

CHANNEL ALLOCATION

Channel	Language	Translation Channel	Translation Language
Channel 1	German	Kanal 1	Deutsch
Channel 2	English	Channel 2	English
Channel 3	Italian	Canale 3	Italiano
Channel 4	Spanish	Canal 4	Español
Channel 5	Portuguese	Canal 5	Português
Channel 6	Mandarin	声道 6	中文
Channel 7	Korean	채널 7	한국어



March 18, 2015

THE COURSE IS SET FOR THE FUTURE

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

BMW GROUP

BMW X5 xDRIVE40e



BMW GROUP AGENDA

Our performance in the business year 2014

Our new models and targets in 2015

Our guidelines for future success

BMW Group Centennial



BMW GROUP AGENDA

Our performance in the business year 2014

Our new models and targets in 2015

Our guidelines for future success

BMW Group Centennial



BMW GROUP KEY FINANCIALS FOR THE BUSINESS YEAR 2014

in € million

Group revenues

80,401

+ 5.7 %

Group profit before tax

8,707

+ 10.3 %

Group net profit

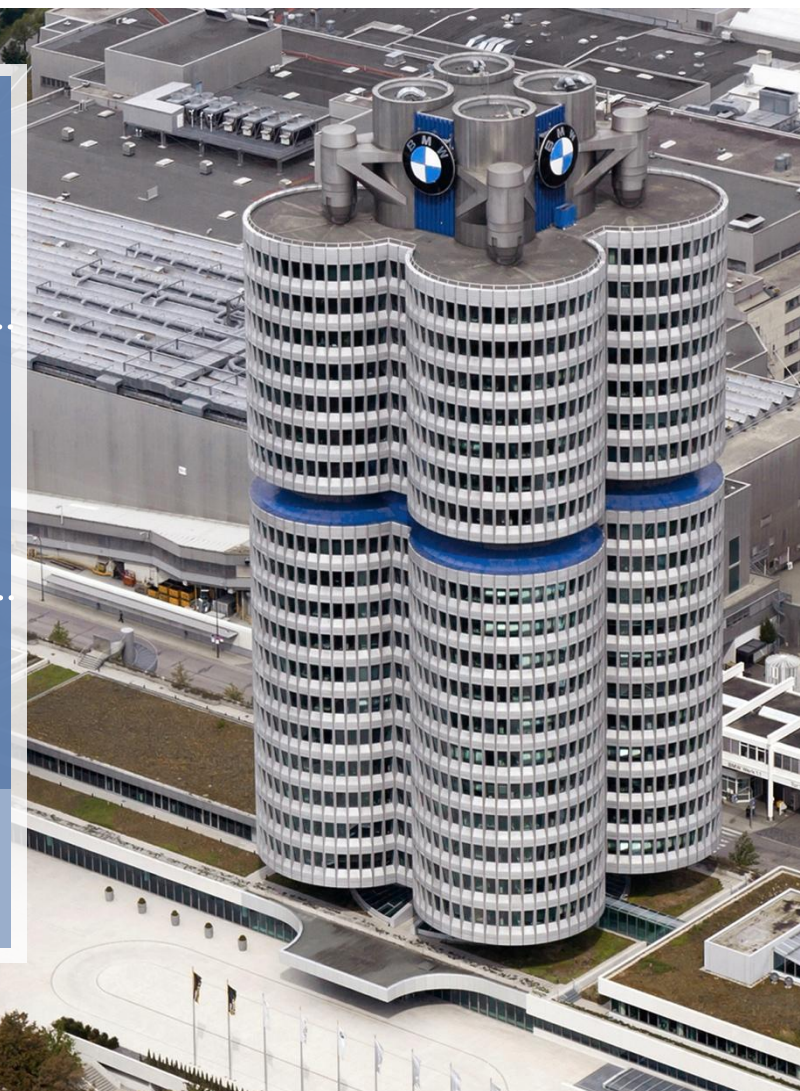
5,817

+ 9.2 %


EBIT margin

9.6

Automotive segment (in %)



BMW GROUP SALES FIGURES FOR THE BUSINESS YEAR 2014

BMW GROUP	2,117,965	+ 7.9 %
	1,811,719	+ 9.5 %
	302,183	- 0.9 %
Rolls-Royce Motor Cars Limited	4,063	+ 11.9 %
BMW Motorrad	123,495	+ 7.2 %



