



19 March 2013

# ANNUAL ACCOUNTS PRESS CONFERENCE

**BMW  
GROUP**



Rolls-Royce  
Motor Cars Limited

# CHANNEL SELECTION

Channel	Language	Translation Channel	Channel 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	French	Canal 5	Français
Channel 6	Russian	Канал 6	Русский
Channel 7	Mandarin	声道 7	中文
Channel 8	Korean	채널 8	한국어



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# ANNUAL ACCOUNTS PRESS CONFERENCE

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

**BMW**  
**GROUP**



Rolls-Royce  
Motor Cars Limited

# BMW GROUP THE NEW BMW 3 SERIES GRAN TURISMO





# BMW GROUP AGENDA



What did we achieve in the 2012 financial year?

How do things stand five years into our Strategy Number ONE?

What can our customers look forward to in 2013?

How will we approach the next stage of the Strategy in 2016?



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# BMW GROUP

## BMW ONE OF THE TOP 15 COMPANIES WORLDWIDE

FORTUNE "World's Most Admired Companies" 2013



# BMW GROUP SALES FIGURES 2012 FOR BRANDS AND MOTORCYCLES

	1,845,186	+ 10.6 %	↑
	1,540,085	+ 11.6 %	↑
	301,526	+ 5.8 %	↑
	3,575	+ 1.0 %	↑
	117,109	+ 3.1 %	↑



