongan
High Speed Train

探索 新领域

EXPLORE
NEW SEARCH
FIELDS



下一代奢华
Youth of Luxury

优雅与动感的 完美融合

SNEAK PREVIEW:
THE NEW & ALL-ELECTRIC BMW i5.

PERFECT HARMONY BETWEEN
ELEGANCE AND SPORTINESS.

NEW ICON IN THE PREMIUM MID-SIZE BEV SEGMENT.

AN INNOVATION IN GEOMETRY AND PROPORTION.

NO COMPROMISE ON THE COMFORT INSIDE THE
REAR CABIN.

DEVELOPED SPECIFICALLY FOR CHINESE MARKET.

WITH STRONG INVOLVEMENT AND INFLUENCE FROM
THE SHANGHAI BASED DESIGNWORKS STUDIO.

THE NEW **i5**

中国：宝马最大的单一市场...

CHINA: THE LARGEST SINGLE MARKET OF BMW 🇨🇳

中国客户年龄的差异

Age span of CN customers 🇨🇳



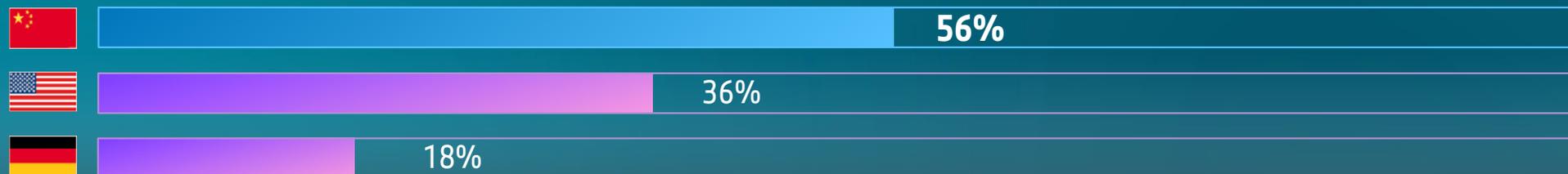
🇪🇺 欧洲 EU



🇨🇳 中国 CHINA

中国客户对数字化汽车有突出要求

Chinese clients have outstanding requirements for digital cars. 🇨🇳



...独特的生态体系

...UNIQUE ECOSYSTEM 旗

1  微信 (社交) WECHAT (SOCIAL MEDIA)



11.44亿月活
92分钟日使用

1.114 BILLION MAU
92 MINS AVERAGE DAILY USAGE

2  抖音 (娱乐) TIKTOK (ENTERTAINMENT)



7亿月活
109分钟日使用

0.7 BILLION MAU
109 MINS AVERAGE DAILY USAGE

3  淘宝 (电商) TAOBAO (E-COMMERCE)



7亿月活
22分钟日使用

0.7 BILLION MAU
22 MINS AVERAGE DAILY USAGE



QQ
(社交)

QQ
(SOCIAL MEDIA)



支付宝
(支付)

ALIPAY
(PAYMENT)



微博
(社交)

WEIBO
(SOCIAL MEDIA)



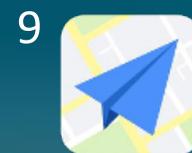
爱奇艺
(娱乐)

IQIYI
(ENTERTAINMENT)



腾讯视频
(娱乐)

TENCENT VIDEO
(ENTERTAINMENT)



高德
(地图)

AMAP
(MAP)



QQ搜索
(搜索引擎)

QQ BROWSER
(SE)

宝马在中国全面布局数字化研发

BMW COMPREHENSIVE DIGITAL R&D DEPLOYMENT IN CN 



宝马诚迈 - 为宝马集团带来焕然一新的数字驾驶体验

BATW WE ARE DRIVING DIGITAL EXPERIENCE.



• 交通便捷

CLOSE TO OUR CURRENT LOCATIONS

高铁：~1小时可达上海 / 3.5小时可达北京
By Train: ~1 hour from Shanghai / 3,5 hours from Beijing.

• 丰富的人才资源

RICH TALENT POOL

35所高校，8所排名前列，每年约100万名毕业生，约13500名IT相关
35 universities, 8 with a top ranking.
~1 million students, Annual IT-related graduates: ~13,500

• 更有吸引力的运营成本

ATTRACTIVE COST PREPOSITIONS

获得政府补贴，更有吸引力的设施及人员成本
Subsidies by local government and attractive infrastructure-
and personnel costs (compared to 1st tier cities).

