



March 26, 2015

CAPITAL MARKETS DAY

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

**BMW
GROUP**



Rolls-Royce
Motor Cars Limited

AGENDA.

1 **Financial Status of 2014**

2 **Chances and Challenges in 2015**

3 **Towards a strong future**



BMW Motorrad



BMW GROUP – 2014 FINANCIAL YEAR: FIGURES FOR PREVIOUS YEAR EXCEEDED.

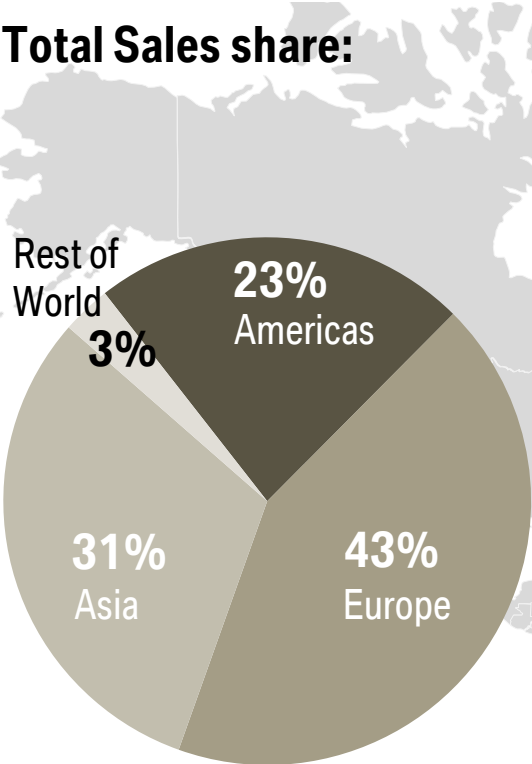
In € million	2014	2013*	Change in %
Sales (units)	2,117,965	1,963,798	+ 7.9
Revenues	80,401	76,059	+ 5.7
Earnings before taxes (EBT)	8,707	7,893	+ 10.3
EBT margin (in %)	10.8	10.4	-
Net profit	5,817	5,329	+ 9.2



* Previous year figures adjusted

RETAIL SALES IN 2014 GLOBALLY BALANCED BETWEEN AMERICAS, EUROPE AND ASIA.

Total Sales share:



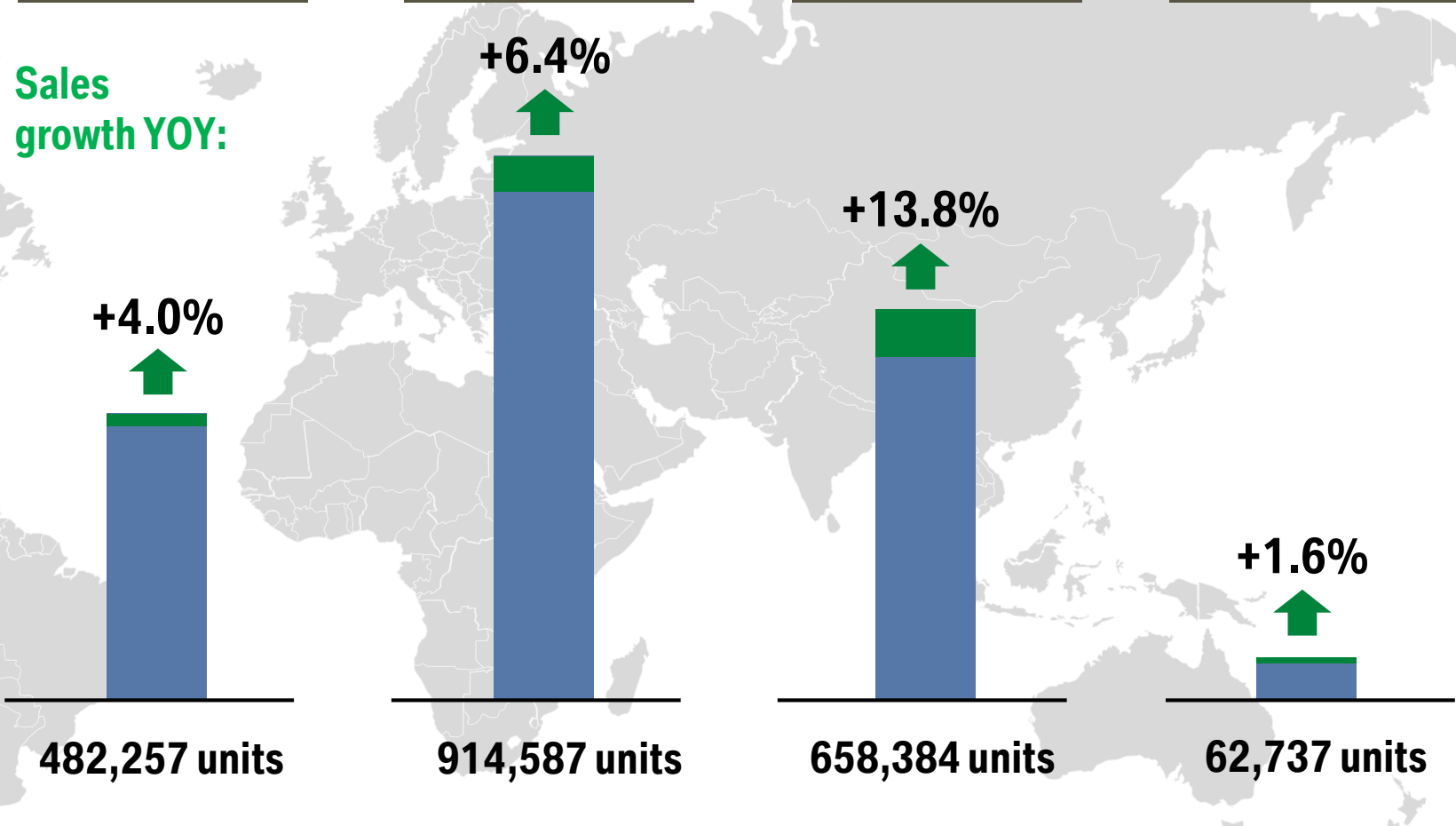
Americas

Europe

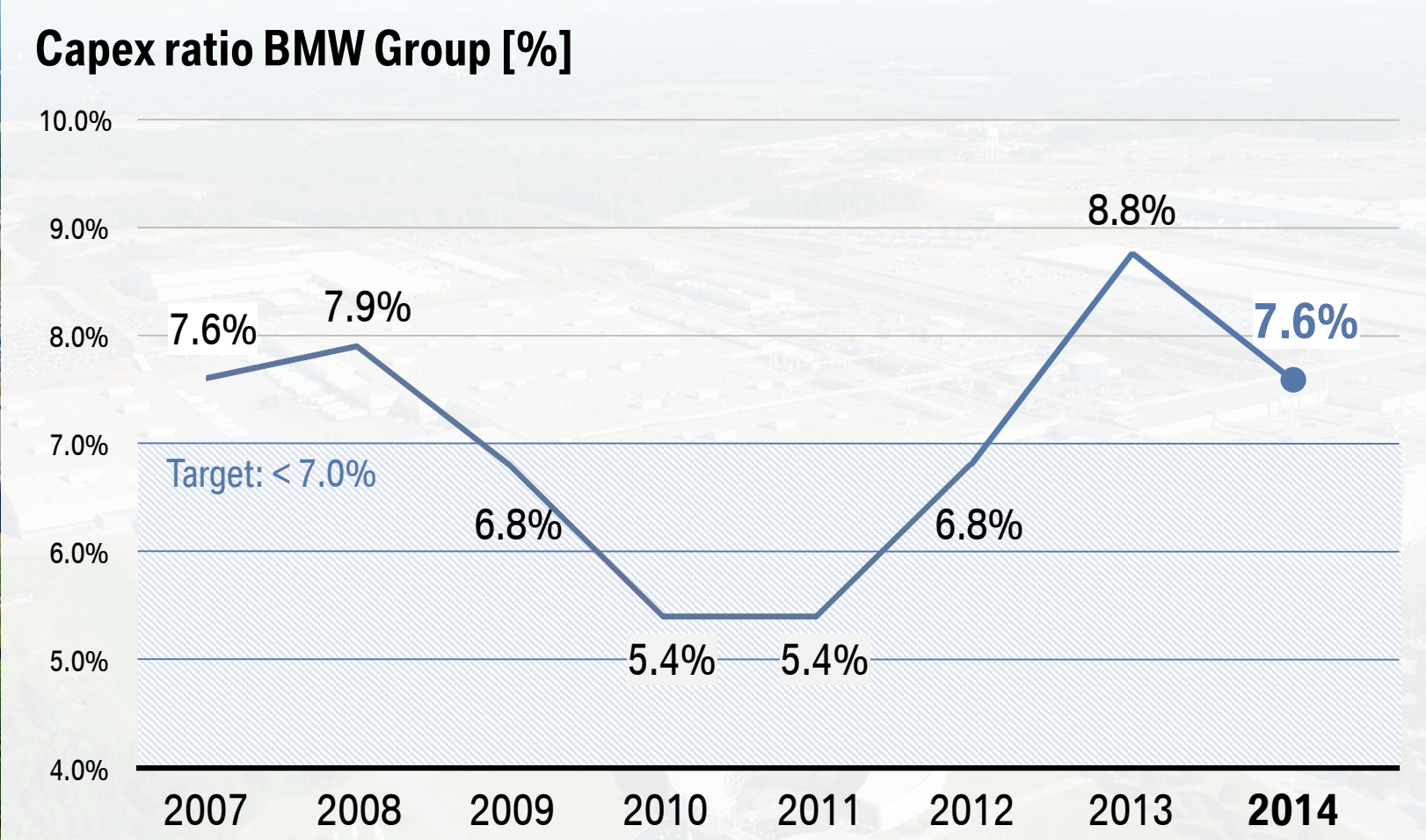
Asia

Rest of World