BMW GROUP

BMW i FAMILY: APPROXIMATELY 17,800 VEHICLES SOLD IN 2014



**BMW GROUP
DRIVE NOW IS EXPANDING – BMW i3 JOINS THE FLEET**



VIENNA

LONDON

SAN FRANCISCO

BERLIN

MUNICH

DÜSSELDORF

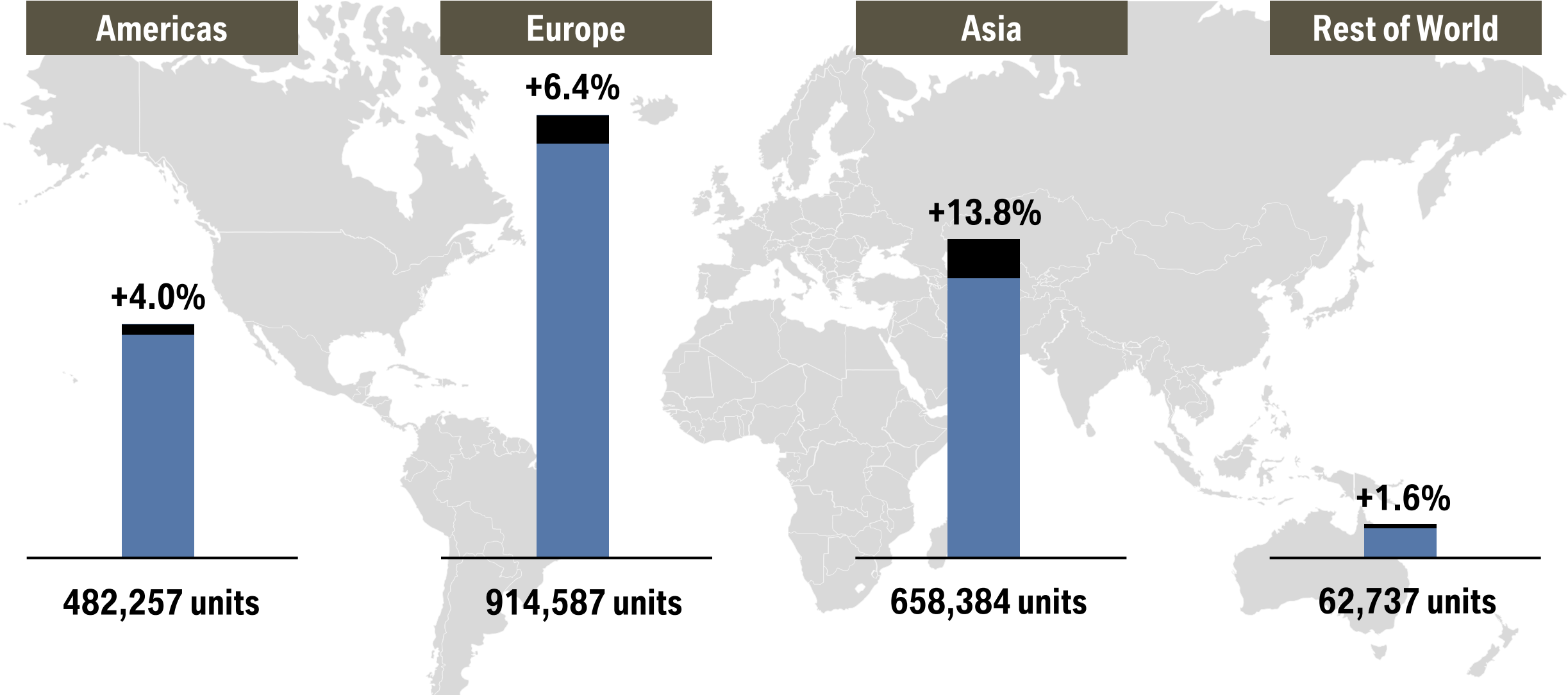
HAMBURG

COLOGNE

BMW GROUP WE ARE ELECTRIFYING ALL MODEL SERIES



BMW GROUP BALANCED AUTOMOBILE SALES IN THE WORLD REGIONS IN 2014

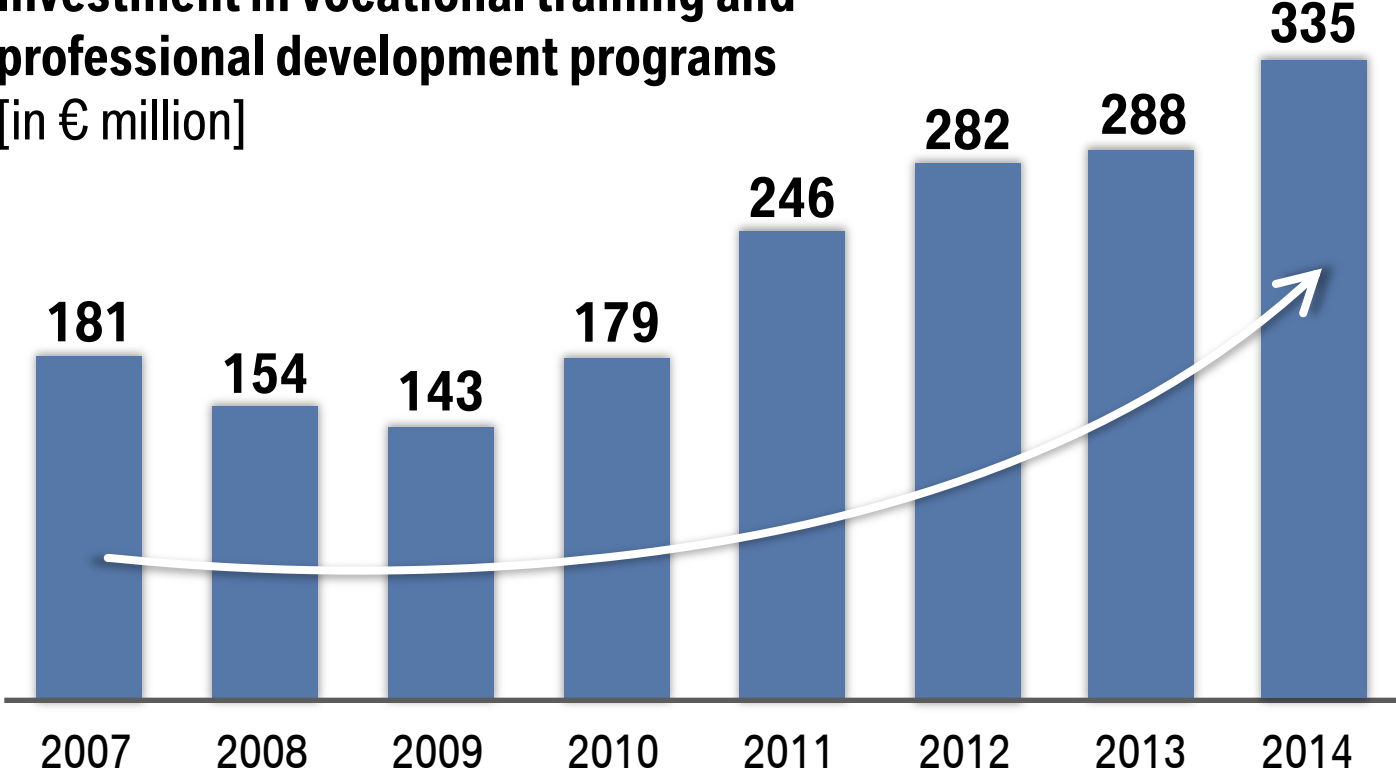


BMW GROUP WE INVEST IN OUR PEOPLE



BMW GROUP OVER 1.8 BILLION EUROS INVESTED IN VOCATIONAL TRAINING AND PROFESSIONAL DEVELOPMENT PROGRAMS SINCE 2007

Investment in vocational training and professional development programs [in € million]



BMW GROUP AGENDA

Our performance in the business year 2014

Our new models and targets in 2015

Our guidelines for future success

BMW Group Centennial



BMW GROUP THE BMW 2 SERIES GRAN TOURER



BMW GROUP THE NEW 2 SERIES CONVERTIBLE



BMW GROUP MODEL UPDATE OF THE BMW 1 SERIES



BMW GROUP MODEL UPDATE OF THE BMW 6 SERIES



BMW GROUP THE NEW BMW X6 M AND X5 M



BMW GROUP THE NEW MINI 5-DOOR MODEL



BMW GROUP MINI CLUBMAN CONCEPT



BMW GROUP ROLLS-ROYCE GHOST SERIES II



BMW GROUP OUR TARGETS FOR THE BUSINESS YEAR 2015

Solid growth in sales on Group level

Leading position in the premium segment

Solid growth in Group profit before tax

EBIT margin in the Automotive segment of 8-10%



Rolls-Royce