• 软件谷

SW VALLEY

3个国家级软件园区，多家互联网公司在南京设立研发中心
3 national-level software parks.
8 of China's top 10 internet enterprises have their East China
headquarter and R&D location in Nanjing.



宝马诚迈 - 交付与创新能力

BATW - DELIVER AND INNOVATION CAPABILITIES



信息娱乐系统

IN-VEHICLE-ENTERTAINMENT SYSTEM



后座娱乐系统

REAR SEAT ENTERTAINMENT SYSTEM



自动驾驶

AUTONOMOUS DRIVING



移动应用

MOBILE APP FOR BMW, MINI AND R&R



互联网后台

BACKEND SYSTEM



强化软硬件结合 打造卓越的数字用户体验



BEST INTEGRATION OF WELL DESIGNED HARDWARE AND HIGH QUALITY LOCAL CONTENT



可用性研究团队确保宝马人机交互系统在中国市场的用户体验

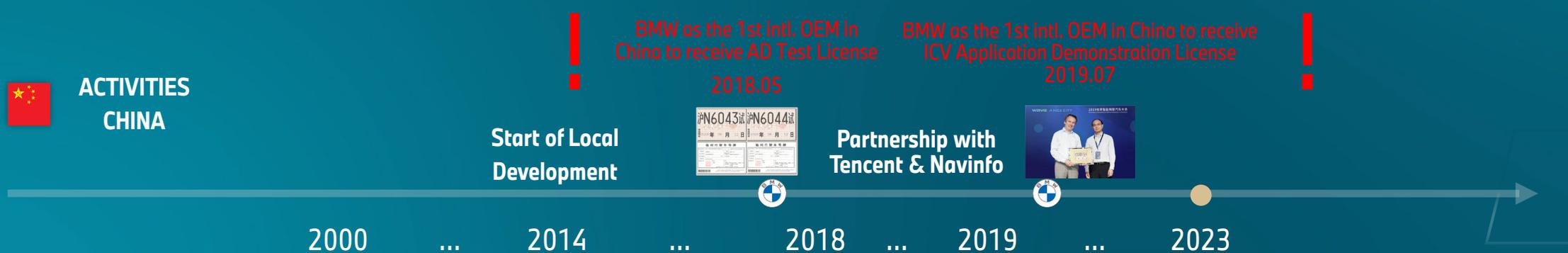
THE USABILITY RESEARCH TEAM ENSURES GOOD USER EXPERIENCE OF BMW'S HMI IN THE CHINESE MARKET 🇬🇧



AUTOMATED DRIVING HISTORY AND STATUS.

AUTOMATED DRIVING

BMW has a strong history in driver assistance development.
Our focus is always on safety and customer benefits.



ADAPTATION OF A GLOBAL ADAS STACK THROUGH LOCAL TEAM IN CHINA.



Beijing

Nanjing

Shanghai

- Our local team in China benefits from a thoroughly tested global ADAS stack and ensures the adaptation of ADAS features to local regulation, infrastructure and driving behaviour.

Memory Parking path recording function: easy to use for beginners.

memory parking录制路径功能：懒人和新手的福音。

小红书RED

中国新闻周刊

领航电动化、数字化和可持续的未来豪华出行，创新纯电动BMW i7漫览京城秋日胜景。
BMW-7er's leading electrical, digital and sustainable as full-electric vehicle.

这一次BMW 7系提供了高级驾驶辅助功能，在技术上具备了L3级自动驾驶的可能，i7车型还配备了更加先进的魔毯悬挂，带来了极致体验。

BMW i7 provides advanced driver's assistant functions, which technically enable the possibility of L3 ADAS, bringing the ultimate driving experiences.

nanstudio

"Different from Tesla, BMW ADAS activates when human eyes looking at roads"
"与特斯拉不同，宝马创新性的以眼球追踪激活ADAS功能"

知乎
www.zhihu.com

Parking Assistance

The vehicle parks flawless with high efficiency, thumbs up.

泊车辅助

这车停的没什么瑕疵，而且还挺猛，效率还挺高，点个赞。

微博

SWA: "Very neat, and the whole move is incredibly smooth, just like an experienced driver".

