



15 December 2015

SNEAK PREVIEW. PRESENTATION.

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

BMW
GROUP



Rolls-Royce
Motor Cars Limited

AGENDA.

Current sales status



Outlook for 2016



GUIDANCE 2015 CONFIRMED – POSITIVE BUSINESS DEVELOPMENT DESPITE CHALLENGES.

BMW Group	Q3 2015	Q3 2014
Solid increase of EBT compared to previous year	7,114 m. €	6,818 m. €
Automotive Segment		
Solid sales increase compared to previous year	1,645 k units	1,530 k units
Significant increase of revenues against previous year	61,513 m. €	53,205 m. €
EBIT margin in target corridor of 8-10%	9.0%	10.2%
Segment motorcycles		
Solid sales increase against previous year	112 k units	100 k units
Segment Financial Services		
Return on equity of > 18%, on a par with previous year	20.8%	19.4%

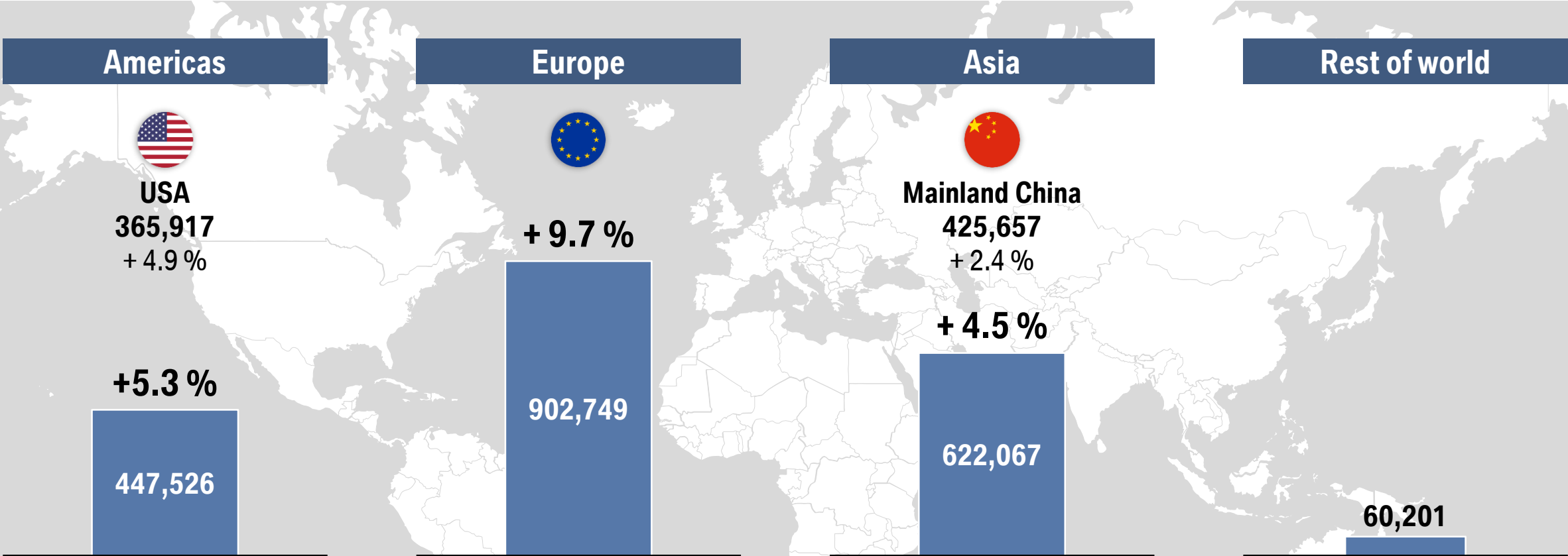
STEADY GROWTH – SALES NOVEMBER YTD.

