



# OLIVER ZIPSE.

CHAIRMAN OF THE BOARD OF MANAGEMENT OF  
BMW AG.

100TH ANNUAL GENERAL MEETING  
OF BMW AG.

A FUTURE BUILT ON  
ACTION, FLEXIBILITY, RESPONSIBILITY.

# STAKEHOLDER APPROACH. BMW HAS ALWAYS BEEN A JOINT PROJECT.

**SHAREHOLDERS**



**EMPLOYEES**



**SUPPLIERS**



**DEALERS**



**SOCIETY, CITIES AND MUNICIPALITIES**

# FINANCIAL YEAR 2019. WE MET OUR ADJUSTED TARGETS.

## 9TH CONSECUTIVE ALL-TIME SALES HIGH.

AUTOMOTIVE	<b>2,538,367 units</b>
BMW MOTORRAD	<b>175,162 units</b>

## FINANCIAL FIGURES.

GROUP REVENUES	<b>104.21 billion €</b>
GROUP EARNINGS BEFORE TAX	<b>7.118 billion €</b>
EBIT MARGIN IN AUTOMOTIVE SEGMENT	<b>4.9%</b> excl. provision: 6.4%
RESEARCH AND DEVELOPMENT SPENDING	<b>6.4 billion €</b>



Rolls-Royce  
Motor Cars Limited



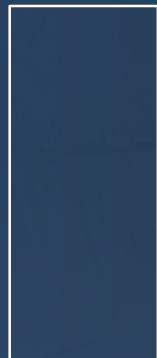
**BMW  
MOTORRAD**



# PROPOSED DIVIDEND FOR FINANCIAL YEAR 2019. WE JUSTIFY OUR INVESTORS' TRUST.

## COMMON STOCK.

3.50 €



2019

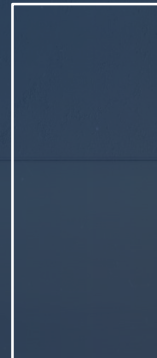
2.50 €



2020

## PREFERRED STOCK.

3.52 €



2019

2.52 €



2020

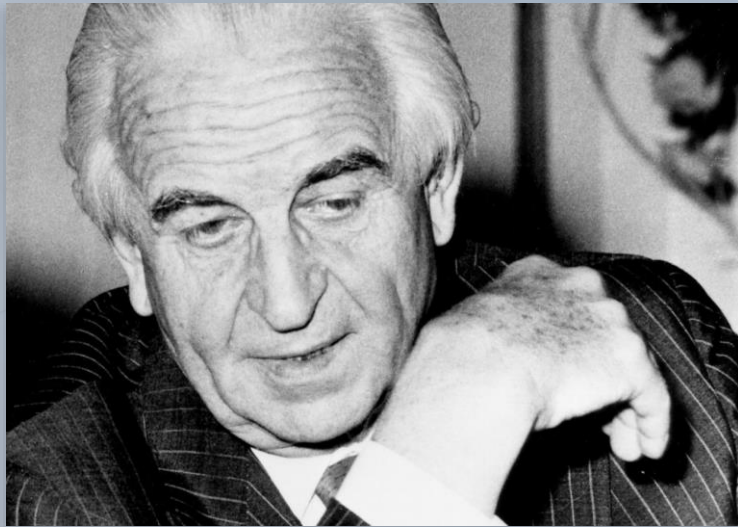


**EMPLOYEE PROFIT-SHARING TIED TO DIVIDEND.**

# WE USE UPHEAVALS FOR NEW BEGINNINGS. BMW CAN HANDLE A CRISIS.

1959

FUTURE WITH HERBERT QUANDT:  
NEW CLASS – PROFITABILITY.



1973

OIL CRISIS:  
PLANT DINGOLFING OPENS.



2008 / 2009

ECONOMIC AND FINANCIAL CRISIS:  
E-MOBILITY LAUNCHED.



