

**BMW
GROUP**



ROLLS-ROYCE
MOTOR CARS LTD



BMW GROUP BRANDS & BMW BRAND STRATEGY.

BERND KÖRBER

SENIOR VICE PRESIDENT BRAND AND PRODUCT MANAGEMENT, CONNECTED COMPANY.

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July 2024.

STRONG BRANDS BUILD ON TRUST IN...

TRUST

QUALITY

CONSISTENCY

INNOVATION

...AND DELIVERING ON A CLEAR PROMISE AND CUSTOMER BENEFIT.
THE BMW GROUP DELIVERS ON THAT WITH FOUR STRONG BRANDS.



ROLLS-ROYCE
MOTOR CARS LTD



**BMW
MOTORRAD**



OUR BRANDS ARE STRONG ASSETS. THEY HAVE TO BE PRESERVED AND TRANSFORMED AT THE SAME TIME.

UNIQUE PREMIUM / LUXURY BRANDS...

...THAT ARE DIFFERENTIATED & RELEVANT



Freude



Uplifting
Lives



Inspiring
Greatness



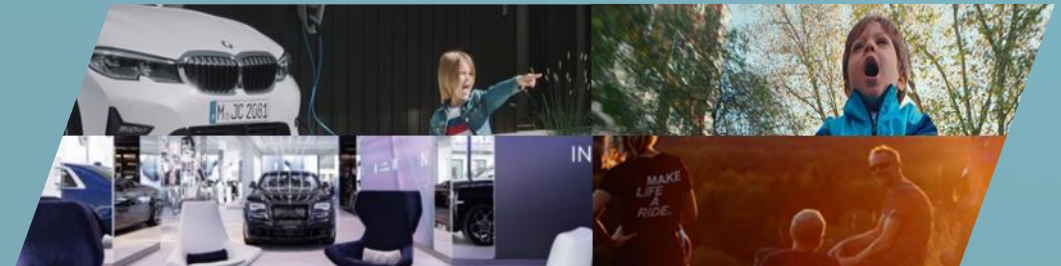
BMW
MOTORRAD

Make Life
a Ride

Clear profiling of each individual brand and sub-brand. Leading the way for all brand contact points along the customer journey.

BRAND PORTFOLIO STRATEGY ENSURES...

... OUR BRAND PORTFOLIO AS A WHOLE IS MORE THAN THE SUM OF ITS BRANDS



Long-term positioning of the BMW Group brands and sub-brands considering the BMW Group strategy as well as external trends, values and social developments.

LET'S FOCUS ON THE BMW BRAND.



WE HAVE A STRONG, EMOTIONAL AND HUMAN BRAND CORE...

FREUDE

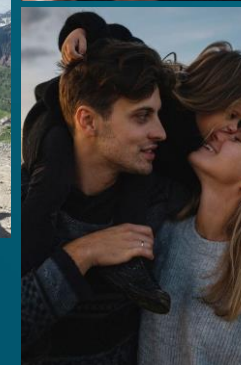
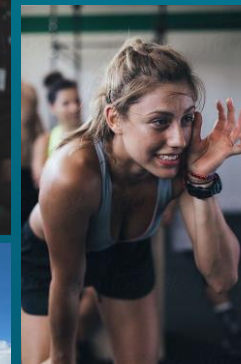
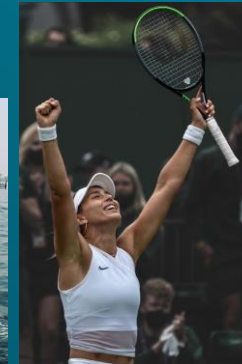
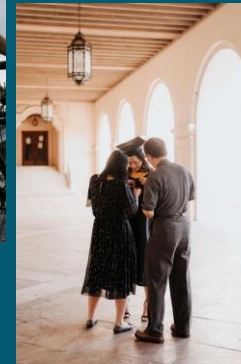
Simple. And at the same time so much more than joy.

More than happiness or delight, exhilaration and bliss. More than just a smile.

All of them and none of them.

It's freedom & self-actualization.

Covering the little moments and the big ones. **It comes like a spark and goes as fast; and while we can't hold it forever, we can always strive for it.**



...AND "FREUDE" IS ALSO IN OUR BRAND THEME, FOR 60 YEARS.



*...aus Freude
am Fahren...*

FREUDE
AM WAGEN
FREUDE
AM FAHREN



WE ARE AMONG THE TOP 10 BRANDS IN THE WORLD.

