

The Future of Premium.

Jim O'Donnell.

President, BMW of North America, LLC



BMW Group

In 1965 BMW was a "cult car" brand.



FAMILY



SPORT



PROFESSIONAL



“THE **BMW** 1800 TI HANDLES AS WELL AS MOST FULL-BLOODED SPORTS CARS, IS AS WELL-APPOINTED AS MANY A LUXURY TOURING CAR, AS RELIABLE AS AN ECONOMY CAR, COMFORTABLE AS A FULL-SIZED AMERICAN CAR, HANDY AS A UTILITY SEDAN AND AS MUCH FUN TO DRIVE AS A SOUPED-UP “STOCK” CAR. THAT’S PRETTY MUCH THE DEFINITION OF A SPORTS SEDAN, AND AS FAR AS WE’RE CONCERNED, THE **BMW** RANKS WITH THE BEST THAT LEAGUE’S GOT TO OFFER.”

JERRY TITUS, TECHNICAL EDITOR, SPORTS CAR GRAPHIC

Sole U.S. Importer

HOFFMAN MOTORS CORPORATION

Low cost European Delivery Plan through all key cities

BMW
1800 TI

BAVARIAN MOTOR WORKS

NEW YORK: 443 Park Avenue
BEVERLY HILLS: 9130 Wilshire Boulevard

The BMW Group.

Today the world's leading premium brands.



The Ultimate
Driving Machine



The world's most exciting premium small
car brand

The BMW Group.

Today the world's leading premium brands.



BMW Manufacturing Corp.

- Opened in 1994
- Over 1.5 million vehicles produced to date
- Single largest automotive exporter from US to non-NAFTA countries

What is the future of Premium?

The future of Premium.



Customer Composition



Fleet Composition



Corporate Responsibility

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The BMW Group.

The future of Premium.