**BMW GROUP.  
WE STAY FOCUSED ON THE FUTURE.**

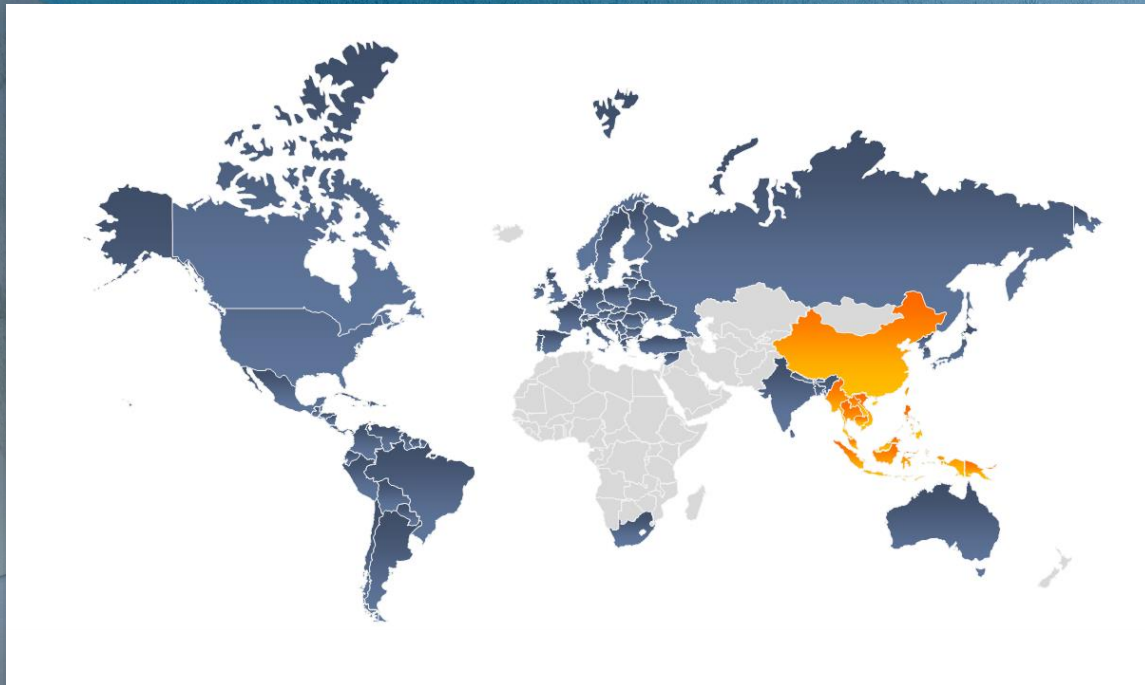


**1. WITH FLEXIBILITY AND SOUND JUDGMENT  
THROUGH THE CORONA PANDEMIC.**

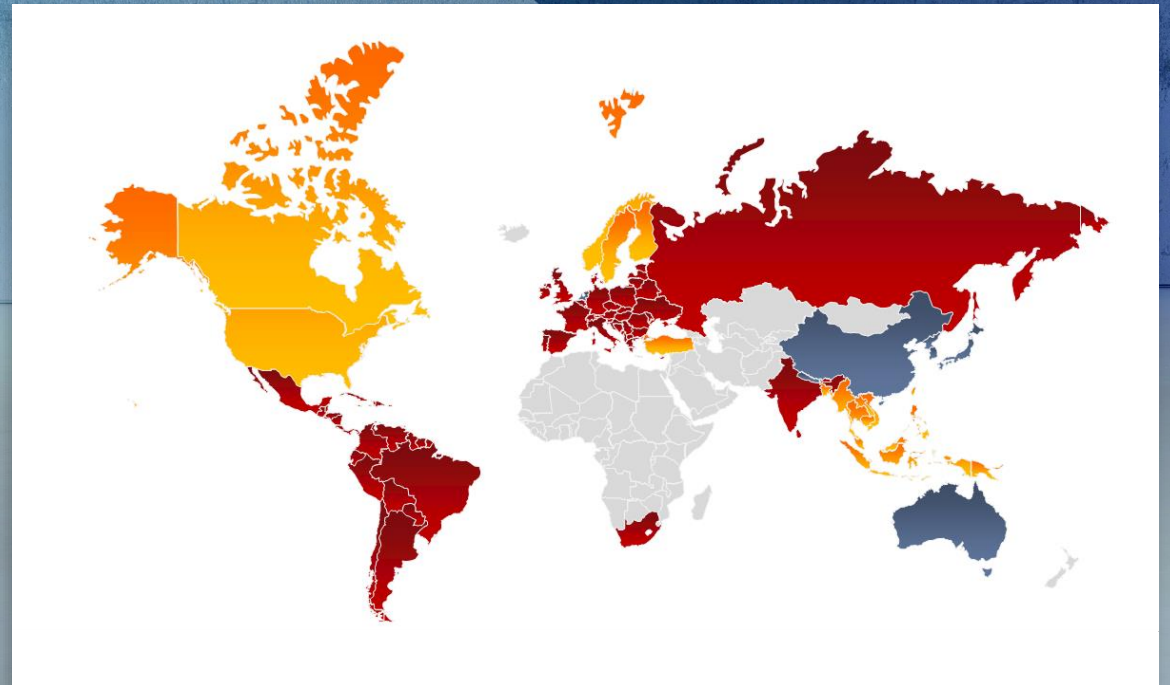
**2. INVESTING IN THE FUTURE.  
BEING A RESPONSIBLE  
CORPORATE CITIZEN.**

# GENERAL SPREAD OF COVID-19. CLOSURE OF RETAIL OUTLETS.

**EARLY MARCH.** 2 – 8 Mar. 2020



**MID-APRIL.** 6 – 12 Apr. 2020



**■ Sales suspended.**    **■ Sales restricted.**    **■ Regular Sales.**  
(>95% of retail organisation)

# BMW AND MINI. COURSE OF LOCKDOWN REFLECTED IN SALES.

## 1st QUARTER 2020.

**WORLD** 476,258 units  
[-20.5 %]

**CHINA** 116,452 units  
[-30.9 %]

## APRIL 2020.

**WORLD** 116,331 units  
[-41.2 %]

**EUROPE** 27,011 units  
[-67.2 %]





# BMW AND MINI IN CHINA. SALES TRENDING UP AGAIN.

FEBRUARY 2020.

5,292 units  
[-88.1 %]

APRIL 2020.

67,228 units  
[+13.6 %]



BMW GROUP.  