01
Apple



+4%
502,680 \$m

02
Microsoft



+14%
316,659 \$m

03
Amazon



+1%
276,929 \$m

04
Google



+3%
260,260 \$m

05
Samsung



+4%
91,407 \$m

06
Toyota



+8%
64,504 \$m

07
Mercedes-Benz



+9%
61,414 \$m

08
Coca-Cola



+1%
58,046 \$m

09
Nike



+7%
53,773 \$m

10
BMW



+10%
51,157 \$m

WE ARE PERCEIVED AS A PLAYER WITH A CLEAR STRATEGY.

The New York Times

BMW Is a Surprise Winner in Electric Vehicles

Once considered a laggard, the German luxury carmaker is one of only a few established automakers that has been able to compete effectively against Tesla.

<https://www.nytimes.com/2024/03/09/business/bmw-electric-vehicles.html>

WE ARE WELL POSITIONED WITH OUR CURRENT AND FUTURE PORTFOLIO.



L = Long version | Internal Combustion Engine | Battery Electric Vehicle | Plug-in Hybrid

WE LEAD THE PREMIUM SEGMENT AND WE PERFORM ACROSS SEGMENTS AND DRIVETRAINS. FLEXIBILITY PAYS OFF IN VOLATILE MARKETS.

1,096,486

Delivered BMW vehicles in 1st HY 2024

179,557

Delivered BMW BEVs in 1st HY 2024




OUR AIM IS TO STRENGTHEN OUR BRAND CORE AND INCREASE TWO STRATEGIC FIELDS – TO PROVIDE THE BASE FOR PROFITABLE GROWTH.



