



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.

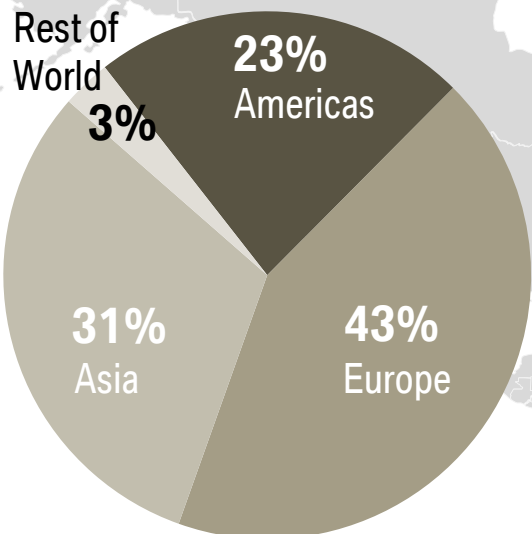
In € million	2014	2013*	Change in %
Sales (units)	<b>2,117,965</b>	1,963,798	+ 7.9
Revenues	<b>80,401</b>	76,059	+ 5.7
Earnings before taxes (EBT)	<b>8,707</b>	7,893	+ 10.3
EBT margin (in %)	<b>10.8</b>	10.4	-
Net profit	<b>5,817</b>	5,329	+ 9.2



\* Previous year figures adjusted

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

Total Sales share:



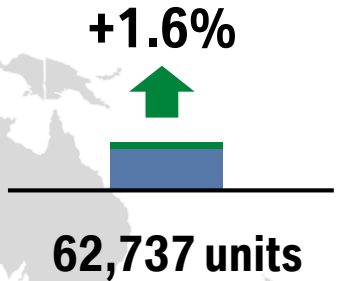
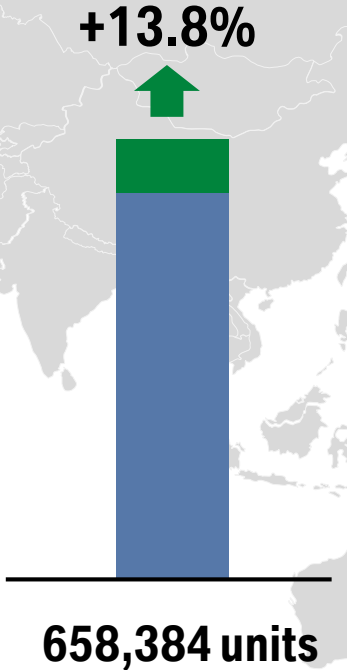
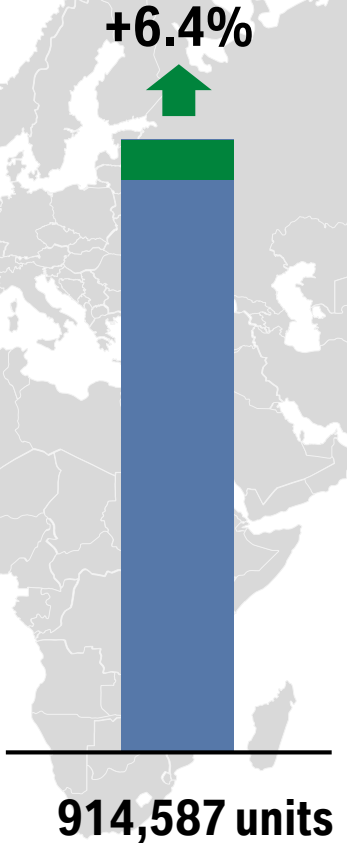
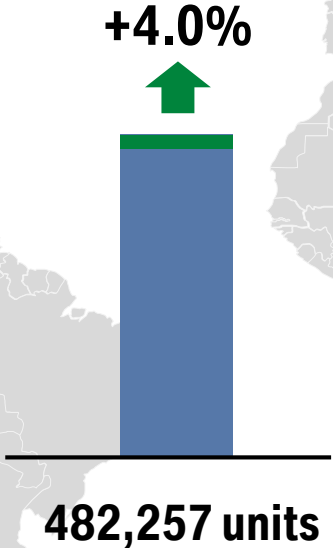
**Americas**