ACC: "Remarkable stability in slowing down itself when the front car is braking, no sudden brake or choppy moves, extremely comfortable reactions to cut-in".

SWA: 非常的果断，而且整个动作特别的顺畅，像一个老司机一样

ACC: 前面车刹车的时候他会不知不觉的自己减速，不会一下一下的或者突然给你一脚刹车，对于Cut-in的反应非常舒适

全车配超30个传感器 变道辅助进行本土化调整

BMW i7 came with 30 sensors, ALC has localized adjustment in China.

中国网
china.com.cn

小红书RED

Let's put it this way that the solid ADAS function and decisiveness in ALC are far out of reach to most of the so-called "smart" cars.

咱还是就说这个ADAS的扎实程度和主动变道的果断程度，很多所谓“智能化”汽车真的望尘莫及。

微博

汽新
AUTO-FIRST

辅助驾驶针对中国路况和用户驾驶习惯做过优化

Driving Assistant function was optimized focusing on China specific road condition and driving habit.

THE BEST OFFERS TO CUSTOMERS : GLOBAL AND CHINA.

L2+ HANDS-OFF DRIVING with Automated Lane Change on HIGHWAY.



Assisted Lane Change (ALC) with Chinese indication



Active Lane Guidance (ALG) based on navigation

Hands-Off option: we are in close communication with authorities in China.



AUTOMOTIVE INNOVATIONS AWARDS 2023:
ANNOUNCEMENT OF THE AWARD WINNERS ON
JULY 13, 2023 IN FRANKFURT

THE BEST OFFER TO CUSTOMERS IN GERMANY: LEVEL 3.

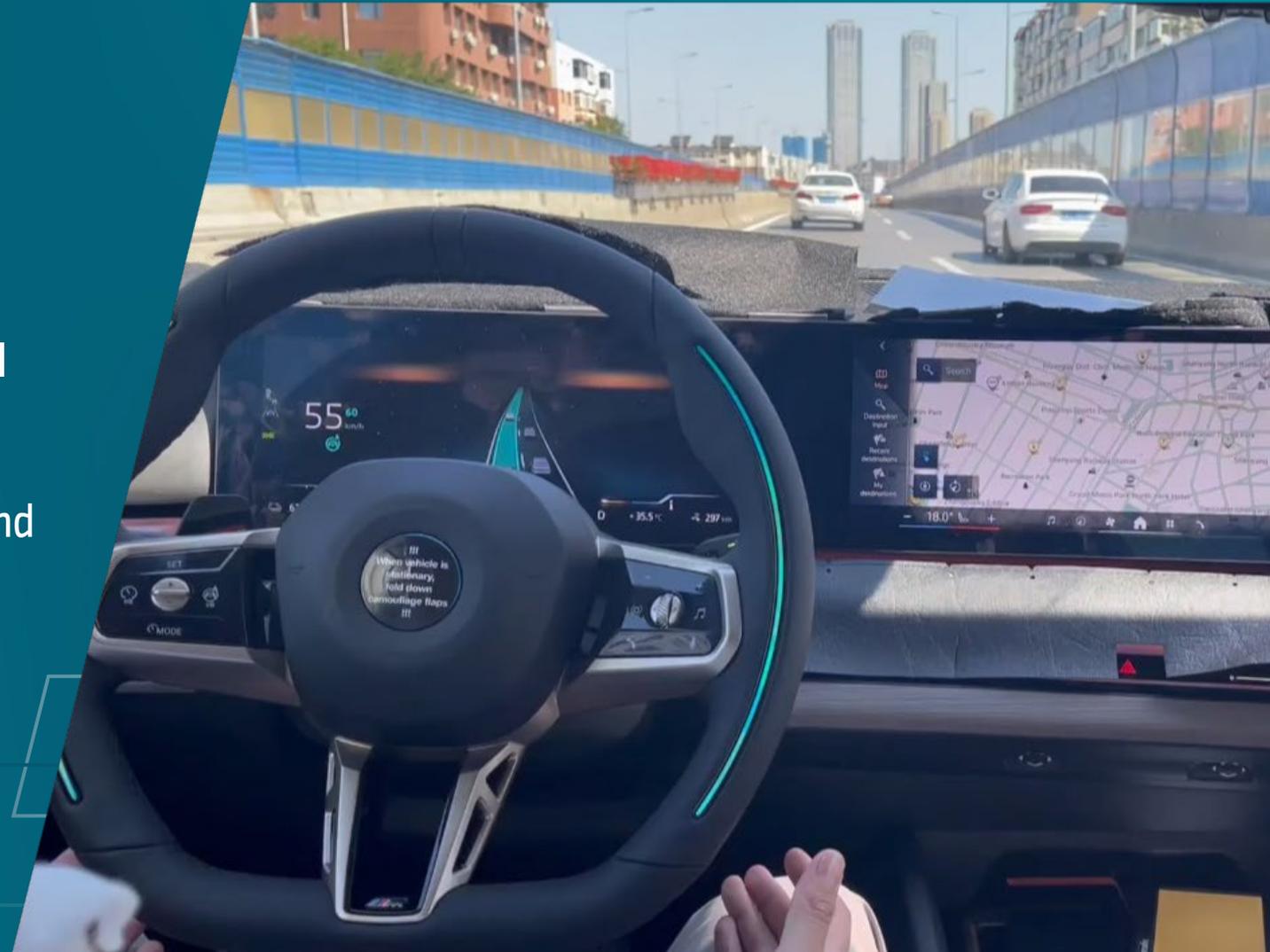
Mass Production Planned Globally in 2023.



