



7 December 2012

# SNEAK PREVIEW

**DR. FRIEDRICH EICHINER**  
MEMBER OF THE BOARD OF MANAGEMENT OF BMW AG, FINANCE

**BMW  
GROUP**



Rolls-Royce  
Motor Cars Limited

# AGENDA.

Sales development to the end of 2012

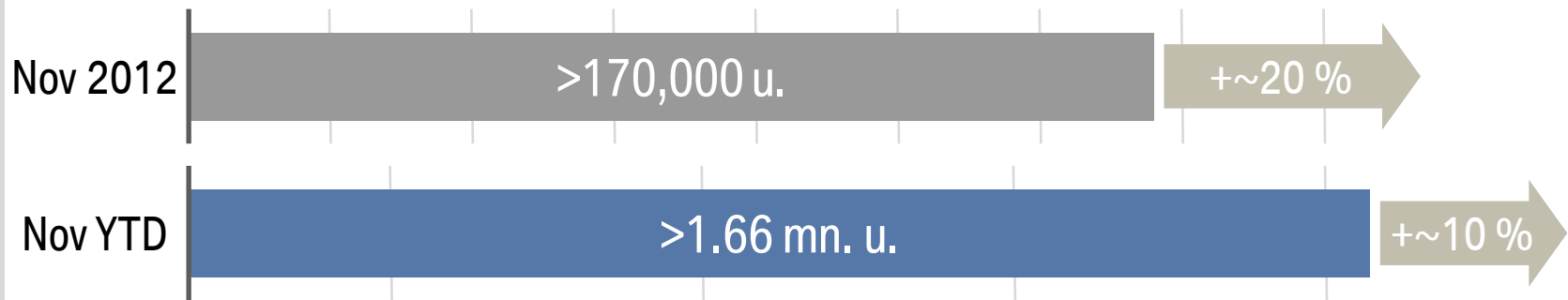
Outlook for 2013

Paving the way for electro-mobility – BMW i



# MOMENTUM FROM NEW MODELS IN INCREASING COMPETITION.

Sales YTD and in November compared to previous year