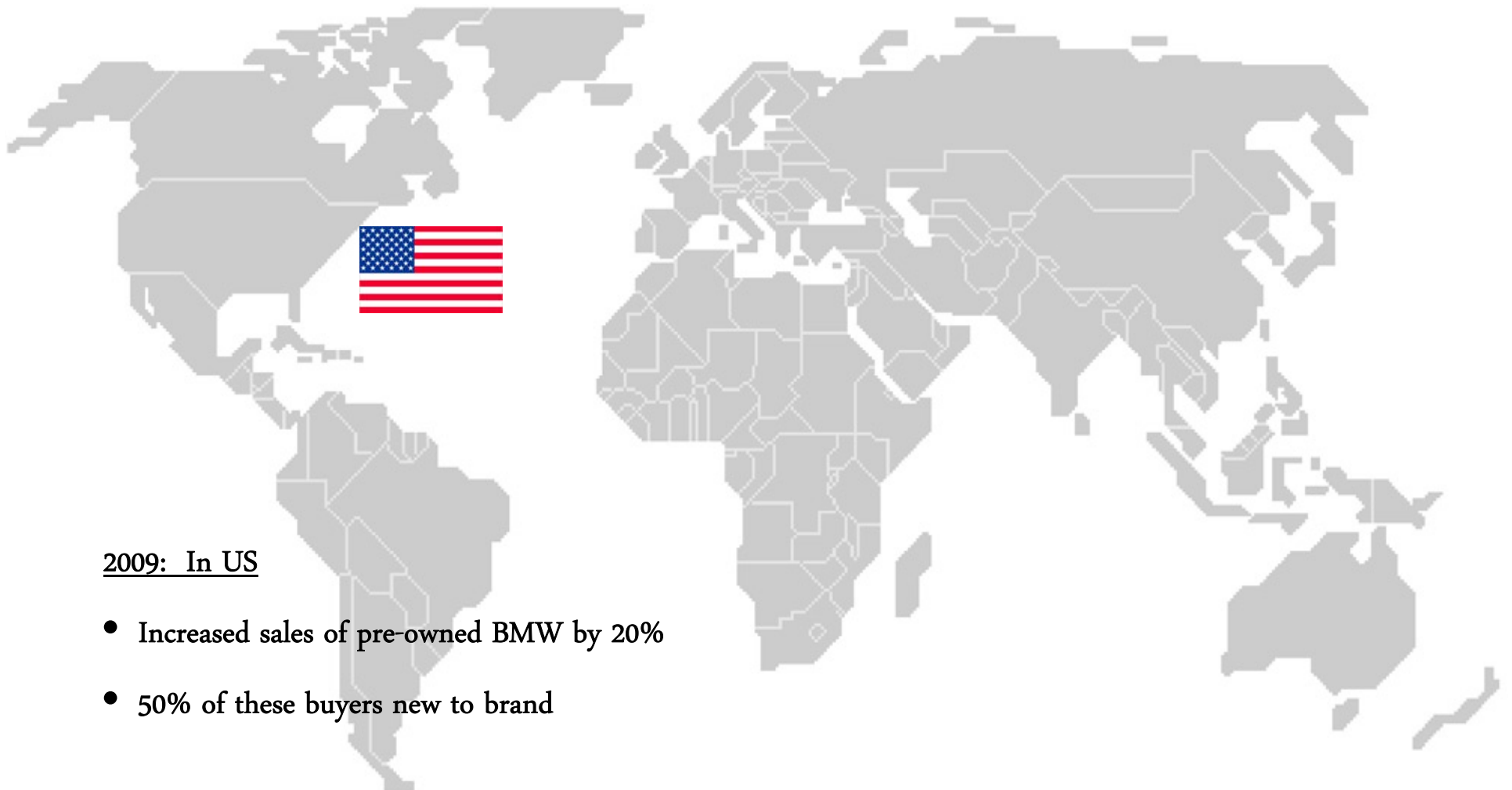


2009: In China

- 90% of all BMW customers new to brand
- Approximately 75,000 first time BMW owners

The BMW Group.

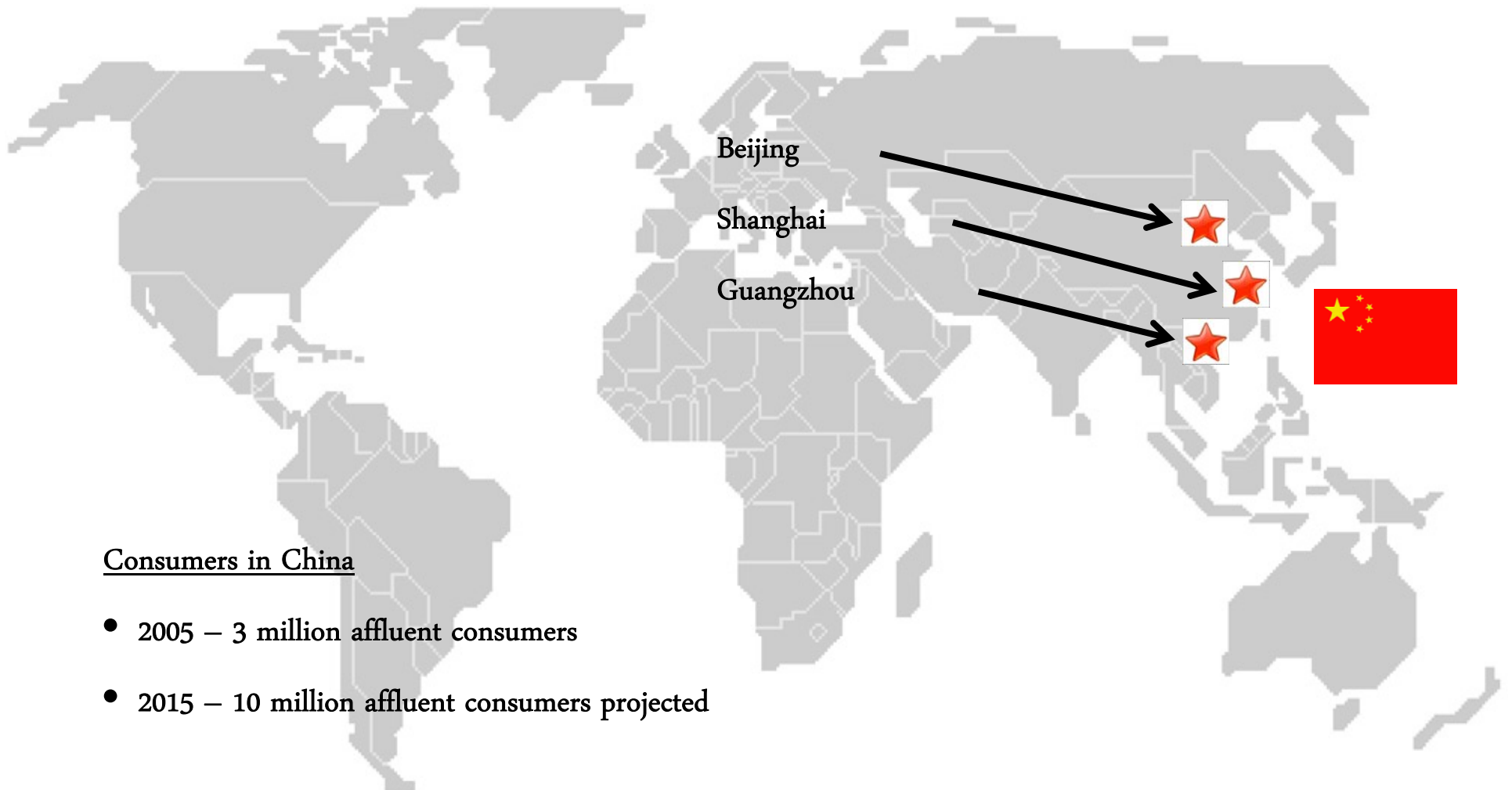
The future of Premium.