MIIT/MPS MARKET ENTRY PILOT FOR LEVEL 3 & UP IN CHINA.

BMW is not only a participant but being trusted and highly involved in forming the national industry regulations.

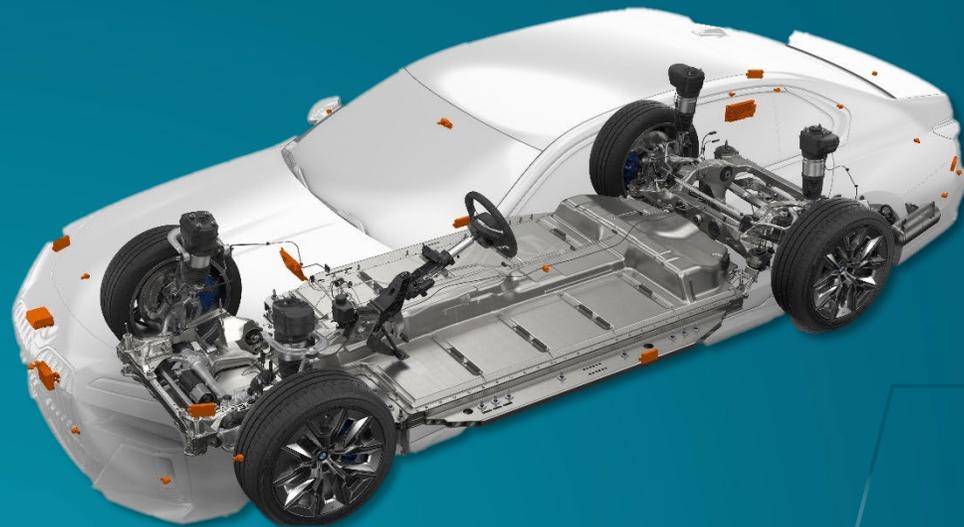
“ BMW R&D team in China has also started the local development of L3 automated driving functions, anticipating full preparations for the adaptation and application of L3 automated driving functions in China in accordance with the local regulations.



ON-BOARD TECHNOLOGY.

