



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%

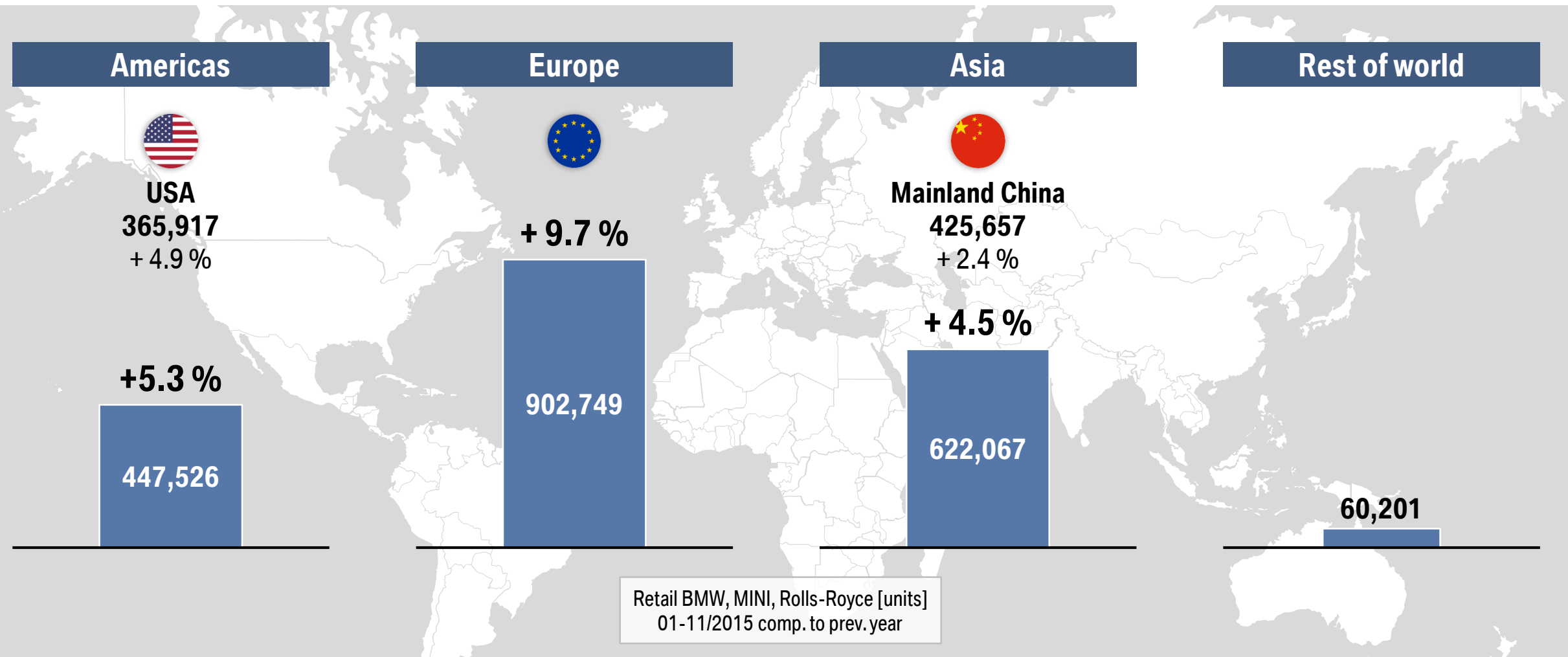
STEADY GROWTH – SALES NOVEMBER YTD.