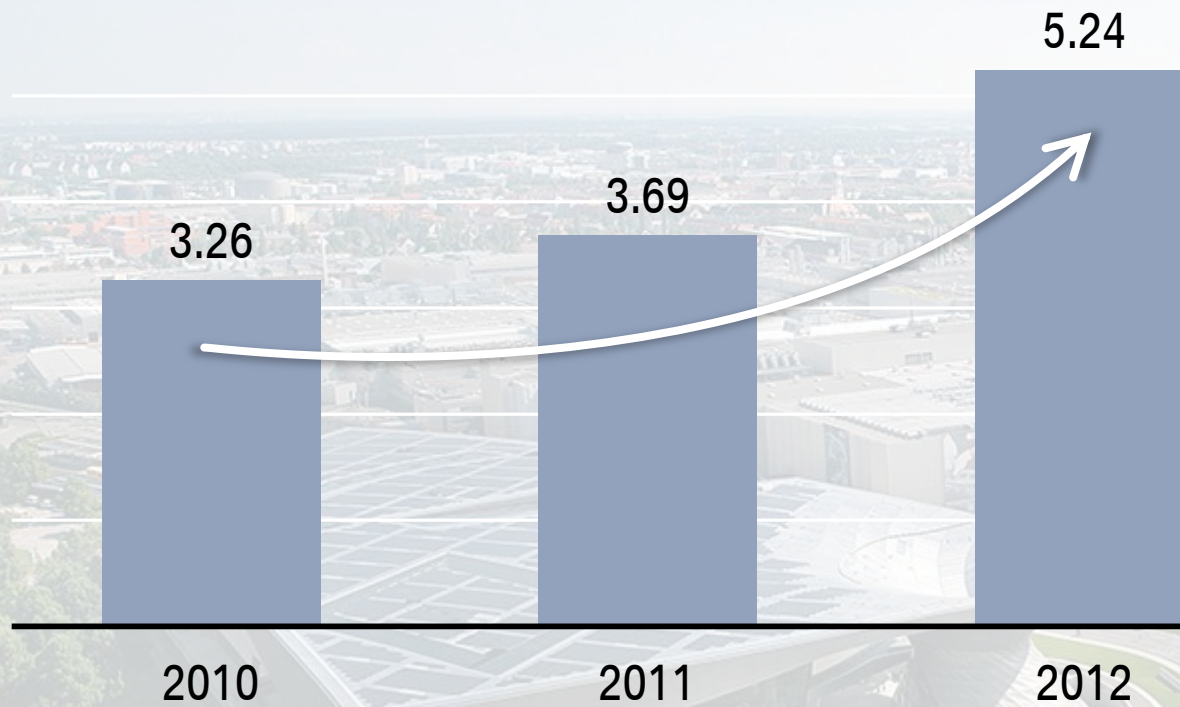
# BMW GROUP

## KEY FINANCIAL INDICATORS 2012 FINANCIAL YEAR

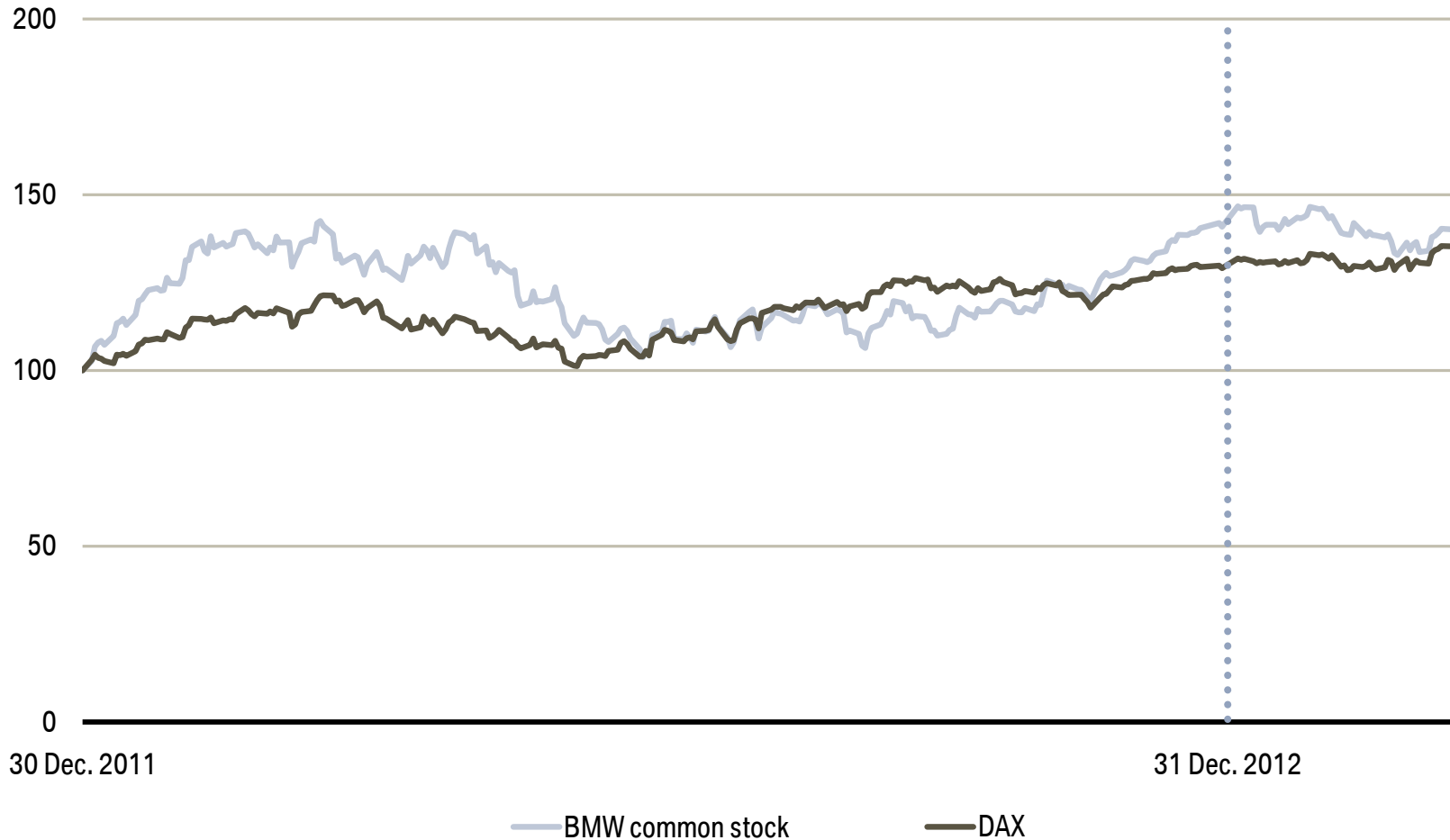
In billion €	2012	2011	Change in %
Revenues – Group	76.85	68.82	+11.7
Profit before tax – Group	7.82	7.38	+ 5.9
Net profit – Group	5.12	4.90	+ 4.4
EBIT margin for Automobile segment (in %)	10.9	11.8	
Profit before tax – Financial Services	1.56	1.79	- 12.8