BMW GROUP	2,033,948	+ 6.9 % ↑
	1,728,553	+ 5.8 % ↑
	302,091	+ 13.8 % ↑
Rolls-Royce Motor Cars Limited	3,304	- 7.5 % ↓
BMW Motorrad	129,466	+ 11.2 % ↑

POSITIVE SALES TREND FOR X1 AND 7 SERIES AFTER LAUNCH IN OCTOBER. X1 WILL BE ONE OF THE GROWTH DRIVERS IN 2016.

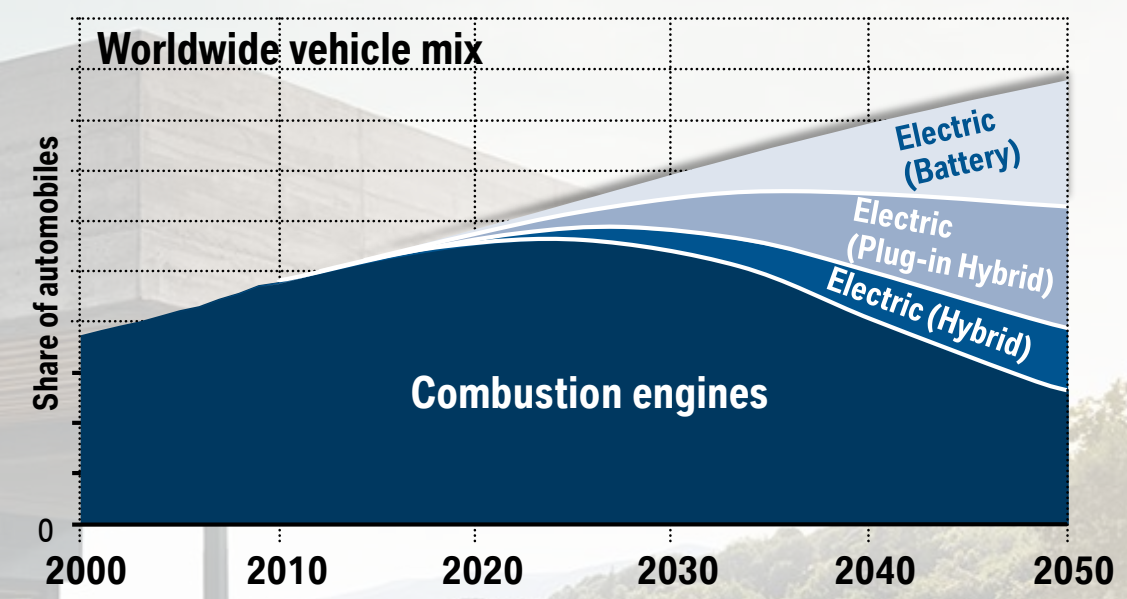


CHINA STILL BIGGEST SINGLE MARKET, WITH MORE PRICE SENSITIVITY. STRONG SALES INCREASE IN EUROPE.



Retail BMW, MINI, Rolls-Royce [units]
01-11/2015 comp. to prev. year

CO₂ REGULATION WILL EXPEDITE THE CHANGE TO ELECTRIC VEHICLES. DIESEL DRIVETRAINS REMAIN CRUCIAL TO MEET THE EU-LIMITS.



Source: United Nations, Global Insight, Credit Suisse, BMW estimations



AGENDA.

