

WELCOME. SNEAK PREVIEW MODEL YEAR 2018.

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4 December 2017

**BMW
GROUP**



Rolls-Royce
Motor Cars Limited

**STRATEGY NUMBER ONE > NEXT.
THE RIGHT ANSWER AT THE RIGHT TIME.**



THE LARGEST MODEL OFFENSIVE IN THE COMPANY'S HISTORY. 40 AUTOMOBILE LAUNCHES IN 2017 AND 2018.

BMW M760Li

BMW 5 Series

MINI
Countryman

BMW 4 Series

BMW 1 Series

BMW 2 Series



BMW 6 Series
Gran Turismo

BMW X3

BMW M5

BMW X2

BMW i3s

Rolls-Royce
Phantom

HP4 RACE



G 310 GS



G 310 R



K 1600 B



R nineT Urban G/S



... AND WE WILL KEEP THE MOMENTUM ROLLING IN 2018.



BMW i8
Roadster



BMW
8 Series



BMW X7



BMW Z4



BMW K1600
Grand America



BMW M8



...

**THE LUXURY SEGMENT IS OUR HOMETURF.
IN 2018 WE WILL FURTHER EXPAND OUR MARKET SHARE.**



**IN 2018 IT'S ALL ABOUT "X".
WE INVENTED THE X STORY. NOW WE ARE WRITING A NEW CHAPTER.**



**FIT FOR THE FUTURE: WE ARE CREATING OUR OWN PATH FORWARD.
OUR FOCUS IS ON E-MOBILITY AND AUTONOMOUS DRIVING.**



**AUTONOMOUS
DRIVING**



E-MOBILITY

**E-MOBILITY: WE ARE INDUSTRY FRONTRUNNERS.
WE HAVE THE BROADEST PRODUCT OFFERING ON THE ROAD.**



**BMW i VISION DYNAMICS INCORPORATES THE POSSIBILITIES OF E-MOBILITY.
FULLY ELECTRIC. RANGE OF 600 KM. PURE DYNAMICS.**



OUR CLEAR ROADMAP: 25 ELECTRIFIED MODELS BY 2025, INCLUDING 12 FULLY ELECTRIC CARS.

Fully electric



BMW i3
60 Ah / 22 kWh



BMW i3
94 Ah / 33 kWh



BMW i3s
94 Ah / 33.2 kWh



MINI BEV



BMW X3 BEV



BMW iNext



2013 — 2014 — 2015 — 2016 — 2017 — 2018 — 2019 — 2020 — 2021 — 2022 — 2023 — 2024 — 2025



BMW i8



BMW 530Le



BMW 225xe
iPerformance



BMW X1 xDrive25Le
iPerformance



BMW i8 Roadster



BMW X5
xDrive40e
iPerformance



BMW 330e
iPerformance



BMW 5 Series
iPerformance



BMW 740e
iPerformance



MINI Cooper S E
Countryman ALL4



Plug-in hybrid

**THINKING BEYOND THE MOTOR.
WE ARE ACTIVELY DRIVING THE EXPANSION OF THE CHARGING NETWORK.**



>130,000

charging points by the end of 2017
with the BMW i ChargeNow customer card

**AUTONOMOUS DRIVING: WE DO IT THE BMW WAY.
THE CUSTOMER'S SAFETY IS OUR TOP PRIORITY.**

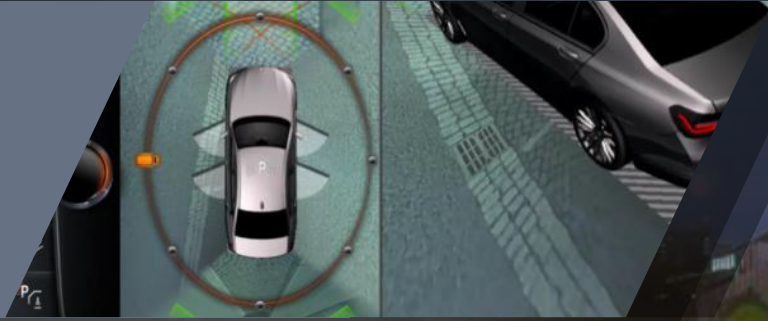


**FIRST CAMPUS FOR AUTONOMOUS DRIVING.
WE ARE AT THE FOREFRONT OF THE INDUSTRY WITH STRONG PARTNERS.**



CONNECTED. CONTINUOUS. COMFORTABLE.

Surround
3D-View



Steering and
Lane Control



Remote Control
Parking



**AUTONOMOUS AND CONNECTED.
EXPERIENCE MOBILITY ON A DIFFERENT LEVEL.**



**20 YEARS OF EXPERIENCE AND A PIONEER IN CONNECTIVITY.
10 MILLION CONNECTED VEHICLES ALREADY ON THE ROAD.**



NEW CUSTOMERS. NEW POSSIBILITIES. EXPANDING OUR MOBILITY SERVICES.



ChargeNow



ParkNow



BMW
Connected



DriveNow



ReachNow



Digital Energy
Solutions

**IMPLEMENTING DIGITAL CHANGE INTO OUR WORKING ENVIRONMENTS.
AGILE. ANTICIPATIVE. ADAPTIVE.**



DON'T JUST TALK THE TALK. WALK THE WALK. WE DELIVER ON OUR PROMISES.

2013: BMW i3



2014: BMW i8



200,000
electrified vehicles



Highly automated test fleet



Profitability in target corridor



100,000 electrified vehicles
in 2017

Autonomous / fully electric
driving in the BMW iNEXT 2021

25 electrified models by 2025



THANK YOU.

4 December 2017

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