# BMW GROUP WE INVEST IN OUR FUTURE

Investments in billion €



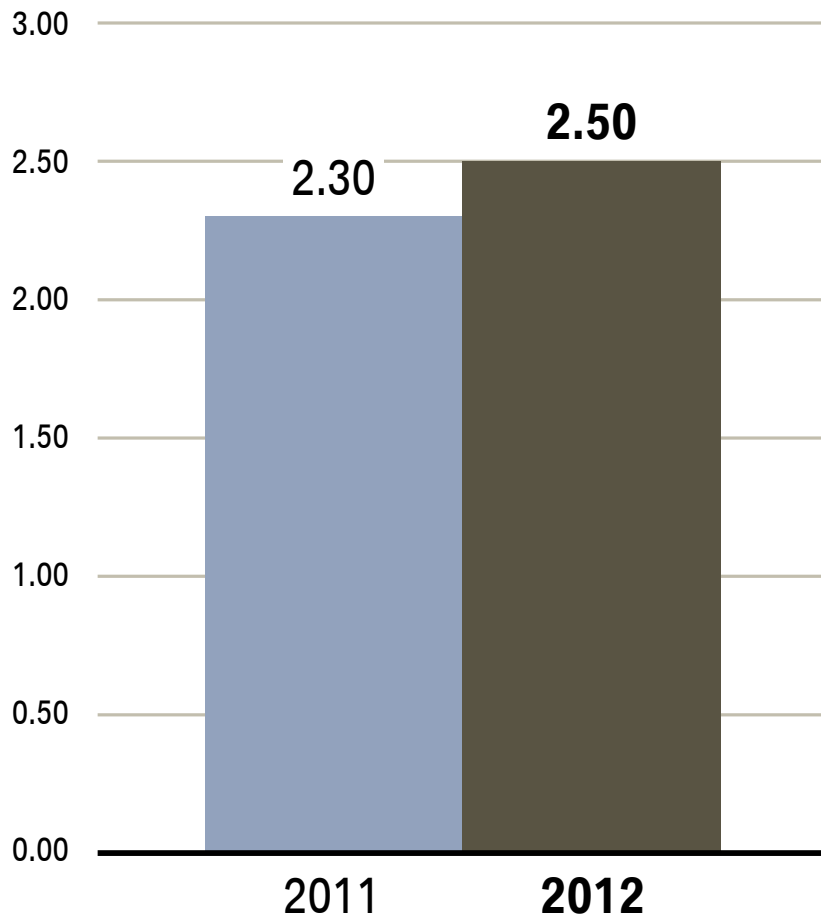
# TREND IN BMW COMMON STOCK DURING 2012 COMPARED TO THE DAX



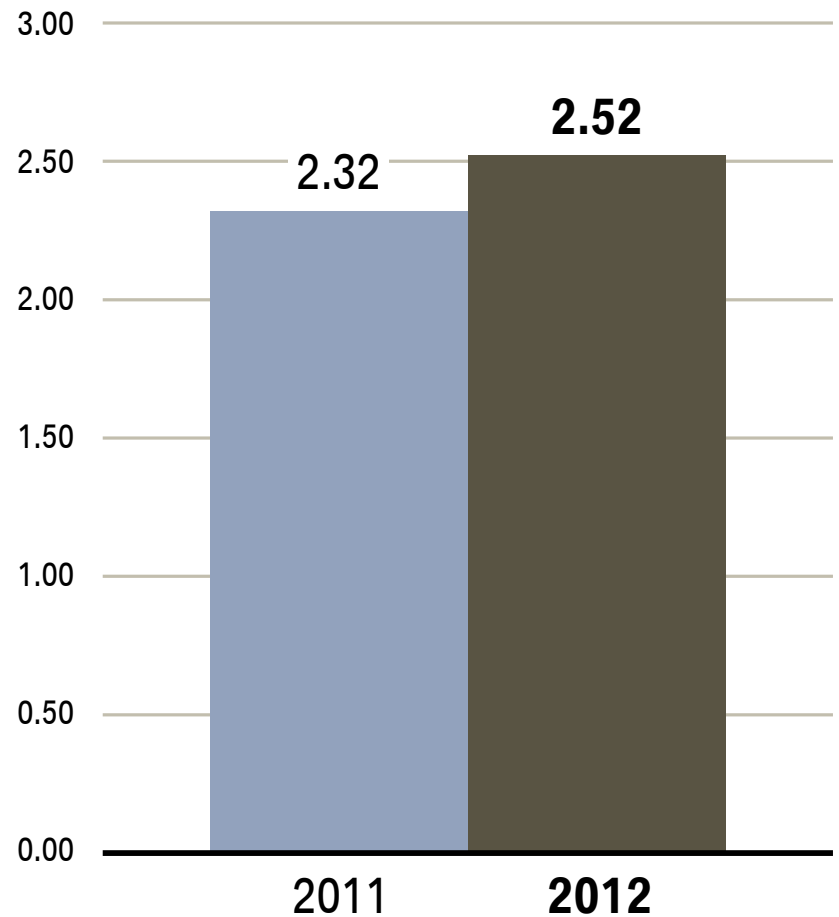


# BMW GROUP INCREASE IN DIVIDEND

## Dividend per common stock in €



## Dividend per preferred stock in €



# BMW GROUP ASSOCIATES: MOST IMPORTANT SUCCESS FACTOR





# BMW GROUP WE GO OUR OWN WAY



1973 Dingolfing plant



2005 Leipzig plant



1994 Spartanburg plant



2003 / 2012 production site Shenyang



# BMW GROUP SPARING USE OF RESOURCES AT OUR PLANTS



Wind energy at Leipzig plant



Regional suppliers at Tiexi plant



Zero emissions foundry at Landshut plant



Methane gas at Spartanburg plant



# BMW GROUP SPORTS ACTIVITY VEHICLES SEGMENT



BMW X1



BMW X3



BMW X5



BMW X6



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# BMW GROUP STRATEGY NUMBER ONE