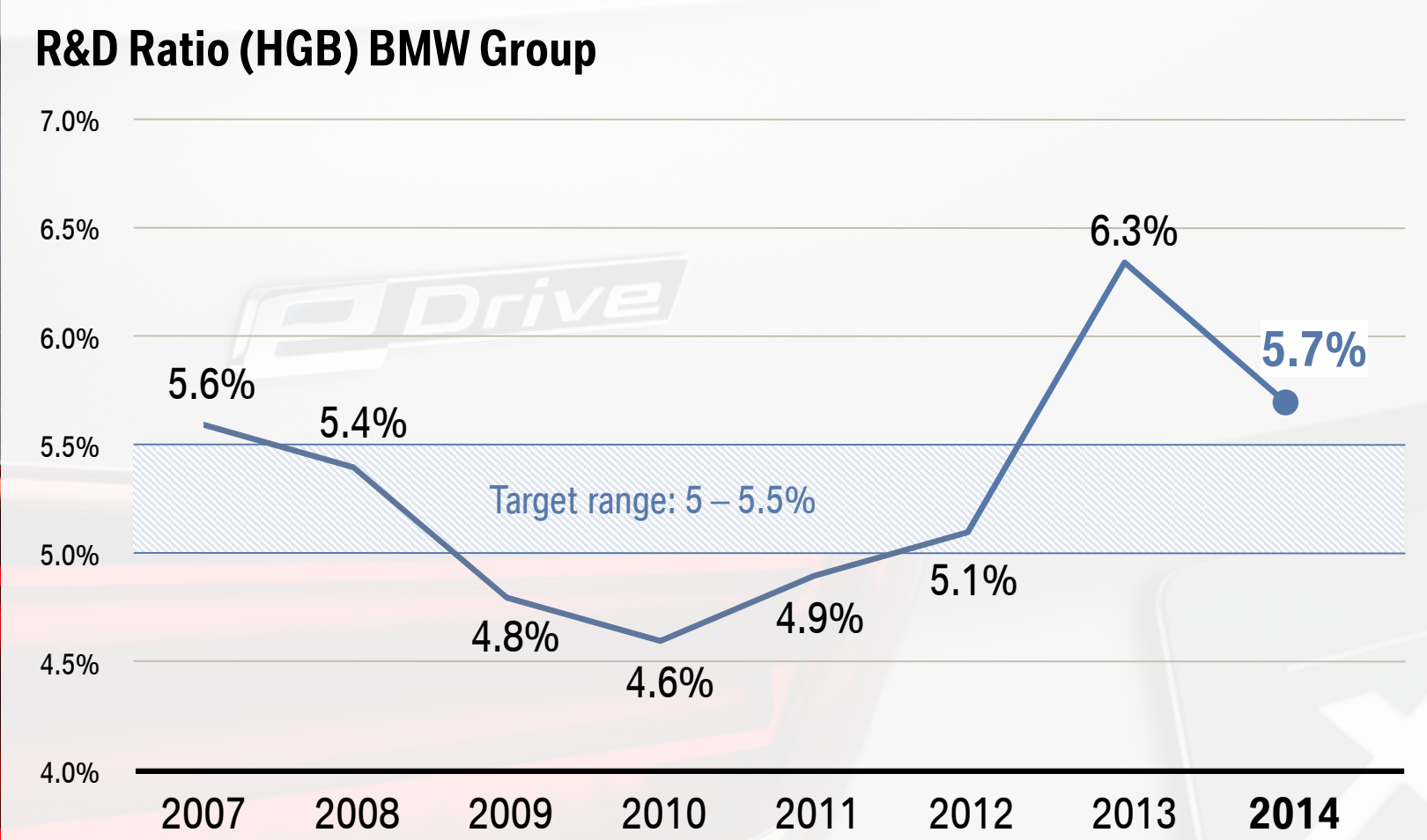
Sales growth YOY:



CAPEX RATIO 2014 CLOSER TO TARGET. PRODUCTION EXPANSION IN AMERICAS, ASIA, EUROPE.



R&D EXPENDITURE OF € 4.57 BILLION. R&D RATIO JUST OUTSIDE TARGET RANGE.