# AGENDA.

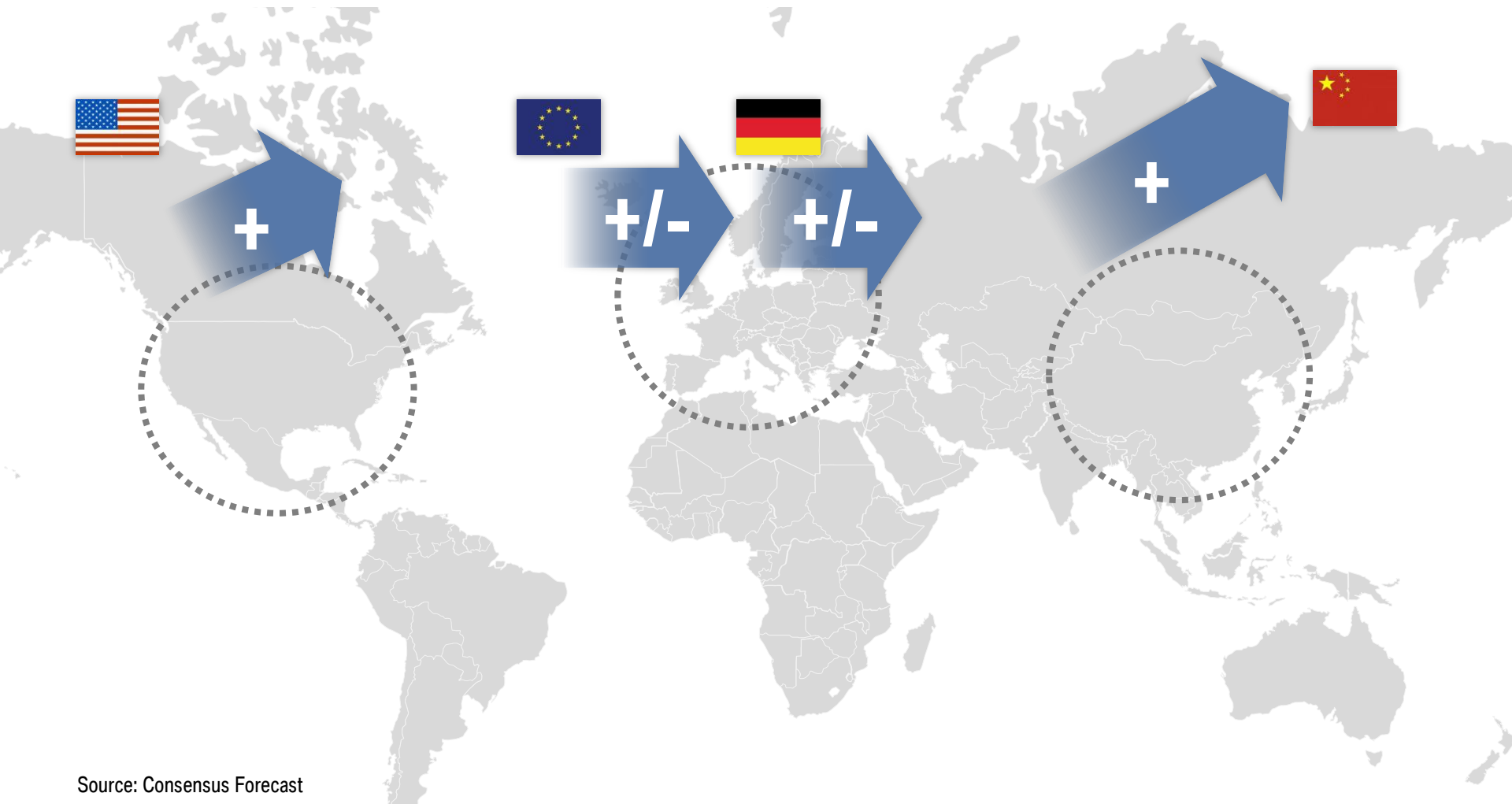
Sales development to the end of 2012

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# GLOBAL ECONOMIC DEVELOPMENT IN 2013 – STAGNATION IN EUROPE, GROWTH IN OVERSEAS MARKETS.



Source: Consensus Forecast

Sneak Preview, Dr. Eichiner



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# STRONG GROWTH OVERALL IN BRIKT AND FUTURE EMERGING MARKETS.

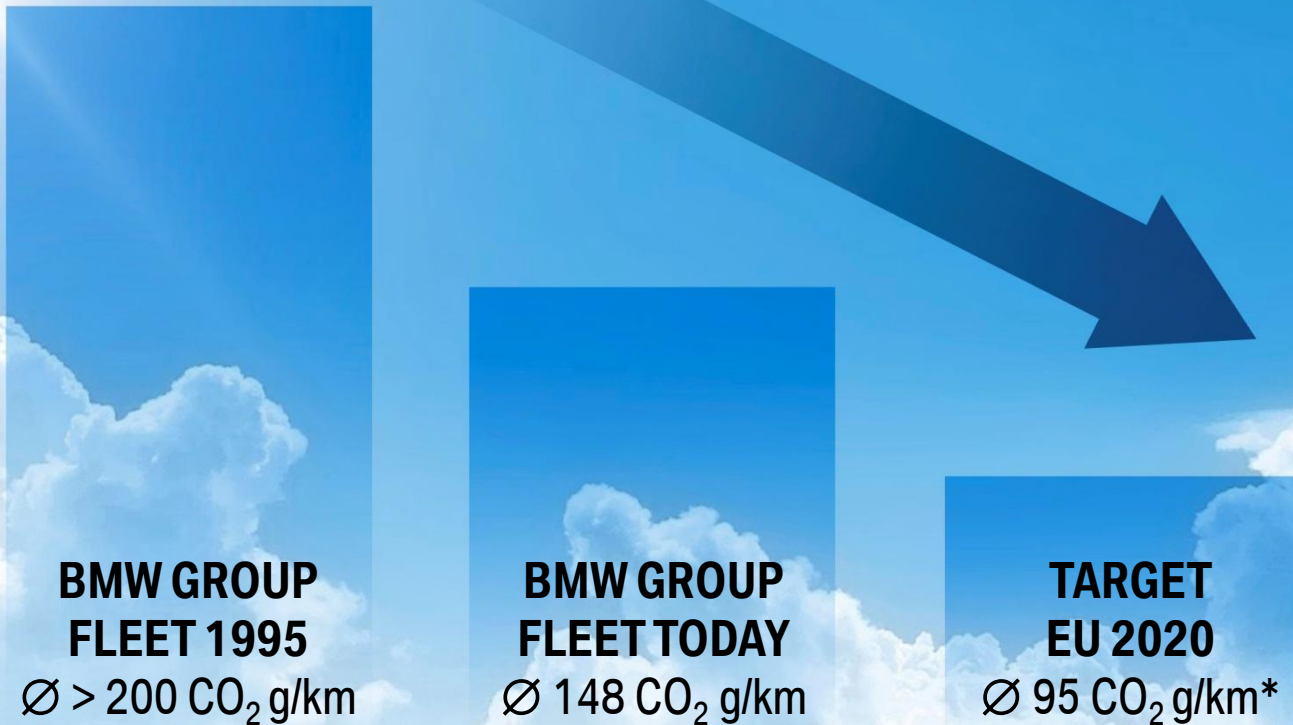
Avg. Growth 2006-2011 (CAGR)