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 % ↑

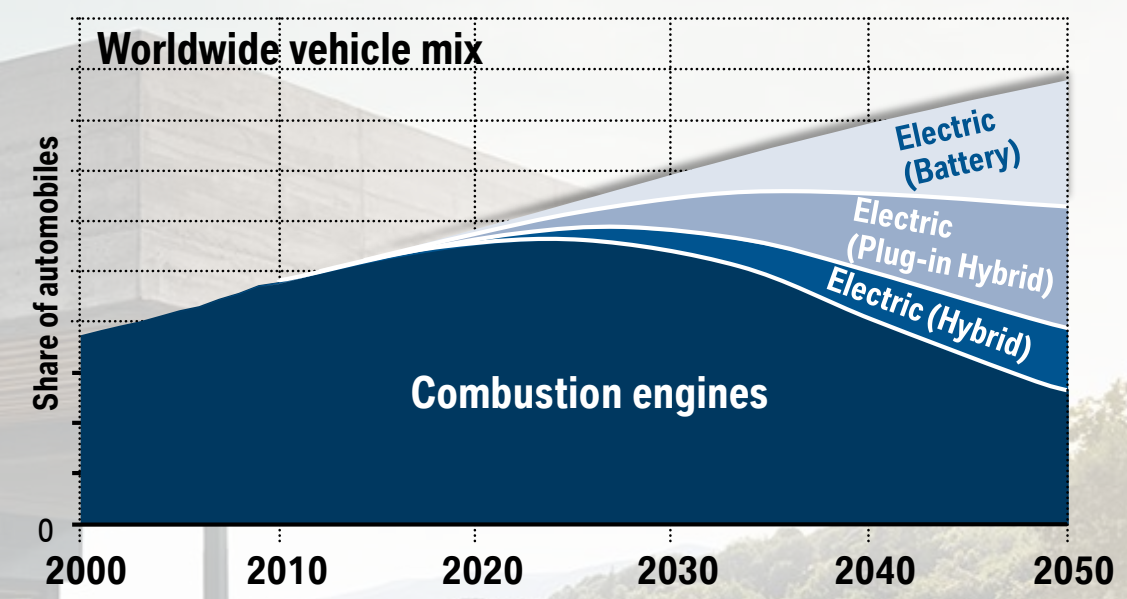
POSITIVE SALES TREND FOR X1 AND 7 SERIES AFTER LAUNCH IN OCTOBER. X1 WILL BE ONE OF THE GROWTH DRIVERS IN 2016.



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



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.

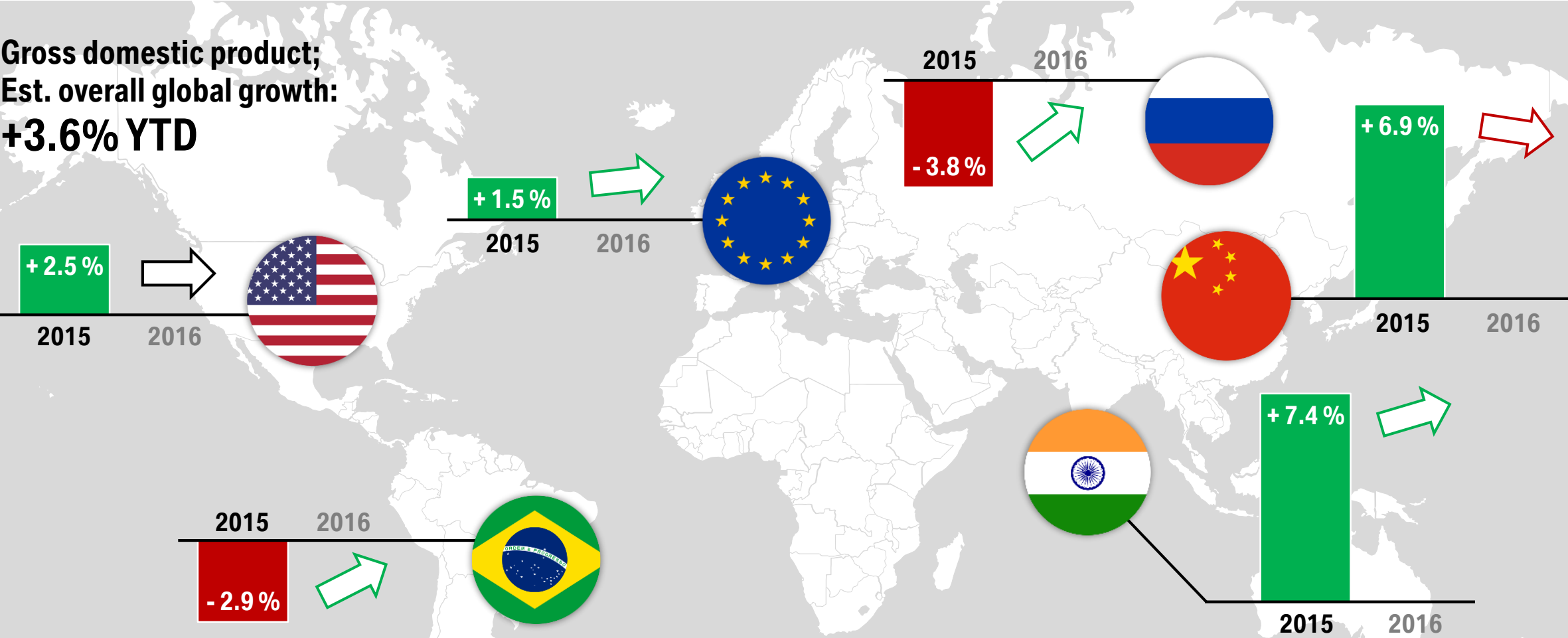
Current sales status

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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