High-End Sensors and State of the Art Software

BMW SYSTEM SETUP FOR LEVEL 3

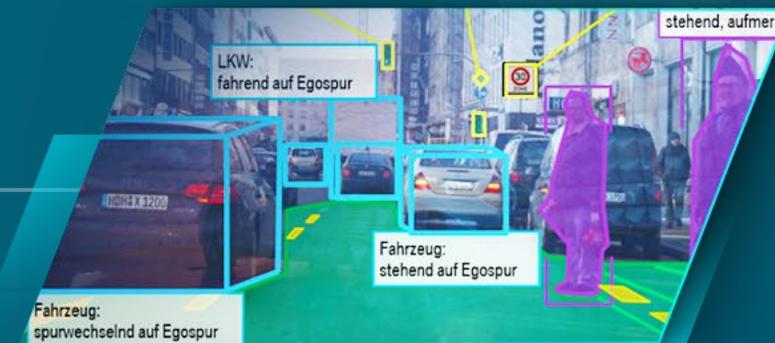
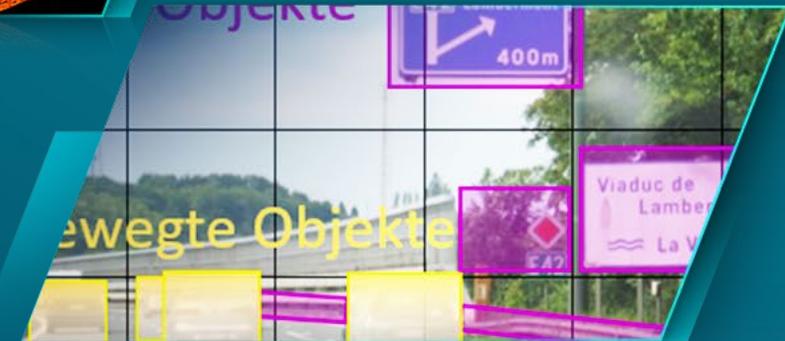


LIDAR

Compact MEMS technology
Range 250m

RADAR

Vertical separability
Range 300m



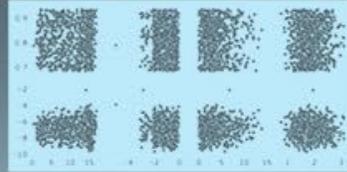
CAMERA

8 Mpix resolution
Range 350m

OFF-BOARD TECHNOLOGY.

// Level 3 requirements on safety and validation are realized by new development processes & system redundancies.

用例模拟
USE CASE SIMULATION



虚拟驾驶测试
VIRTUAL ENDURANCE TESTS



真实场景驾驶测试
ENDURANCE TESTS IN VEHICLE



Tencent 腾讯

Together with our local partner, we focus on China specific use cases in our local data center.

CHINA DAY PRESENTATION.

China Strategy / Jochen Goller

R&D Strategy / Robert Kahlenberg

Sales & Dealers / Sean Green & Eric Zang

R&D Center Visit

Shenyang Operations / Dr. Franz Decker



BMW BRILLIANCE AUTOMOTIVE LTD. A SUCCESSFUL JOINT VENTURE MARKING ITS 20TH ANNIVERSARY.

BMW BRILLIANCE AUTOMOTIVE LTD

Joint Venture Contract Extension until 2040

BMW Group

75%



Brilliance Group

25%

LINGYUE

Digital Information Technology
Co., Ltd.

100% (BBA)

AFC

BMW Automotive Finance
(China) Co., Ltd.

42% (BBA)

HIL

Herald International Financial
Leasing Co., Ltd.

42% (BBA)

BCIB

BMW (China) Insurance
Brokerage Co., Ltd.

42% (BBA)

STRONG COMMITMENT TO LONG-TERM SUSTAINABLE GROWTH IN CHINA. ULTRA-MODERN iFACTORY PLANTS AND R&D LOCATION IN SHENYANG.



**FIT FOR NOW
FIT FOR THE FUTURE**



PLANT TIEXI



PLANT DADONG



POWERTRAIN & HVB



R&D

A BALANCED, RESILIENT AND HIGH-QUALITY NETWORK OF LOCAL AND GLOBAL SUPPLIERS.



BALANCED SUPPLY CHAIN OF
LOCAL AND GLOBAL SUPPLIERS

~60% OF OUR PURCHASING VALUE IN LIAONING

A WORLD CLASS SUPPLIER NETWORK

THE RIGHT MIX OF LOCALLY PRODUCED MODELS TAILORED FOR CHINESE CUSTOMERS.



X5



5 Series



X3 / iX3

PLANT DADONG / NEX



X1 / iX1



3 Series / i3

PLANT TIEXI / LYDIA



BMW 3- & 4-
CYLINDER
ENGINES



BMW PHEV HIGH
VOLTAGE
BATTERY



BMW GEN5
HIGH-VOLTAGE
BATTERIES

POWERTRAIN PLANT

ACCELERATING OUR LOCAL PRODUCTION OF FULLY ELECTRIC MODELS.