**OUTLOOK FOR FULL YEAR 2020 ADJUSTED IN SOME AREAS.**

**OUTLOOK FOR FULL YEAR 2020.**

**Automotive Segment Sales and Group Earnings significantly lower Year-on-Year.**

**EBIT Margin in Automotive Segment between 0 and 3%.**



# WE ALWAYS KEPT THE BMW GROUP RUNNING. RESTART IN 3 PHASES.

## LOCKDOWN.

# 1

Protect Employees.  
Secure Operational Capabilities.

## PRODUCTION RAMP-UP.

# 2

### IN MAY.

Dingolfing, Munich, Regensburg,  
Leipzig, Berlin, Goodwood,  
Oxford, Spartanburg,  
San Luis Potosí, Rosslyn.

### SINCE LATE APRIL.

Engine Plants.

### SINCE MID-FEBRUARY.

JV China, Component Plants.

## RETURN TO NORMAL BUSINESS.

# 3

Gradual Resumption of Production  
and Sales

Increased Standards to protect  
Health.



# FACE MASKS. FOR OUR EMPLOYEES AND FOR SOCIETY.

## INTERNAL NEEDS.

Production of 200,000 masks per day at Wackersdorf site.



## SOCIAL RESPONSIBILITY.

Donation of masks.  
Procurement of medical equipment.  
Vehicles for relief organisations.



BMW GROUP.  
**WE TAKE A STANCE.**



## **OUR POSITION.**

We take on business, environmental and societal challenges.

We take responsibility for the mobility of tomorrow with a compelling offering and through sustainable management.