**Europe**

**Asia**

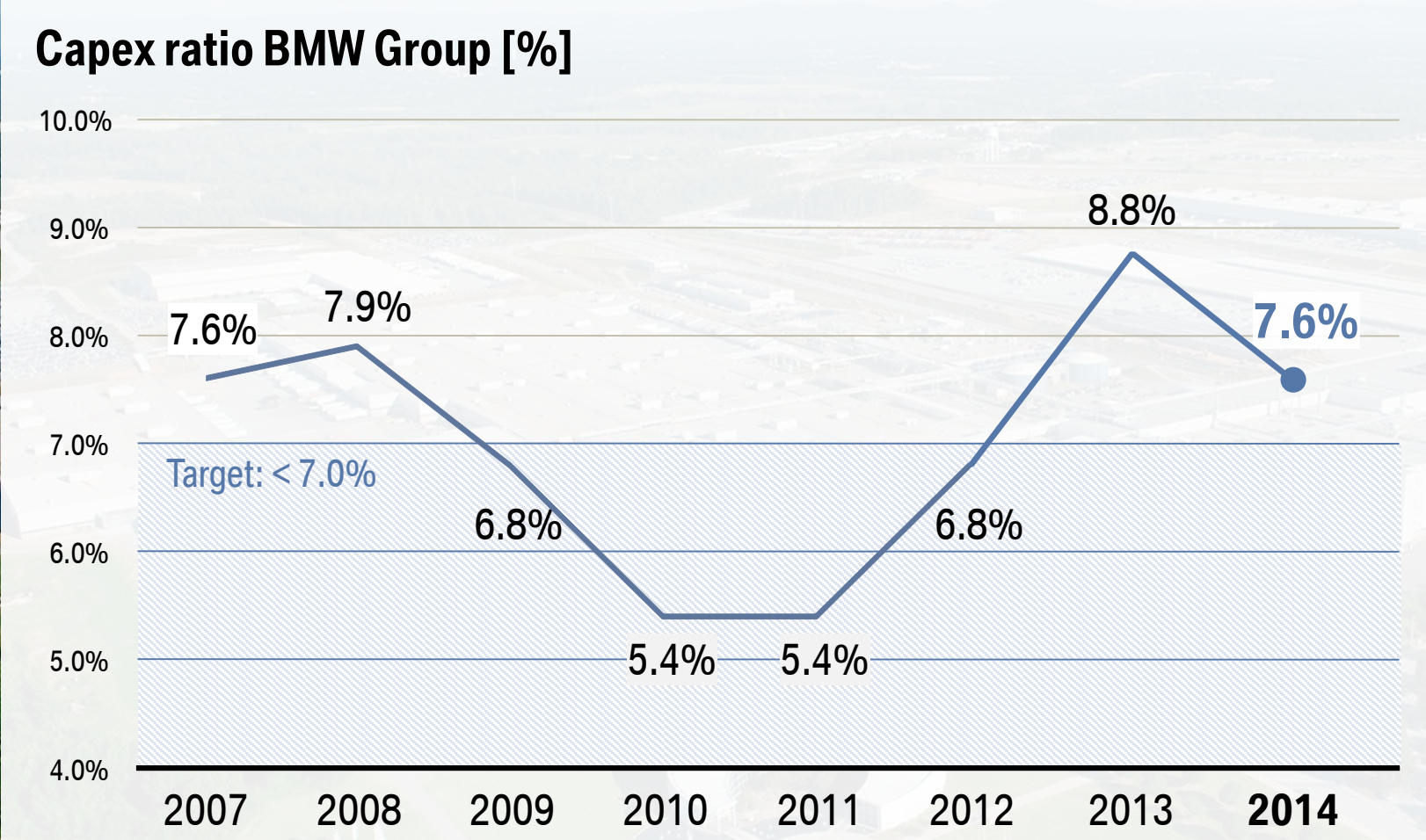
**Rest of World**

Sales growth YOY:

