

**BMW  
GROUP**



**ROLLS-ROYCE**  
MOTOR CARS LTD



# INVESTOR AND ANALYST DAYS. STRATEGIC INSIGHTS.

OLIVER ZIPSE  
CHAIRMAN OF THE BOARD OF MANAGEMENT OF BMW AG

There is not **one automotive industry** and there are just a few **truly global players**.



Our industry is one of the most **highly regulated** sectors – that makes our business complex.

**Growth** as an engine for economic development. We are **committed** to **profitable growth**.



Those who **master** technical & regulatory **complexity** will be **successful globally**.

Our **strategy** is perfectly adapted to the **dynamic** environment.

BMW with **outstanding** E-portfolio – **E-mobility** remains **growth driver number one**.

**Technology openness** creates **resilience** and secures our global **market success**.

**Hydrogen** – the missing piece of the puzzle with **huge** potential.



**Automated driving** – industry leader, BMW has **Level 2+** and **Level 3** on the road.

**NEUE KLASSE** – our **game changer** across **all** types of drivetrains.

**Digitalisation / AI** – unlocking potential in our products and across the company.





**THE BMW WAY – SUCCESSFUL TODAY AND  
READY FOR THE FUTURE IN ANY ENVIRONMENT.**

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