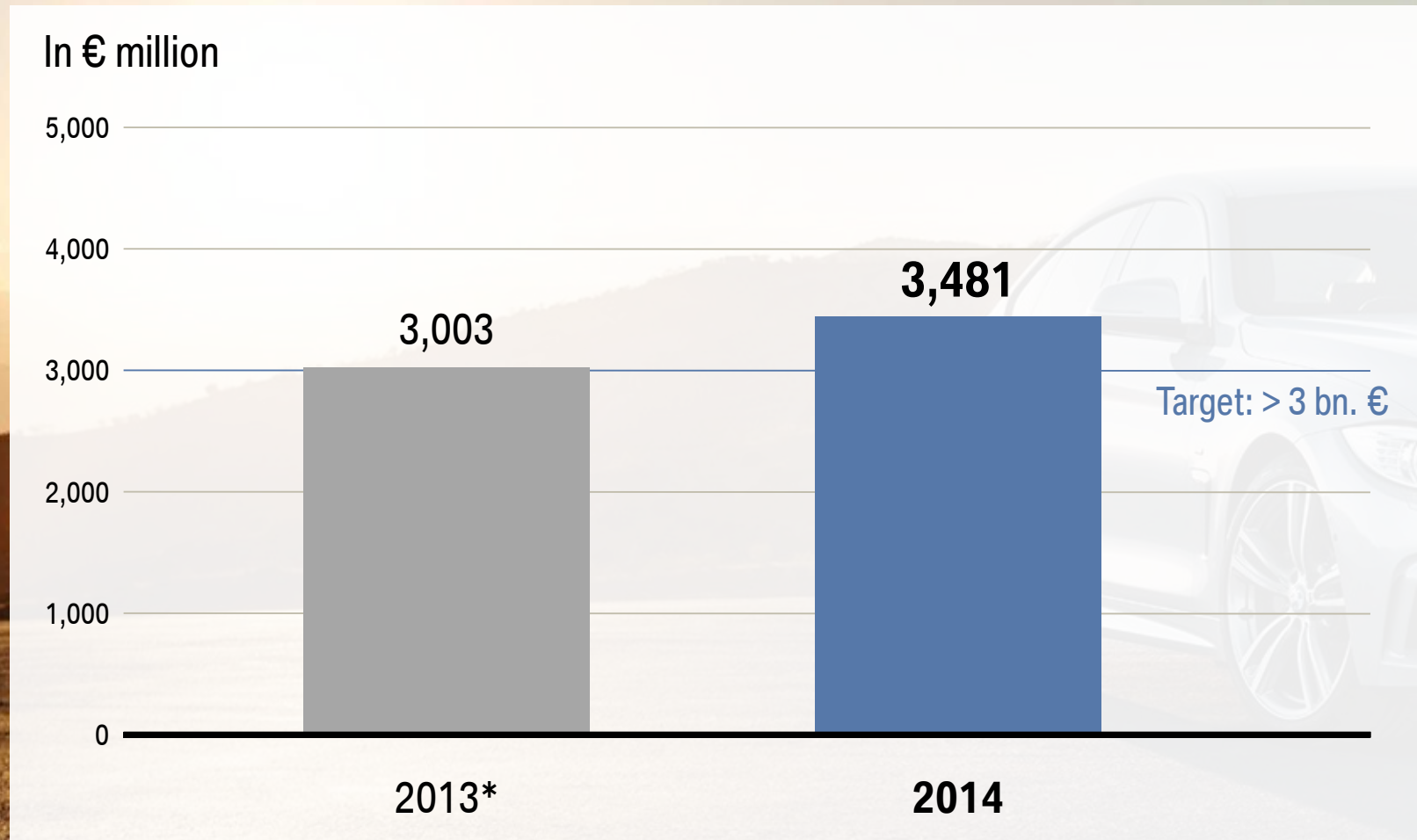
AUTOMOTIVE SEGMENT – 2014 FINANCIAL YEAR: SEGMENT PROFITABILITY HIGHER.

In € million	2014	2013*	Change in %
Sales (units)	2,117,965	1,963,798	+ 7.9
Revenues	75,173	70,630	+ 6.4
Earnings before interest and tax (EBIT)	7,244	6,649	+ 8.9
EBIT margin (in %)	9.6	9.4	-
Earnings before tax (EBT)	6,886	6,561	+ 5.0