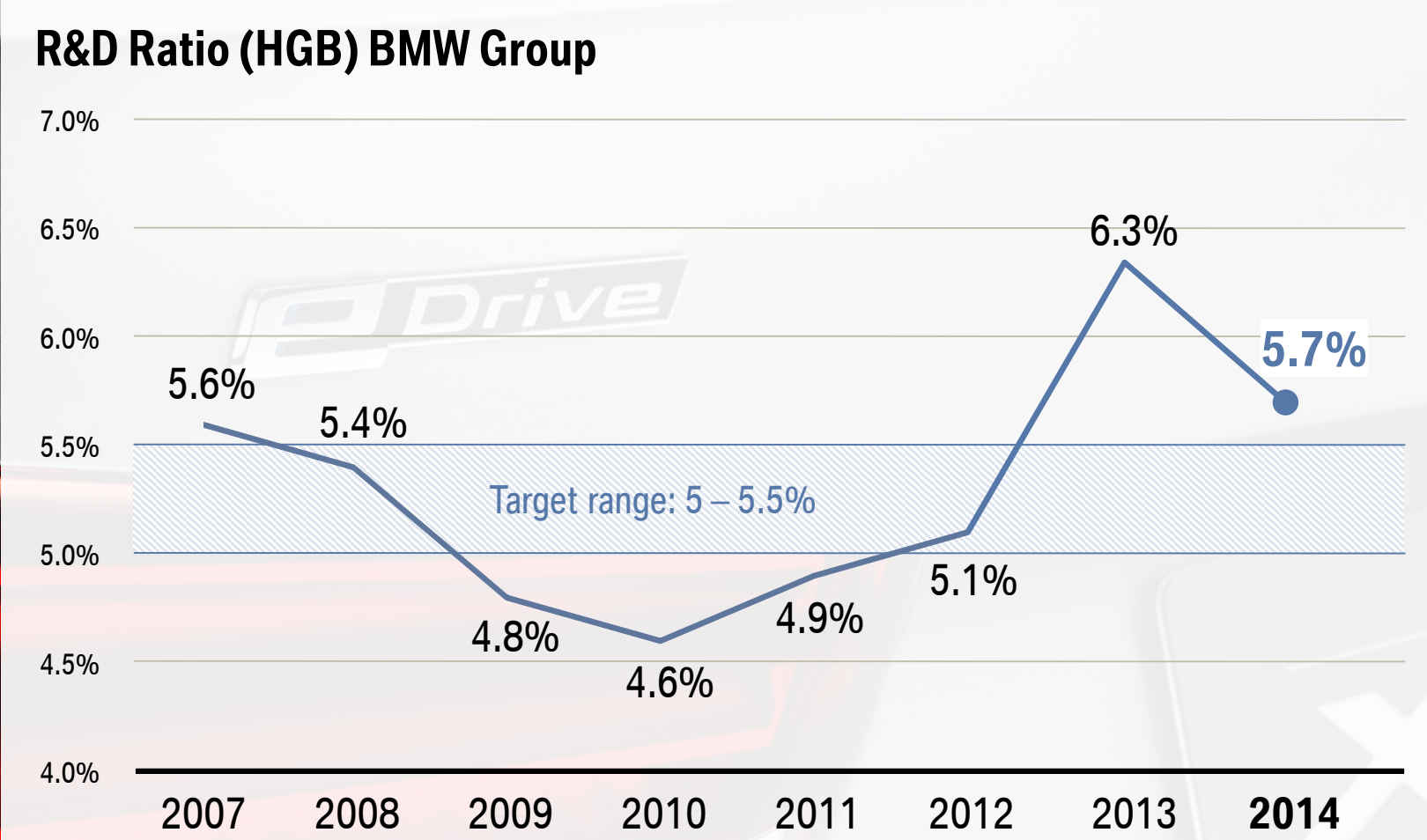




# CAPEX RATIO 2014 CLOSER TO TARGET. PRODUCTION EXPANSION IN AMERICAS, ASIA, EUROPE.