 BMW iX3



 BMW i3



 BMW iX1

BBA IS THE LEADING PREMIUM AUTOMOBILE MANUFACTURING IN CHINA. 1HY 2023 BUSINESS PERFORMANCE.

PRODUCTION TOTAL 1HY 2023:

364,051 units

25% VS. 1HY 2022



T/O PRODUCTION BEV 1HY 2023:

54,850 units

92% VS. 1HY 2022



T/O PRODUCTION EXPORT 1HY 2023:

19,605 units

48% VS. 1HY 2022



THE BMW iFACTORY : PREPARING OUR PLANTS AND PRODUCTION SYSTEMS FOR THE TRANSFORMATION.

EFFICIENT
PRECISE
FLEXIBLE

LEAN



DIGITAL

DATA SCIENCE
ARTIFICIAL INTELLIGENCE
VIRTUALISATION

GREEN

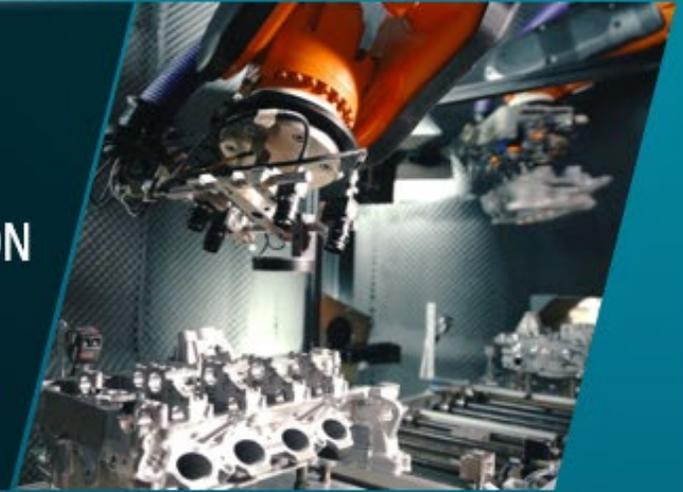
RESOURCE-EFFICIENT
CIRCULAR

DIGITAL TECHNOLOGIES ARE DRIVING EFFICIENCIES.

DIGITAL
PLANNING



AI DETECTION



BIG DATA
PREDICTION
MAINTENANCE



PREPARING FOR THE NEUE KLASSE WITH CONSTRUCTION OF OUR
GEN6 HIGH-VOLTAGE BATTERY ASSEMBLY.



ENSURING THE LONG TERM SUCCESS OF BBA IN CHINA.

HIGH EFFICIENCY & MAXIMUM FLEXIBILITY

QUALITY EXCELLENCE

PIONEERING SUSTAINABILITY

HIGH EFFICIENCY & MAXIMUM FLEXIBILITY: KEY COMPETITIVE ADVANTAGE IN A VOLATILE ENVIRONMENT.

GREATER AGILITY

LEANER PROCESSES

COMPETITIVE STRUCTURES



QUALITY EXCELLENCE: WE INSPIRE OUR CUSTOMERS WITH OUR CONTINUOUS COMMITMENT TO QUALITY EXCELLENCE.



**STRONG QUALITY FOCUS IS A
KEY ENABLER TO THE
COMPANY SUCCESS**



**QUALITY IS A JOURNEY
NOT A DESTINATION**



**RECOGNITION FOR OUR HIGH-
QUALITY DEVELOPMENT**

PIONEERING SUSTAINABILITY: WE MAKE BMW SUSTAINABLE AND INSPIRE OUR PARTNERS TO FOLLOW SUIT.

CIRCULARITY

RE: THINK

100% recycled water used
@Plant Dadong NEX paint shop.

RE: DUCE

Estimated **70%** CO₂ reduction
by implementing HVB raw
material closed-loop system.

RE: USE

BMW iX1

Low carbon steel;
70% recycled aluminum cast wheels.

RE: CYCLE

DECARBONIZATION

All BBA Plants using **100%**
renewable electricity since 2019.

46% of our local suppliers, are
using renewable electricity in their
operations.



BMW
GROUP



ROLLS-ROYCE
MOTOR CARS LTD

THANK YOU!



2023 宝马集团中国峰会

2023 BMW GROUP CHINA DAY