# EU CO<sub>2</sub> GOALS. WE KEEP OUR PROMISES.

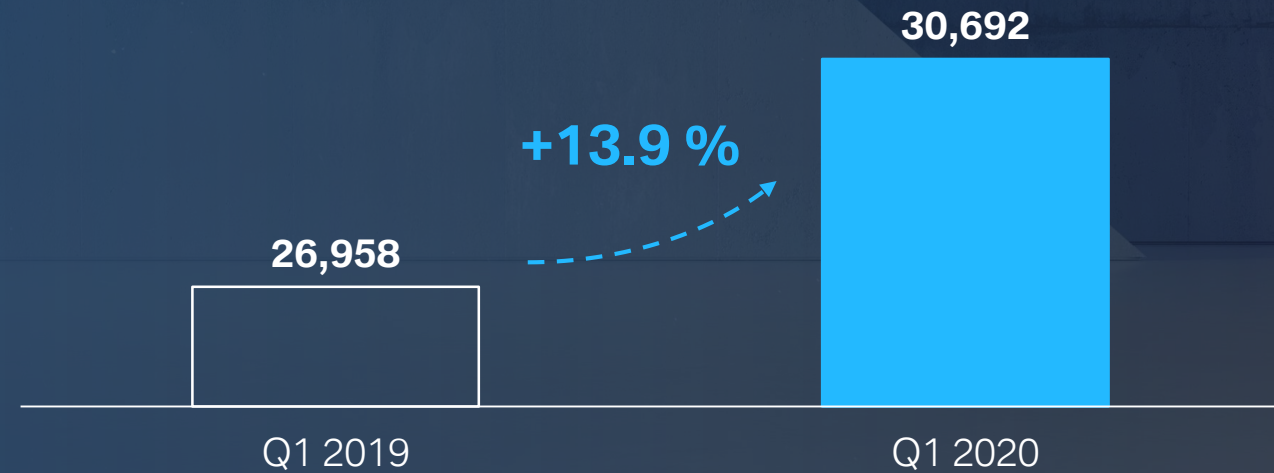
## CO<sub>2</sub> EMISSIONS IN EU NEW VEHICLE FLEET. [g CO<sub>2</sub> / km]



# ELECTRIFIED VEHICLES. SIGNIFICANT SALES GROWTH IN 1ST QUARTER.

## DELIVERIES OF ELECTRIFIED VEHICLES.

[units]



# CLIMATE PROTECTION. TAKING ACTION TODAY ON BEHALF OF FUTURE GENERATIONS.

## SUSTAINABLE PRODUCTION.

CO<sub>2</sub> emissions: **-25% VS. 2018.**  
External Electricity sourcing: **100% renewable.**

## VEHICLE EMISSIONS.

Certified CO<sub>2</sub> footprint for **PHEVs.**  
EU Fleet CO<sub>2</sub> emissions:  
**-50% by end of 2020 [VS. 1995].**

## HOLISTIC APPROACH.

## SUSTAINABILITY IN SUPPLY CHAIN.

No rare earth materials in electric engines  
[**GEN 5**].  
**Direct sourcing** of Cobalt/Lithium.

## CONSISTENT RECYCLING.

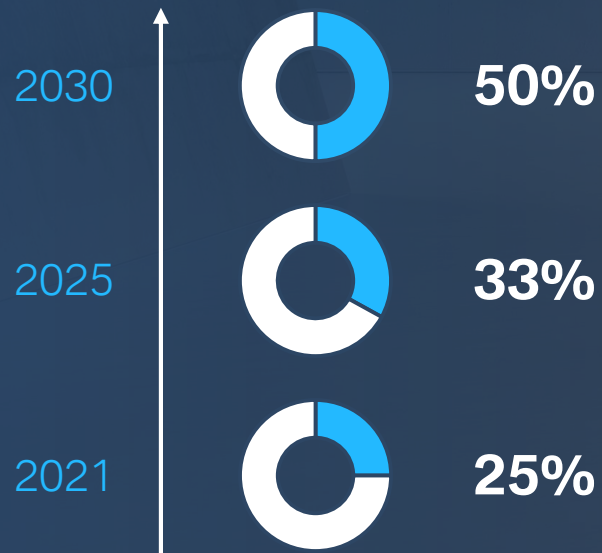
All vehicles **95% recyclable.**  
Up to **20%** of plastics in vehicles are made  
from **recycled material.**