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





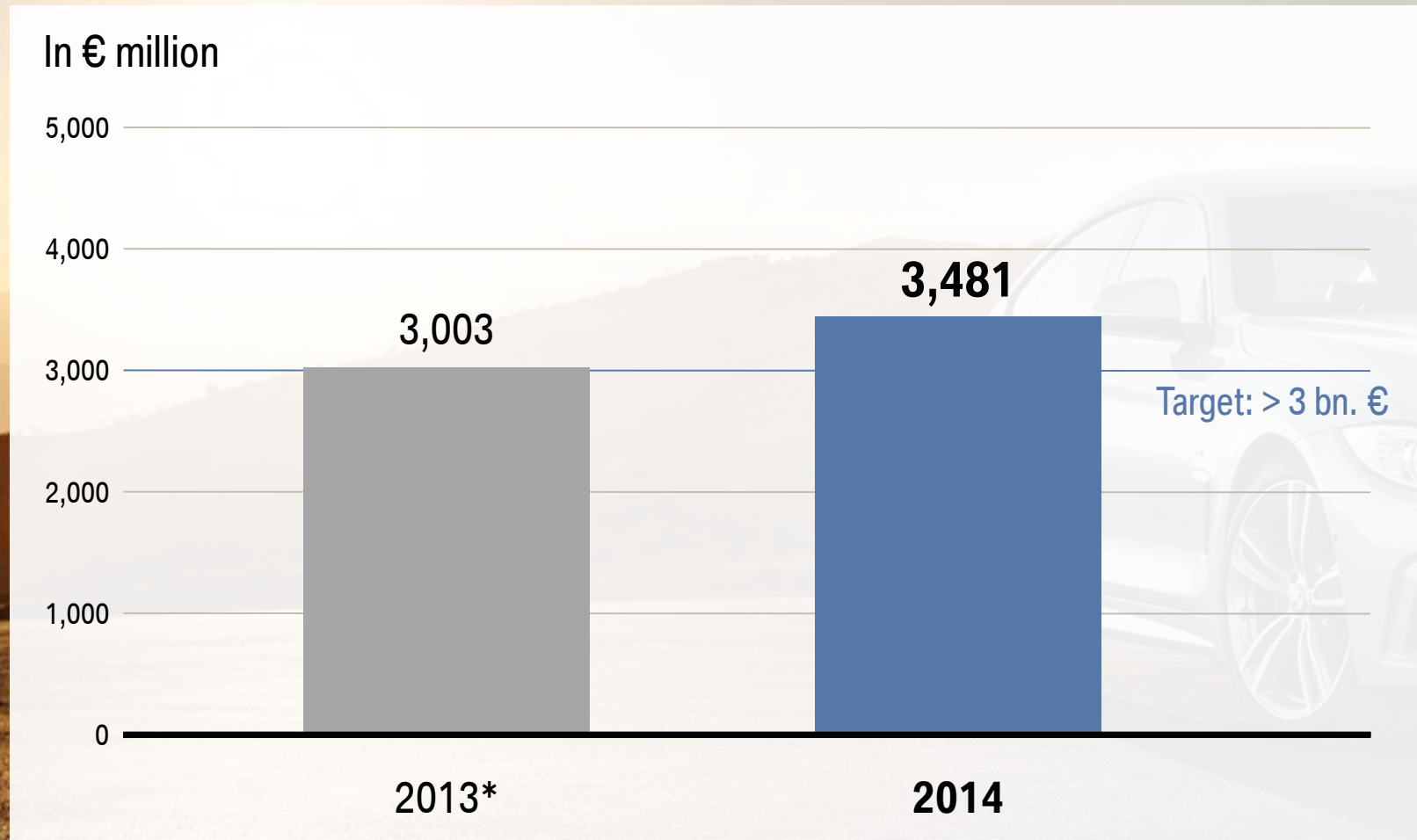
# AUTOMOTIVE SEGMENT – 2014 FINANCIAL YEAR: SEGMENT PROFITABILITY HIGHER.