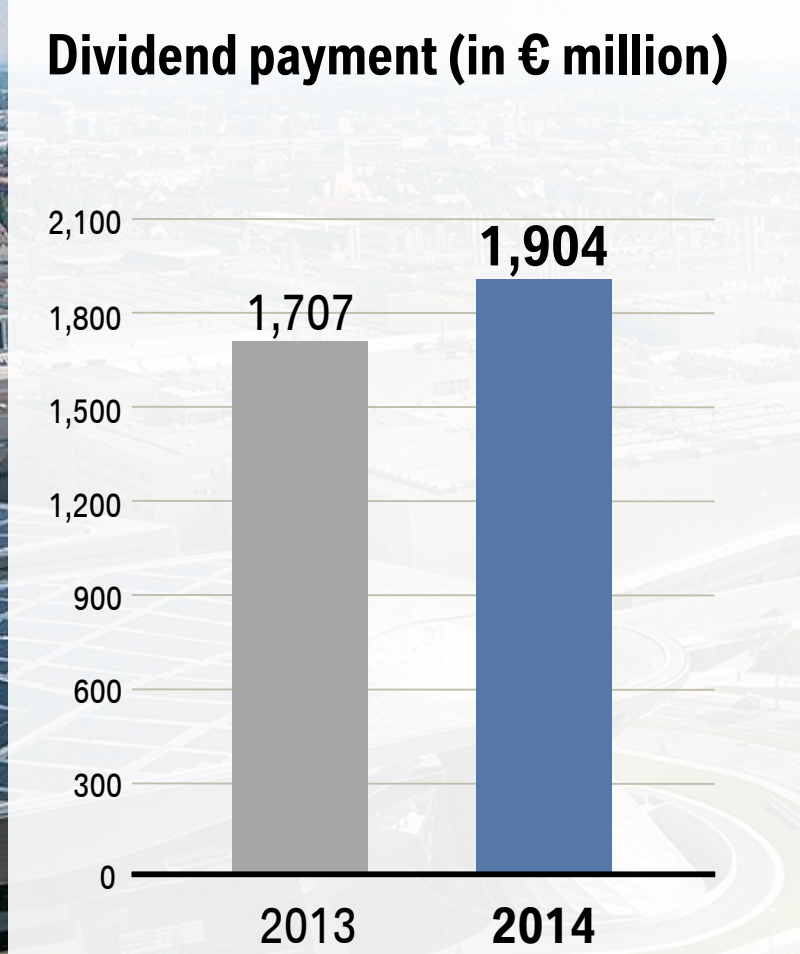
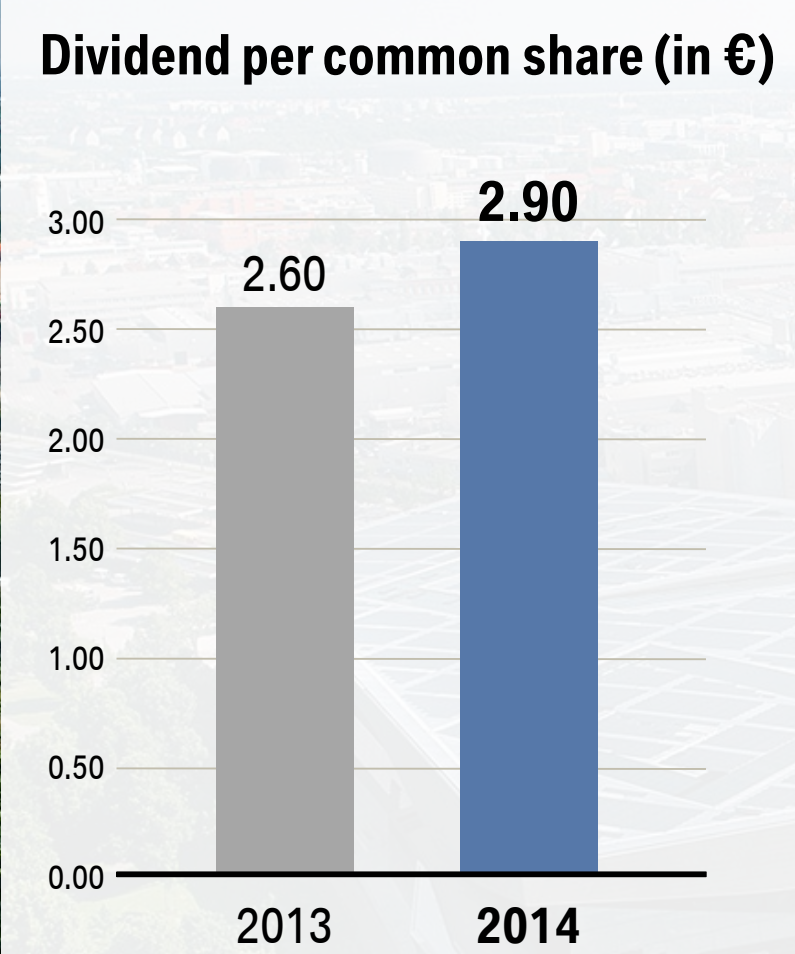
* Previous year figures adjusted

AUTOMOTIVE SEGMENT FREE CASH FLOW: TARGET OF > € 3 BILLION EXCEEDED.