**EXCLUSIVITY /
LEADERSHIP**



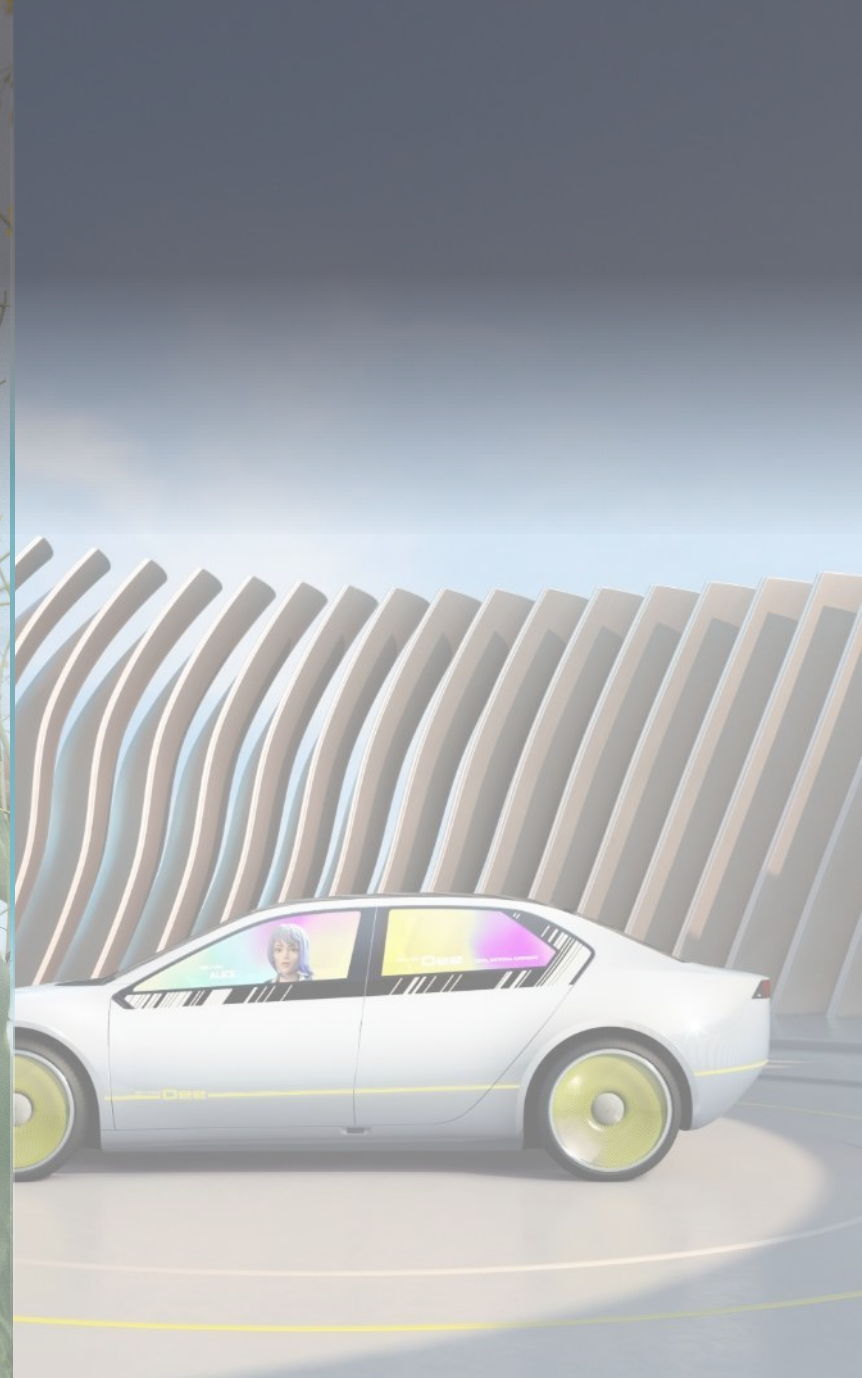
FREUDE



**TECH MAGIC /
INTELLIGENT
CONNECTED VEHICLE**

OUR ROAD TO...

**EXCLUSIVITY /
LEADERSHIP**

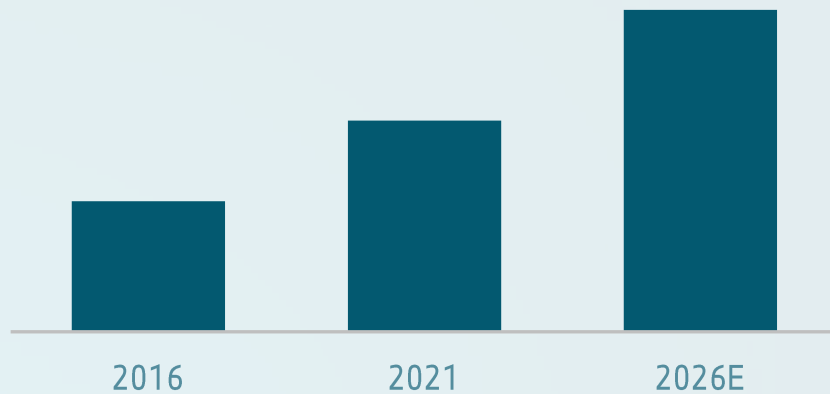


WE FOCUS ON EXISTING STRONG GKL AND NEW HIGH POTENTIAL SEGMENTS AS WELL AS ON THE HNWI AS AN INCREASING GLOBAL TARGET GROUP.

Target Group:

HIGH-NET-WORTH INDIVIDUALS (HNWI)

individuals with a net worth of \$1 million or more



OUR ROAD TO EXCLUSIVITY IS BASED ON ATTENTION TO EVERY DETAIL, MINDFUL MOMENTS AND CAREFUL SELECTION OF THE RIGHT PARTNERS...

DEDICATION

Products, services and communication with attention to every detail.

COOPERATION

Cooperate with selected partners to be at the places where the HNWI are.

EXPERIENCE

Mindful moments that address all senses in exclusive locations.

QUALITY

...AND TAILORED TO THE REGIONAL NEEDS, INTERESTS AND MARKET TRENDS.



AMERICAS

BMW Championship



EUROPE

Cannes Film Festival



ASIA

BMW Brand
Experience Club

WITH A VARIETY OF EXCLUSIVE PRODUCT MEASURES WE ADDRESS THE EXTERIOR AND INTERIOR REFINEMENT.

Automatic Doors

Two Tone
exterior colors

Sky Lounge

Executive Lounge
Seating

Working Table

Crystal Headlights

Fond Entertainment
With 8K Theatre Screen

OUR ROAD TO...



**TECH MAGIC /
INTELLIGENT
CONNECTED VEHICLE**

CRAFTING CAPTIVATING EXPERIENCES, TRANSFORMING BUSINESS, AND ELEVATING CUSTOMER CONNECTIONS.

EMOTIONAL EXPERIENCES
(Tech Magic & Human Centric)

Business Model for
DIGITAL FRESHNESS

Keeping
CUSTOMER INTERFACE AND CONTACT



OUR ROAD TO TECH-MAGIC IS BASED ON BEING AT THE RIGHT PLACES, PARTNER WITH THE BEST AND PROVIDE HOLISTIC DIGITAL EXPERIENCES...

PLATFORMS

Being at tech, innovation and virtual platforms to access new target groups.

PARTNERS

Partnering with selected new and established tech players to increase offer possibilities.

EXPERIENCE

Design the digital product portfolio to deliver a holistic experience.

INNOVATION

...TAILORED TO THE REGIONAL NEEDS, INTERESTS AND MARKET TRENDS.