Vision

Competitive Advantage

Growth



Shaping the Future



Profitability



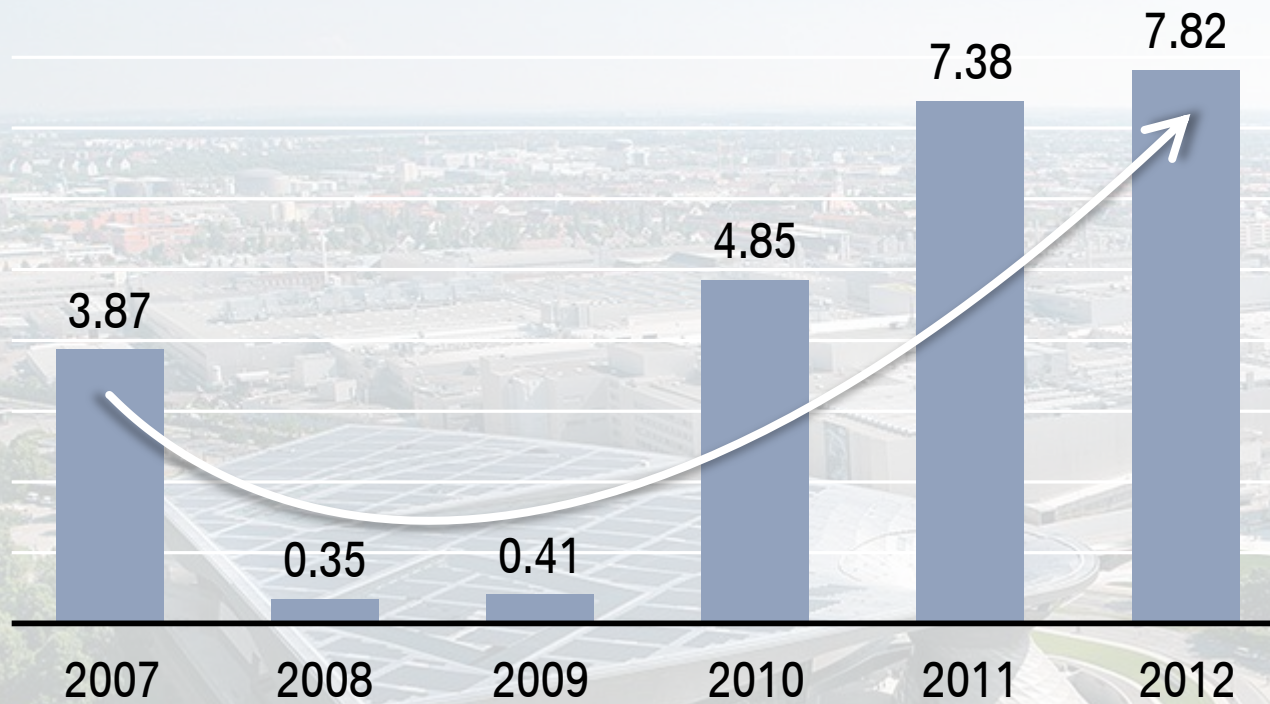
New Technologies  
and Customers



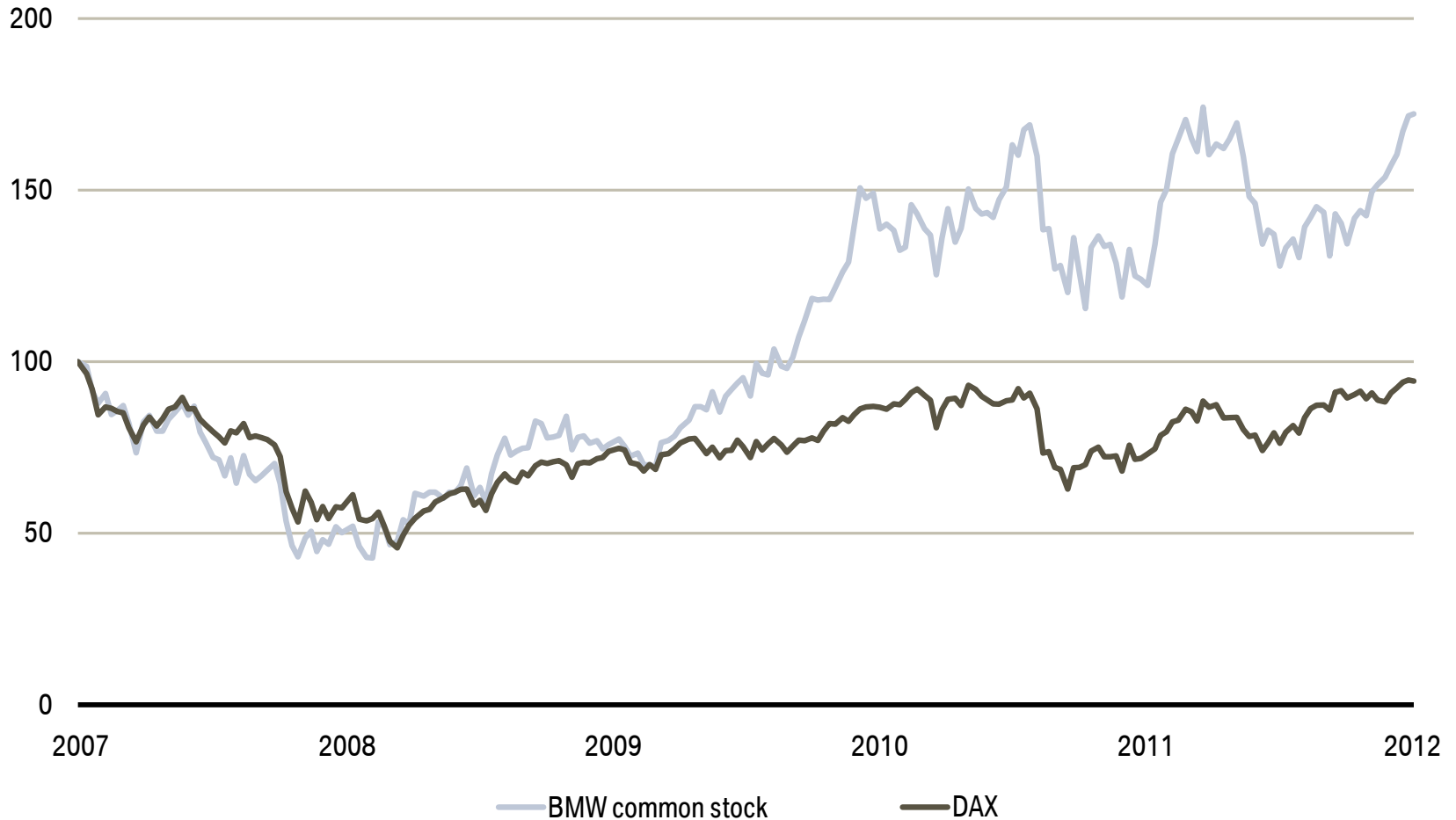
Basic Principles

# BMW GROUP DEVELOPMENT IN PROFITS

Increase in profit before tax in billion €



# TREND IN BMW COMMON STOCK 2007-2012 COMPARED TO DAX





# EFFICIENT DYNAMICS

## 35 MODELS WITH 120 g/km CO<sub>2</sub> OR