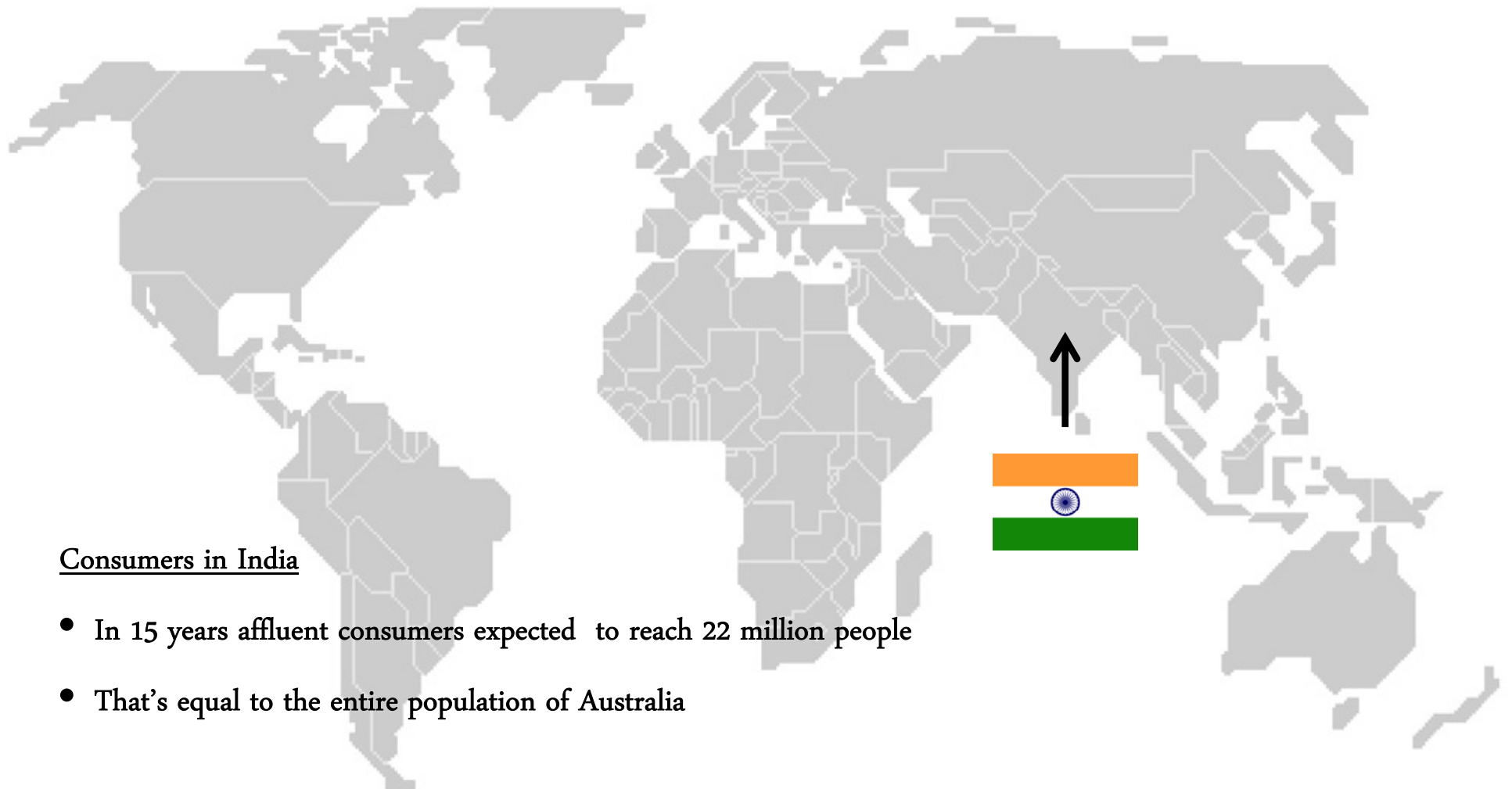
2009: In US

- Increased sales of pre-owned BMW by 20%
- 50% of these buyers new to brand

The future of Premium.