# ELECTRIFICATION ROADMAP. SIGNIFICANT GROWTH UP TO 2030.

## ELECTRIFIED VEHICLES AS PERCENTAGE OF EUROPEAN DELIVERIES.

[%]



**2023**

25 ELECTRIFIED MODELS  
IN LINE-UP; HALF FULLY-ELECTRIC.



# EFFECTIVE CO<sub>2</sub> REDUCTION IN CITY CENTRES. BMW eDRIVE ZONES IN OUR NEW PLUG-IN HYBRIDS.

## GERMANY.

ALL 60 CITIES WITH GREEN ZONES.

**FRANCE.** PARIS, BORDEAUX, LYON,  
MARSEILLE, STRASBOURG.

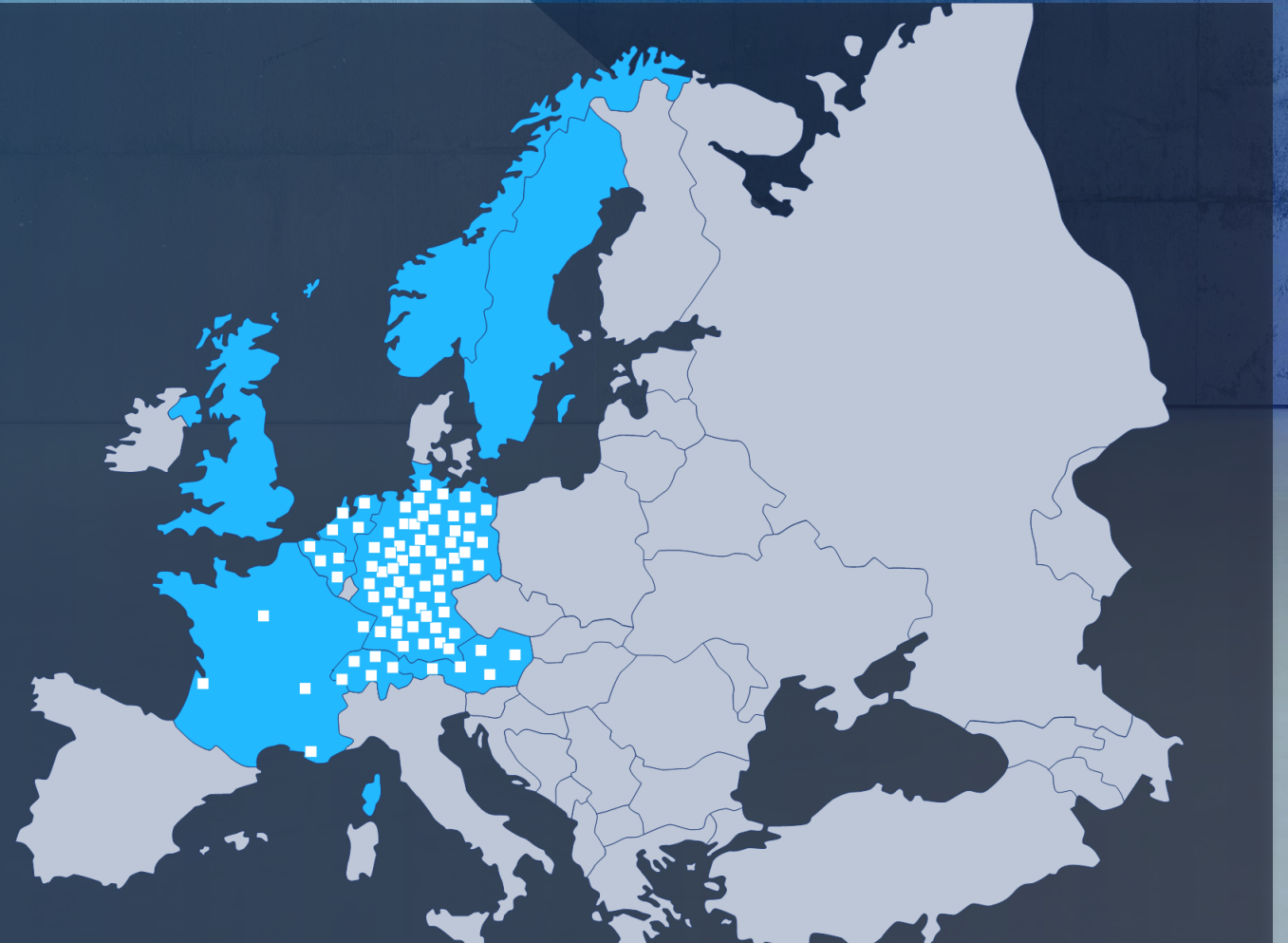
**THE NETHERLANDS.** AMSTERDAM,  
ROTTERDAM, THE HAGUE, UTRECHT.