AMERICAS

Consumer
Electronics Show



EUROPE

BMW Startup Garage



ASIA

BMW Driving Center
R&D Activities

WITH OUR CURRENT AND FUTURE DIGITAL PRODUCTS AND SERVICES WE DELIVER TECH-MAGIC WITH HUMAN-CENTRICITY.

In-Car Videostreaming
e.g. also exclusive for Events
like Ryder Cup

In-Car Gaming

Level 2+ / 3
With automatic lane change

New BMW iDrive
powered by Operating System X

OTA Updatability
Of 8 Mio Vehicles

Digital Signature

My BMW App
12.3 Mio Users
4.8 Global App Rating

**BMW Intelligent
Personal Assistant**
Based on Alexa incl. LLM

TO ADDRESS YOUNG TARGET GROUPS WE ALSO ENSURE AN AUTHENTIC BRAND PRESENCE ON SOCIAL CHANNELS.



39.1 Mio Followers

Number 1 car brand
on Instagram



20.5 Mio



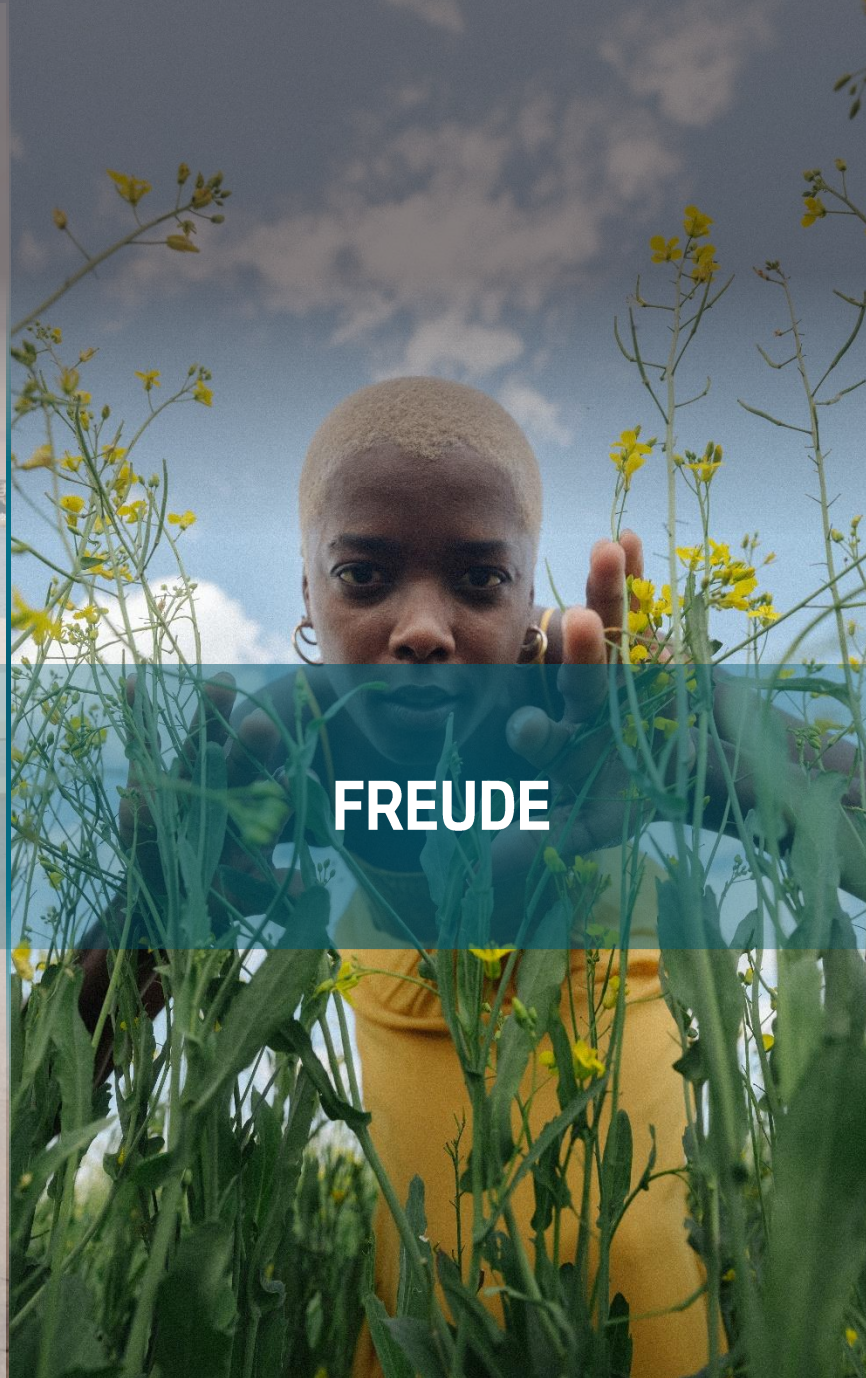
3.2 Mio



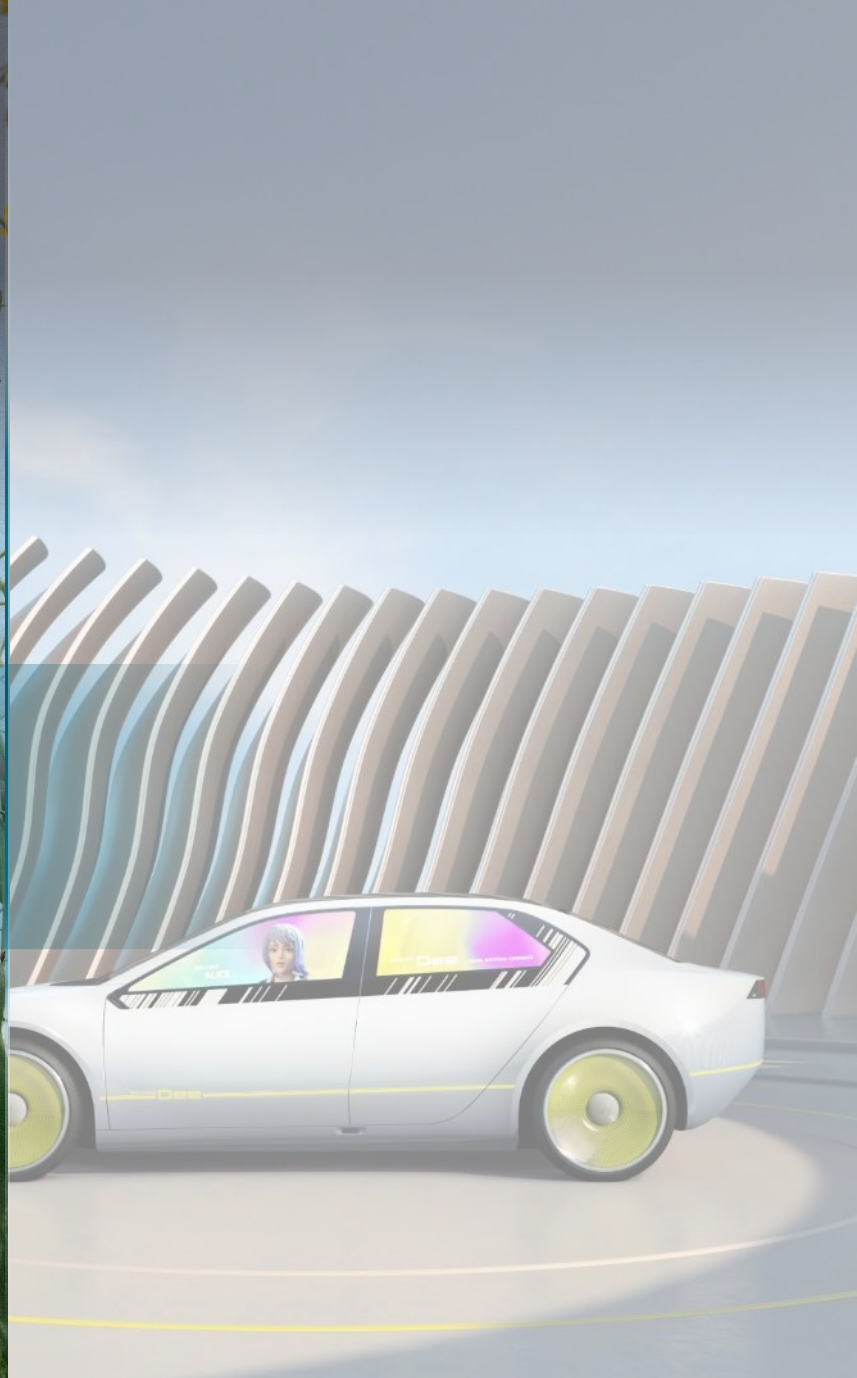
4.8 Mio



OUR ROAD TO...



FREUDE



OUR ROAD TO FREUDE IS BASED ON STRENGTHENING OUR BRAND IMAGE WITH AUTHENTICITY, INSIGHTS INTO OUR FUTURE AND UNIQUENESS.

DIRECTION

Providing an outlook to the future and take customers and prospects on the journey.

AUTHENTICITY

Staying true to who we are and follow our own path.

UNIQUENESS

Defining our "only BMW can do" in everything we do.

CONSISTENCY