The future of Premium.



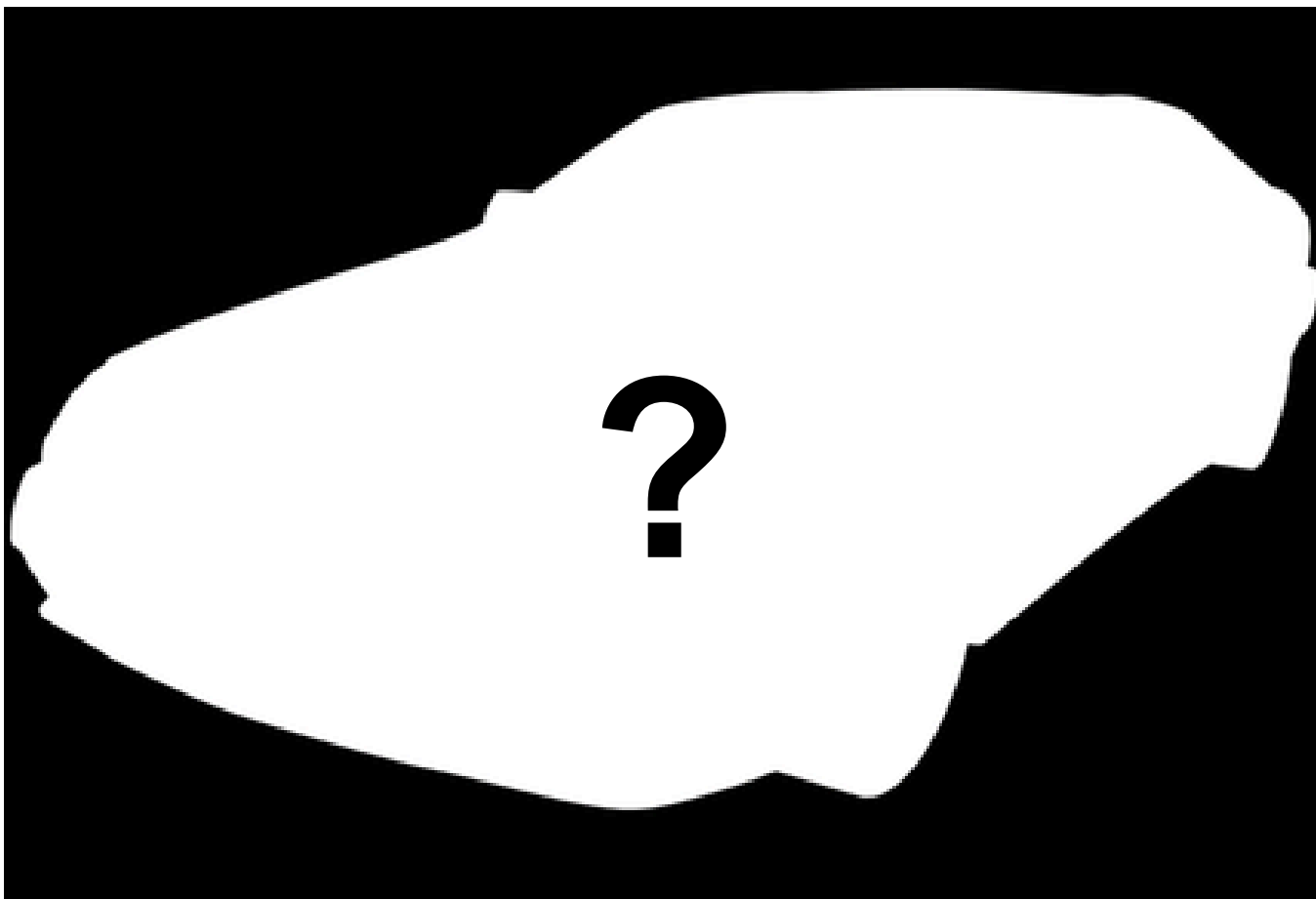
Consumers in India

- In 15 years affluent consumers expected to reach 22 million people
- That's equal to the entire population of Australia

The future of Premium.



