

March 15, 2011

ANNUAL ACCOUNTS PRESS CONFERENCE

**BMW
GROUP**



Rolls-Royce
Motor Cars Limited

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GROUP**



Rolls-Royce
Motor Cars Limited

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Dr. Norbert Reithofer
Chairman of the Board of Management of BMW AG

March 15, 2011

BMW GROUP OUR VISION

We want to be the leading provider of premium products and premium services for individual mobility.



Rolls-Royce
Motor Cars Limited

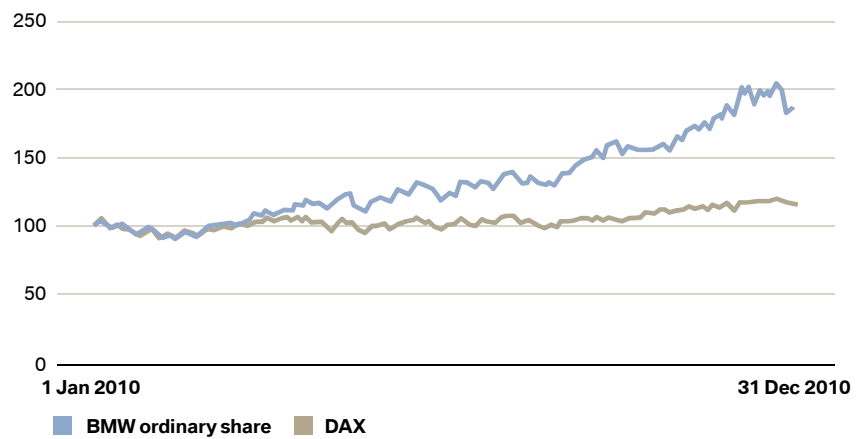
BMW GROUP KEY FIGURES – BUSINESS YEAR 2010

Group pre-tax result – over € 4.83 billion.

Net profit – over € 3.23 billion.

More than 1.46 million BMW, MINI and Rolls-Royce vehicles sold.

DEVELOPMENT OF BMW ORDINARY SHARE – BEST DAX STOCK IN 2010



BMW GROUP TARGETS – BUSINESS YEAR 2011

We intend to further increase Group earnings above 2010.

We intend to sell significantly more than 1.5 million cars on Group level.

We intend to reach new record highs with all three brands.

AGENDA

What did we accomplish in the business year 2010?

How do we intend to lead the BMW Group into the future?

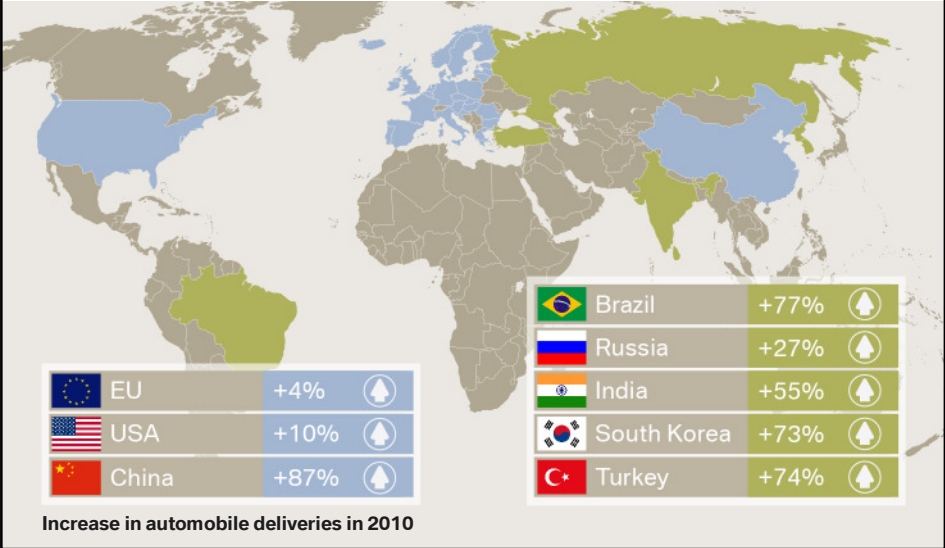
BMW GROUP SALES FIGURES 2010 BRANDS AND MOTORCYCLES

| | | | |
|---|-----------|-----------|---|
|  | 1,224,280 | + 14.6 % | ↑ |
|  | 234,175 | + 8.1 % | ↑ |
|  | 2,711 | + 170.6 % | ↑ |
|  | 110,113 | + 9.7 % | ↑ |

NEW BMW 5 SERIES A GLOBAL SUCCESS



BMW GROUP BALANCED PERFORMANCE WORLDWIDE



BMW GROUP INVESTING IN GLOBAL PRODUCTION PLANTS



AGENDA

What did we accomplish in the business year 2010?

How do we intend to lead the BMW Group into the future?

**OUR ROADMAP FOR SUSTAINABLE MOBILITY
FROM 2013: BMW i3 AND BMW i8**



**INNOVATIVE MOBILITY SERVICES
BMW CONNECTED DRIVE**



NEW ENGINE RANGE BMW EFFICIENT DYNAMICS

BMW TwinPower Turbo technology



New 4-cylinder petrol engine



Present 6-cylinder petrol engine

SUCCESS THROUGH STRATEGIC ALLIANCES BMW PEUGEOT CITROËN ELECTRIFICATION



**BMW
GROUP**



Rolls-Royce
Power Cars Limited

PSA PEUGEOT CITROËN

Joint development and production of
hybrid components and electric drives.



THE FUTURE LIES IN “BOTH-AND”

| | | |
|------------------------|---|---------------------------|
| Combustion engines | + | E-mobility |
| Steel | + | Carbon |
| Premium luxury segment | + | Premium small car segment |
| Mature markets | + | Growth regions |
| Productivity | + | Focus on associates |

BMW GROUP COMPREHENSIVE DIVERSITY APPROACH



**BMW GROUP
NEW PRODUCTS 2011**