LESS

### Optimisation

### ActiveHybrid

### BMW eDrive



BMW 114d 5-door



BMW 116d 5-door



BMW 116d 5-door \*



BMW 118d 5-door



BMW 120d 5-door



BMW 114d 3-door



BMW 116d 3-door



BMW 116d 3-door \*



BMW 118d 3-door



BMW 120d 3-door



BMW 118d Coupé



BMW 316d



BMW 318d



BMW 320d



BMW 320d \*



BMW 316d Touring



BMW 318d Touring



BMW 320d Touring\*



BMW 520d \*



BMW 318d GT



BMW X1 sDrive20d \*



MINI One MINIMALIST



MINI One D



MINI Cooper D



MINI Cooper SD



MINI Cooper D Cabrio



MINI Cooper SD Cabrio



MINI One D Clubman



MINI Cooper D Clubman



MINI Cooper SD Clubman



MINI One D Countryman



MINI Cooper D Countryman



MINI Cooper SD Roadster



MINI Cooper SD Coupé



MINI Cooper D Paceman

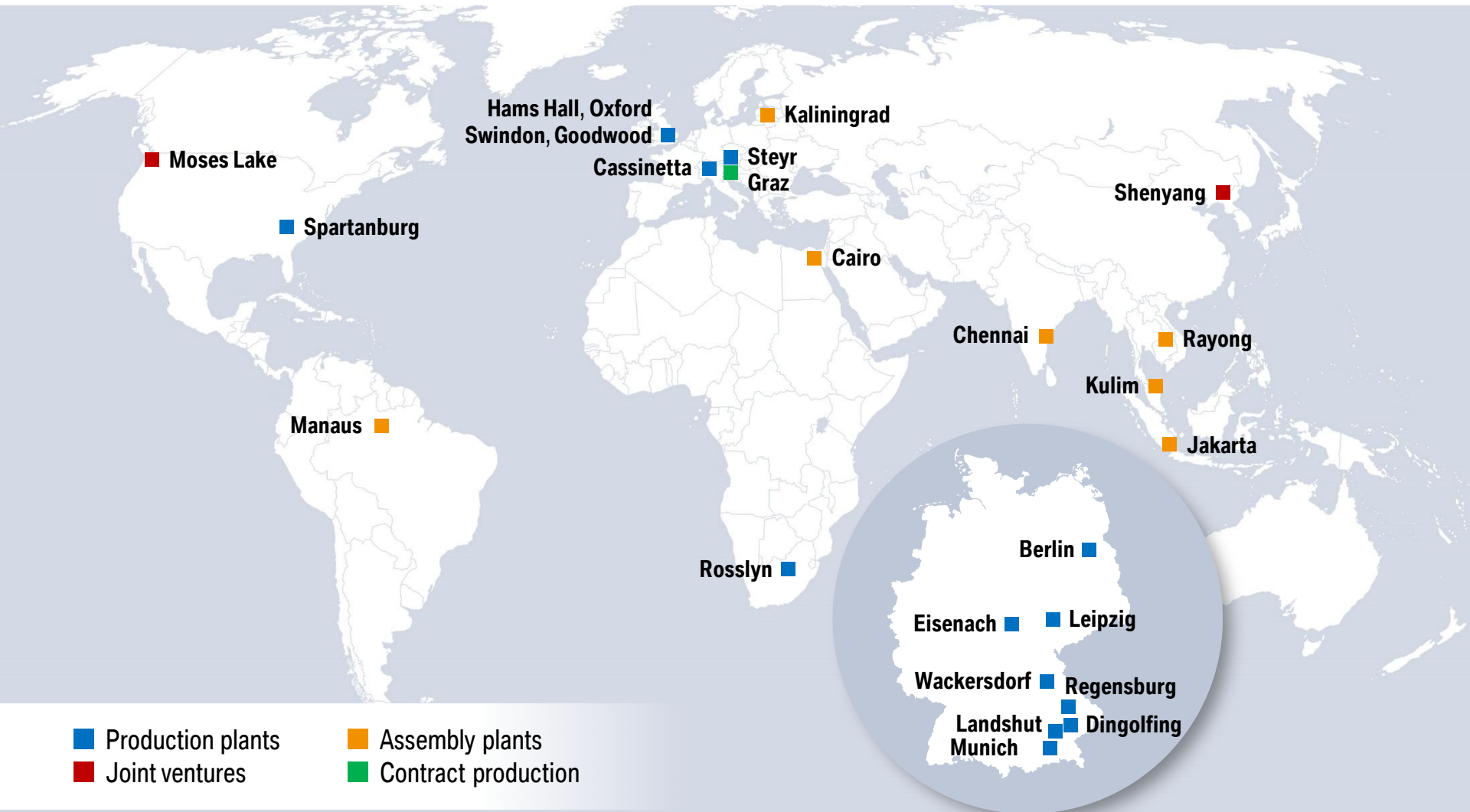
\* EfficientDynamics Edition.