* Previous year figures adjusted

DIVIDEND INCREASE OF € 0.30 PROPOSED. PAY-OUT RATIO OF 33%.



OUTLOOK FOR 2015 – POSITIVE BUSINESS DEVELOPMENT DESPITE CHALLENGES.

BMW Group

Solid increase of BMW Group EBT compared to previous year.

Automotive Segment

Solid rise in vehicle deliveries and revenues compared to previous year.

EBIT marge in target range of 8-10%.

Segment Financial Services

Return on equity of at least 18%, on par with previous year.

Segment Motorcycles

Solid rise in deliveries compared with previous year.



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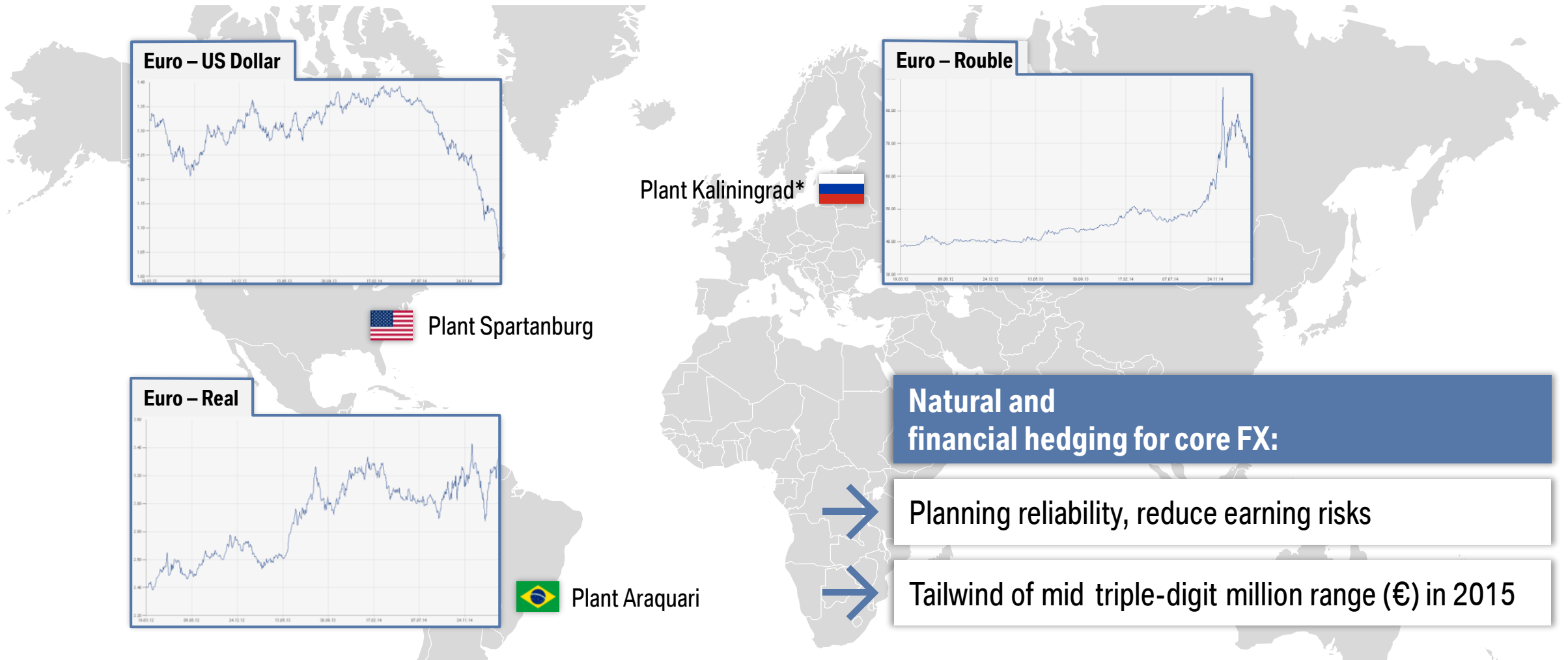
3 Towards a strong future