**BELGIUM.** BRUSSELS,  
ANTWERP, BRUGES, GHENT.

**AUSTRIA.** VIENNA, GRAZ,  
INNSBRUCK, LINZ, SALZBURG.

**SWITZERLAND.** BERN, BASEL,  
GENEVA, LUCERNE, ZURICH.

**SWEDEN, NORWAY, UK.**  
EACH WITH 3 CITIES PLANNED.



# RESPONSIBILITY FOR ENTIRE VALUE CHAIN. **LEADER IN PRODUCTION.**

## **EXTERNALLY PURCHASED ELECTRICITY.**

100% FROM RENEWABLE SOURCES  
FROM LATE 2020.

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## **CO<sub>2</sub> EMISSIONS FROM PRODUCTION.**

-25% REDUCTION IN 2019  
FROM 2018.

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## **WATER CONSUMPTION PER VEHICLE PRODUCED.**

BENCHMARK IN REDUCTION OF  
WATER USE PER VEHICLE.



# WE THINK AHEAD. RESPONSIBILITY IN THE SUPPLY CHAIN.

## DIRECT SOURCING.

OWN SOURCING OF BATTERY RAW MATERIALS COBALT AND LITHIUM.

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## BATTERY CELLS.

LONG-TERM  
SUPPLY CONTRACTS.

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## 5<sup>TH</sup> GENERATION ELECTRIC DRIVETRAIN.

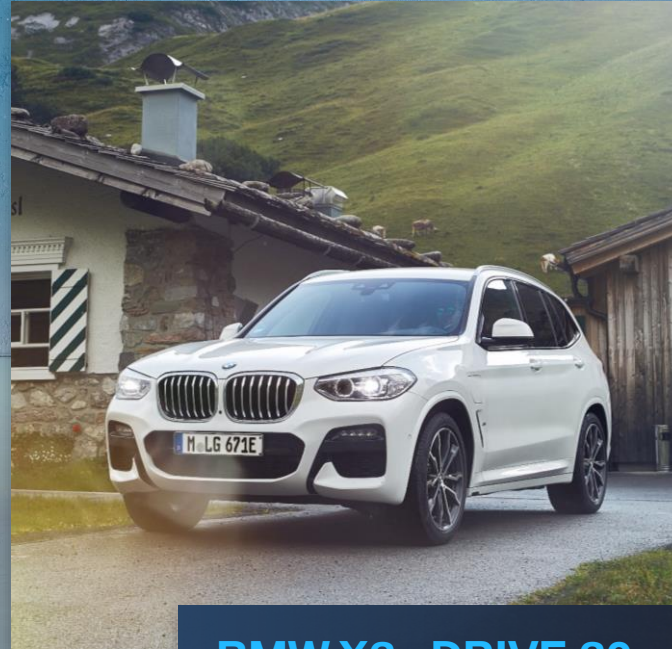
RARE EARTHS NO LONGER NEEDED.