Motor Cars Limited

BMW Motorrad



BMW GROUP POSITIVE START INTO THE NEW BUSINESS YEAR 2015

BMW Group Automobile sales February 2015 YTD

2014

274,113

+7.3 %

2015

294,112



BMW GROUP AGENDA

Our performance in the business year 2014

Our new models and targets in 2015

Our guidelines for future success

BMW Group Centennial



BMW GROUP WE ARE STRATEGICALLY EXPANDING OUR PRODUCTION NETWORK



BMW GROUP PLANT SPARTANBURG: PEOPLE AND ROBOTS SIDE BY SIDE



BMW GROUP FIZ MUNICH: RENOVATION AND EXPANSION UNTIL 2018



BMW GROUP MORE THAN HALF THE POWER FROM RENEWABLE SOURCES



BMW GROUP CONNECTED DRIVE STORE: MORE CONNECTIVITY FOR OUR CUSTOMERS



ConnectedDrive Store

Internet

Booked Services

TeleServices

Intelligent Emergency Call

ConnectedDrive Services
active

Remote Services



BMW GROUP CONNECTED DRIVE: INSTRUCTION BY HAND MOVEMENT



BMW GROUP AGENDA

Our performance in the business year 2014

Our new models and targets in 2015

Our guidelines for future success

BMW Group Centennial



MARCH 7, 2016
100 YEARS



BMW GROUP CHANGE IN THE MANAGEMENT BOARD OF BMW AG



Harald Krüger

Chairman of the Board of Management after the Annual General Meeting 2015



Klaus Fröhlich

Member of the Board of Management, Development since December 9, 2014



Oliver Zipse

Member of the Board of Management, Production after the Annual General Meeting 2015