BMW Motorrad



CURRENCY FLUCTUATION IS MANAGED ACTIVELY AT BOTH STRATEGIC AND OPERATIONAL LEVEL.



NEW MODELS 2015 – SHEER DRIVING PLEASURE FROM SMALL TO LUXURY SEGMENT.

BMW 1 Series



BMW 2 Series Convertible



BMW 2 Series Gran Tourer



BMW 6 Series Coupé



BMW 6 Series Convertible

BMW 6 Series Gran Coupé



BMW M6 Coupé



BMW X5 M



BMW X6 M

CHINA: SIGNS OF AN ONGOING NORMALIZATION OF THE CAR MARKET CONTINUE – HOWEVER PROMISING MIDDLE- AND LONG-TERM PROSPECTS.



Economy

GDP growth of 7% forecast for 2015

Political

Anti-Corruption Campaign

Regulatory

Traffic control & environment protection

Energy efficiency and NEV aspiration

Market

Anti-monopoly & parallel import

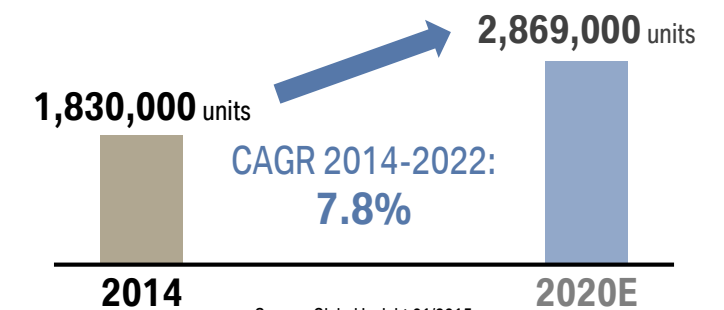
Consumption/ Luxury Tax

More locally produced product offerings

→ High brand affinity

→ Growth of premium relevant upper and upper middle class

→ Over-proportional growth rates in the premium segment



Source: Global Insight 01/2015.

Solid middle- and long-term prospects!

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TECHNOLOGY WILL DRIVE A FUNDAMENTAL CHANGE OF THE AUTOMOTIVE INDUSTRY IN THE NEXT YEARS.

ELECTRIC MOBILITY



DATA AND CONNECTIVITY



BMW i TECHNOLOGY TO BE TRANSFERRED TO CORE SERIES VEHICLES.

BMW X5 xDrive40e



~3.3 ltr/100km // 62 MPGe*
77 g/km CO₂

Market launch:
from Autumn 2015 on

BMW 3 Series eDrive



~2.2 ltr/100km// 112 MPGe*
~ 50 g/km CO₂

Market launch:
2016

BMW Concept Active Tourer eDrive



Market launch
(only Europe/ China): 2016

* Preliminary figures of BMW development division, official certification still outstanding

CONNECTED DRIVE STORE: MORE CONNECTIVITY FOR OUR CUSTOMERS.



ConnectedDrive Store

internet

Booked Services

TeleServices

Intelligent Emergency Call

ConnectedDrive Services
active

Remote Services



FROM DRIVING ASSISTANCE FEATURES TO HIGHLY AUTOMATED DRIVING. BMW GROUP HAS SET A MILESTONE IN LAS VEGAS IN JANUARY 2015.

Fully automated remote valet parking



360° collision avoidance





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