POWER OF CHOICE.  
OUR CUSTOMERS ALWAYS HAVE OPTIONS.



**BMW X3.**  
PETROL | DIESEL.



**BMW X3 xDRIVE 30e.**  
PLUG-IN HYBRID.



**BMW iX3.**  
FULLY-ELECTRIC.

MINI ELECTRIC.  
**FIRST FULLY-ELECTRIC MINI – ALREADY A SUCCESS.**



# BMW i4 CONCEPT. DESIGN CLOSE TO NEW BMW i4.

## BMW i4 CONCEPT.

DIGITAL WORLD PREMIERE  
ON 2 MARCH.

33 MILLION PEOPLE  
REACHED ONLINE THROUGH  
OWNED CHANNELS.

## NEW BMW i4.

LAUNCH 2021.

UP TO 600 KM  
RANGE (WLTP).

PRODUCED AT PLANT MUNICH.



**NEW BMW 5 SERIES. ELECTRIFIED AND CONVENTIONAL MODELS WITH  
48V MILD-HYBRID TECHNOLOGY.**





BMW iNEXT.

**MADE IN DINGOLFING – MARKET LAUNCH IN 2021.**



# THE CAR IS THE MOST COMPLEX TECHNICAL OVERALL SYSTEM. WE ARE MASTERS OF SYSTEM INTEGRATION.

HIGHEST SAFETY.

PRODUCING  
11,000 CARS PER DAY GLOBALLY.

>4,500 SUPPLIER LOCATIONS.

>10,000 PARTS PER VEHICLE.

HIGHEST QUALITY.

CUSTOMISABLE.

FLEXIBLE FOR  
CUSTOMER DEMAND.

COMPETITIVE PRICING.

PROFITABLE.

FASCINATING DESIGN.



MANAGING MILLIONS OF  
CUSTOMERS IN SALES, FINANCIAL  
SERVICES AND AFTERSALES.

AROUND 4,800 DEALERS  
IN 160 COUNTRIES.

IN COMPLIANCE  
WITH MARKET REGULATIONS.

ELECTRIFIED AND EFFICIENT  
CONVENTIONAL ENGINES.

AUTOMATED DRIVING.

DIGITAL SERVICES AND  
INTERFACES.

ECO-FRIENDLY IN  
PRODUCTION AND OPERATION.

# CRISIS AS AN OPPORTUNITY. WE ARE DOING MANY THINGS DIFFERENTLY.

**ALL PRODUCT AND STRUCTURAL PROJECTS**  
UNDER SCRUTINY.

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**OUR PERFORMANCE PROGRAMME.**  
INTENSIFIED AND ACCELERATED.  
12 BILLION EUROS IN EFFICIENCY  
POTENTIAL BY 2022.

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**DIGITALISATION.**  
ALL COMPANY PROCESSES IN FOCUS.  
ALL EMPLOYEES WILL BE ENABLED  
TO MAKE DATA-DRIVEN DECISIONS.



100TH ANNUAL GENERAL MEETING OF BMW AG.  
**WE STAND TOGETHER AND SEIZE OUR OPPORTUNITIES.**



# CONSUMPTION AND EMISSION DATA.

## **BMW i3 (120 Ah) with fully-electric BMW eDrive**

Power consumption in kWh/100 km (combined): 13.1; CO<sub>2</sub>-emissions in g/km (combined): 0

## **BMW iX3\***

Fuel consumption in l/100km (combined): 0; Power consumption in kWh/100 km (combined): < 20; CO<sub>2</sub> emissions in g/km (combined): 0

## **BMW X3 xDrive30e**

Fuel consumption in l/100 km (combined): 2.4-2.1; Power consumption in kWh/100 km (combined): 17.1-16.4; CO<sub>2</sub>-emissions in g/km (combined): 54-48

## **MINI Cooper SE**

Fuel consumption in l/100km (combined): 0; Power consumption in kWh/100 km (combined): 16.8-14.8; CO<sub>2</sub>-emissions in g/km (combined): 0

\*Provisional figures

Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub> emissions. For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.