	<b>Brazil</b>	<b>+ 48%</b>
	<b>Russia</b>	<b>+ 26%</b>
	<b>India</b>	<b>+ 105%</b>
	<b>Korea</b>	<b>+ 30%</b>
	<b>Turkey</b>	<b>+ 24%</b>

Retail Sales Nov. YTD 2012

1		<b>USA</b>
2		<b>China</b>
3		<b>Germany</b>
4		<b>UK</b>
5		<b>BRIKT</b>

# 50% REDUCTION IN CO<sub>2</sub> EMISSIONS BETWEEN 1995 AND 2020.



\*Value for the BMW Group fleet  $\varnothing$  101 CO<sub>2</sub> g/km

# TWO PARALLEL AND COMPLEMENTARY PATHS.

## Evolution

Efficient combustion engines  
Innovative technologies

## Revolution

Alternative drive trains  
Mobility services





# CAPEX FOR ESTABLISHED PROJECTS BUT ALSO SIGNIFICANT UPFRONT INVESTMENTS NEEDED TO SECURE BMW GROUP'S FUTURE.



i3 / i8

New products

CFRP

2013:  
Increasing capex  
+  
additional upfront  
investments

Future Retail

Modular system powertrains

# AGENDA.

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# STRATEGIC OBJECTIVES OF BMW i DERIVED FROM CORPORATE STRATEGY NUMBER ONE.

**BMW  
GROUP**

Number ONE

Growth

Shaping the future

Profitability

Access to new  
technologies/  
customers

**BMW i.** 

## Generate growth

- New target groups.
- New products and services.



## Technologies/ customers

- Pioneering technologies and design.
- Visionary services.
- New sales concepts.



## Shaping the future

- Sharpen BMW image as sustainable brand.
- Differentiation from competition.
- Future-proof product portfolio.



# WITH BMW i, THE BMW BRAND PORTFOLIO IS IN PERFECT BALANCE.



**Innovate driving pleasure.**

**Focus on  
engaging aesthetics**

**Boost joy.**

**Thrilling performance.**

**Striking technology.**

**Unrivalled experience.**

**Visionary mobility.**

**Inspiring design.**

**Next premium.**



**JOY IS THE SPARK BETWEEN YOU  
AND THE ROAD.**

JOY IS THE ALL-NEW BMW X6 M.



**YOU WILL FEEL THE AIRFLOW JUST LOOKING AT IT.**

THE ALL-NEW BMW 6-SERIES CONVERTIBLE.  
VISIT [WWW.BMW.COM](http://WWW.BMW.COM)

BMW EfficientDynamics  
Less emissions. More driving pleasure.



**APPEALS TO YOUR EGO  
AND YOUR ECO.**

# MAIN USP<sub>s</sub> OF BMW i AND ITS PRODUCTS.

## LifeDrive

Purpose-built e-mobility for more range, dynamics and safety .



## 360 Electric

Private charging, public charging, assistance services, flexible mobility.



## BMW eDrive

Dynamic and intelligent electric drive train technology.



## Mobility services

Car sharing, parking solutions, intermodal mobility.



## BMW i BMW i3 and BMW i8

## Holistic sustainability

Sustainable product life-cycle from development to recycling.



## Carbon fibre

Lightweight construction for less weight and more safety.



## Next premium design

Progressive shapes and sustainable premium materials.



## Connectivity

Fully integrated, real-time and location based.



# BMW i WILL PROVIDE FLEXIBLE MOBILITY.

## ASSISTANCE SERVICES

“Provide assurance”



## HOME CHARGING

“Convenient charging at home”



360° ELECTRIC.

## FLEXIBLE MOBILITY

“A new mobile lifestyle”



## PUBLIC CHARGING

“On the road”



# BMW i. RETAIL OF THE FUTURE.

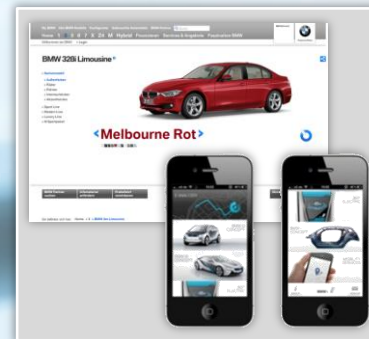


# FUTURE RETAIL.

Premium Retail Experience

Retail Enabling

Multi-Channel Retail



Mobile Customizer







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