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



\* Previous year figures adjusted

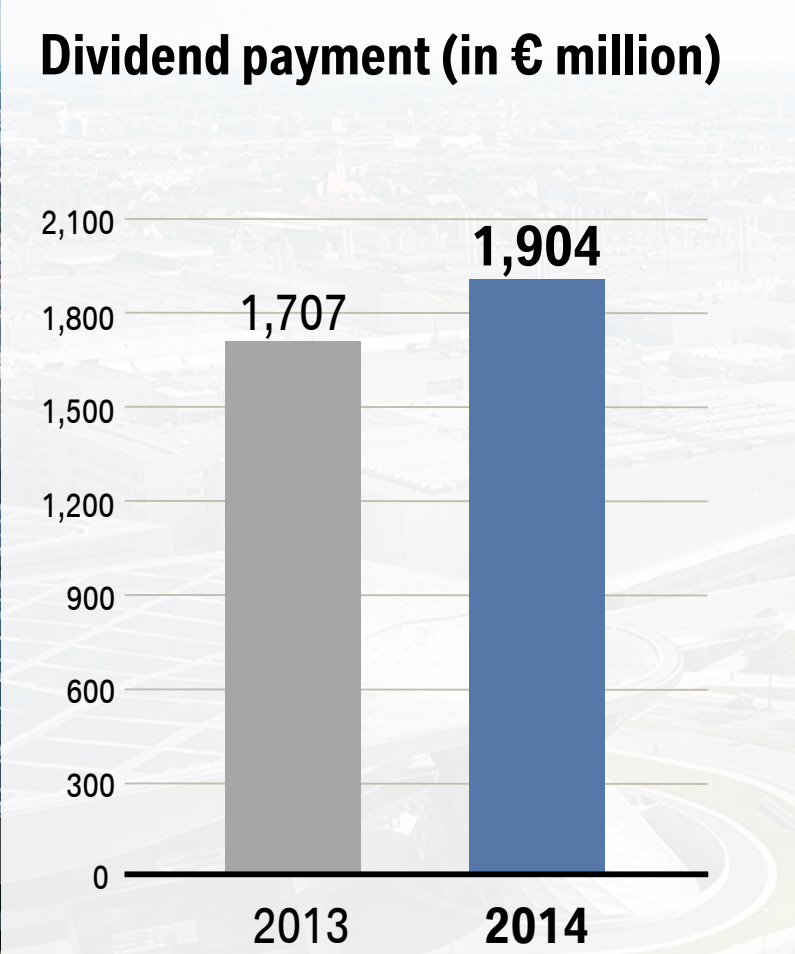
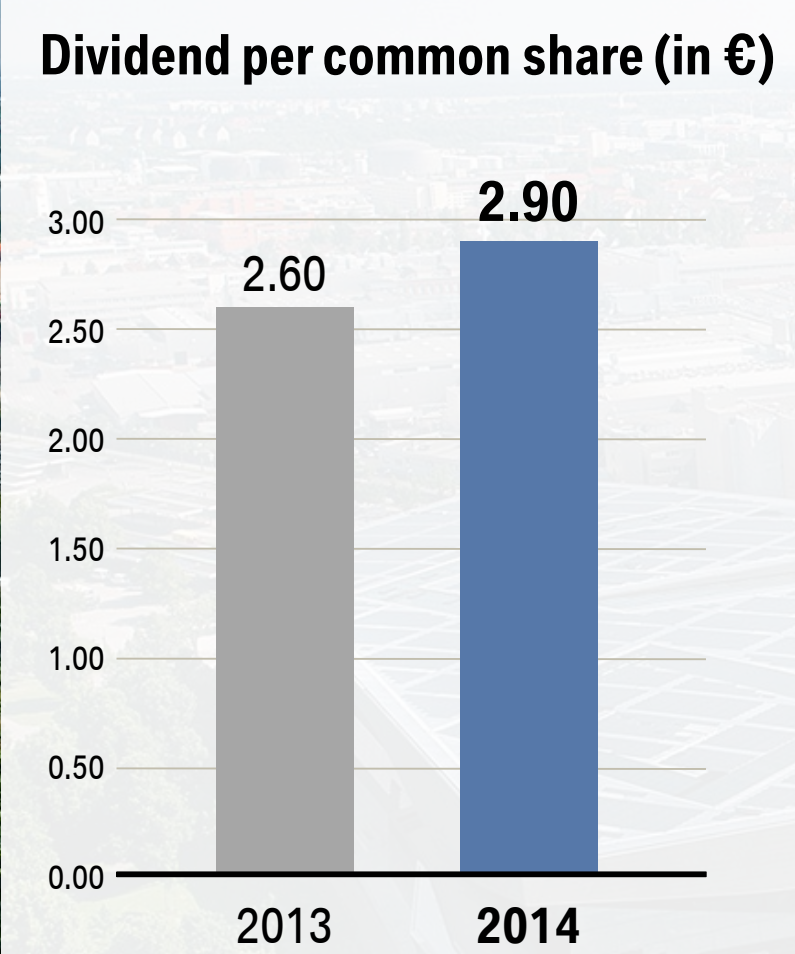
# AUTOMOTIVE SEGMENT FREE CASH FLOW: TARGET OF > € 3 BILLION EXCEEDED.



\* 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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# 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

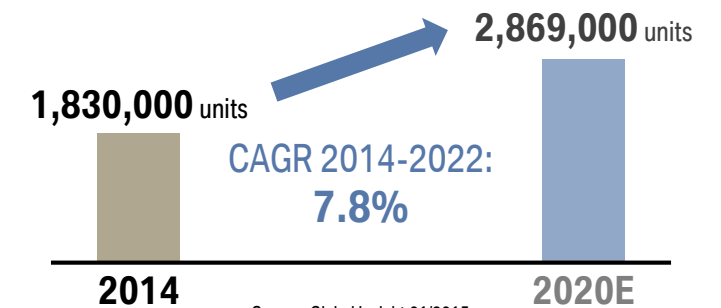
Consumption/ Luxury Tax

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 CO<sub>2</sub>

Market launch:  
from Autumn 2015 on

BMW 3 Series eDrive



~2.2 ltr/100km// 112 MPGe\*  
~ 50 g/km CO<sub>2</sub>

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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