# BMW GROUP WE INVEST IN OUR WORKFORCE

Expenditure on training and further education in million €



# BMW GROUP 29 LOCATIONS IN 14 COUNTRIES AT YEAR-END 2012





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# BMW GROUP NEW MODELS IN 2013



BMW 3 Series Gran Turismo



BMW M6 Gran Coupé



MINI Paceman



Rolls-Royce Wraith



# BMW GROUP BMW 4 SERIES CONCEPT COUPÉ





# BMW GROUP TARGETS FOR 2013



Record sales at Group level.

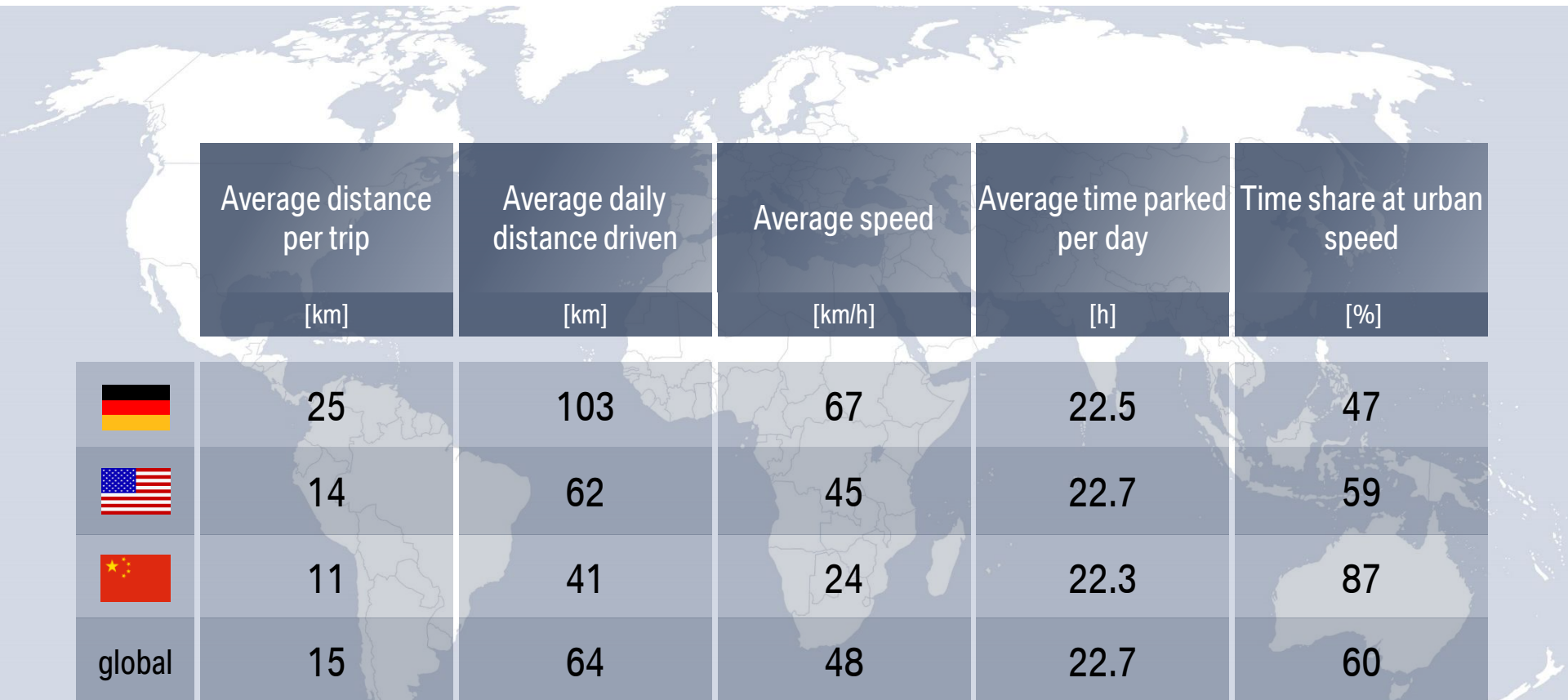
Group profit before tax should be on a similar scale as 2012.