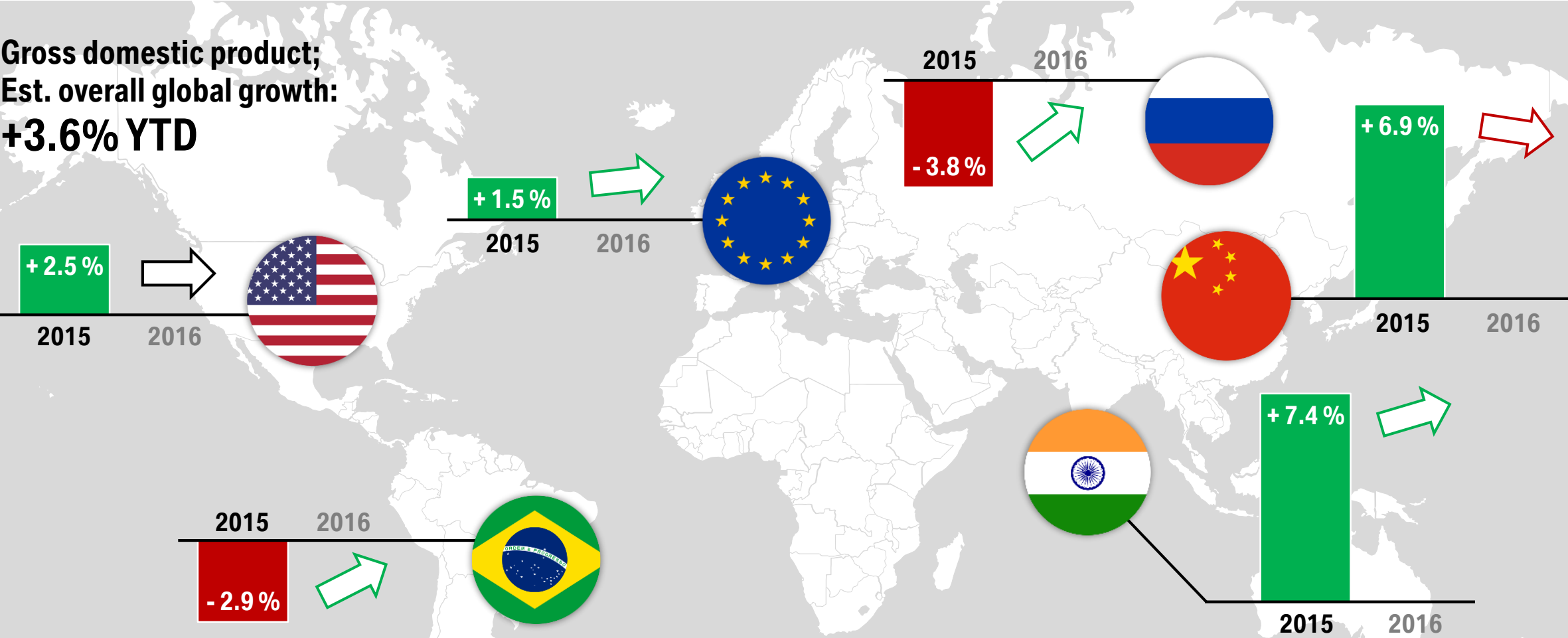
Current sales status

Outlook for 2016



POSITIVE TREND IN 2016 SHOULD CONTINUE. HOWEVER, SLIGHTLY LESS DYNAMIC IN CHINA.

Gross domestic product;
Est. overall global growth:
+3.6% YTD



Source: Consensus Forecasts, Dec. 2015

ACQUISITION OF MAPPING AND LOCATION SERVICE 'HERE'. HIGH-DEFINITION MAPS ARE THE BASIS FOR FUTURE MOBILITY.



HERE provides high-definition **maps** and thus the basis for new driving assistance systems up to highly-automated driving.

The combination with **real-time vehicle data** optimizes traffic security and the offer of individual services.

BMW Group, Audi AG and Daimler AG each hold one third of **HERE**.

HERE remains an open and independent **platform** for cloud-based maps and mobility services.

STRATEGIC REALIGNMENT: FOCUS AREAS FOR OUR FUTURE SUCCESS.

BRAND MANAGEMENT & DESIGN LEADERSHIP



SYSTEMATIC CUSTOMER FOCUS



ELECTRO-MOBILITY



DIGITALIZATION





15 December 2015

SNEAK PREVIEW. Q&A.

WITH DR. FRIEDRICH EICHINER, FACILITATED BY NORBERT MAYER

**BMW
GROUP**



Rolls-Royce
Motor Cars Limited