# BMW GROUP ELECTRIC VEHICLES PRODUCTION STARTS IN 2013



# BMW GROUP DAILY VEHICLE USE



	Average distance per trip [km]	Average daily distance driven [km]	Average speed [km/h]	Average time parked per day [h]	Time share at urban speed [%]
	25	103	67	22.5	47
	14	62	45	22.7	59
	11	41	24	22.3	87
global	15	64	48	22.7	60

Based on tests of vehicle use behaviour (BMW customers)

# BMW GROUP BMW i FAMILY





# BMW GROUP BMW i – INTEGRATED APPROACH

LifeDrive



360° Electric



BMW eDrive



Mobility services



Holistic sustainability



Carbon fibres



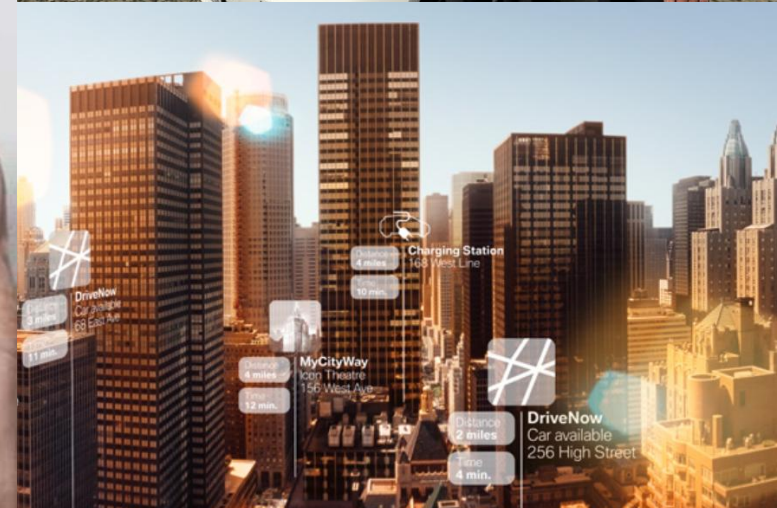
Premium design of the future



Connectivity



# BMW GROUP INNOVATIVE MOBILITY SERVICES





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# BMW GROUP NUMBER ONE – THE NEXT MILESTONES

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

Over two million vehicles.



# BMW GROUP THREE TITLES AT DTM 2012





**BMW GROUP  
WE WILL CONTINUE TO GO OUR OWN WAY**