The future Premium fleet.



Premium no longer defined by “number of cylinders.”



BMW Group.

BMW Vision EfficientDynamics.



- Performance parameters of M3, interior space of 6 Series
- 365hp: 0 to 62mph in 4.8 seconds.
- CO₂ emissions of 99g/km. ~ 62 MPG
- Zero-emissions in electric mode.
- Two electric motors plus a three-cylinder diesel engine.

Responsibilities of Premium automobile companies in the future.






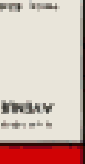






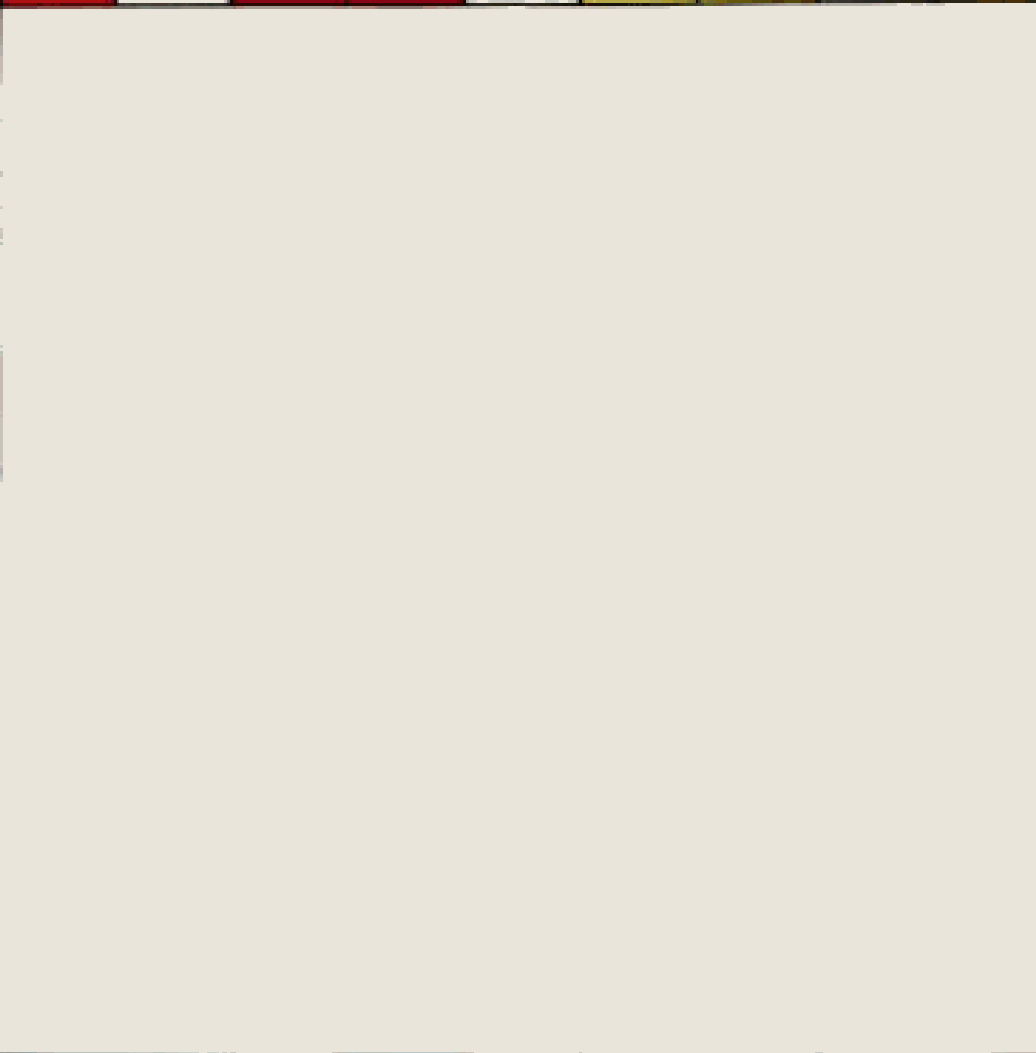








Premium innovations quickly migrate to mainstream.



BMW Group "Project house",
Research and Innovation Center, Munich

Some "firsts" of premium automakers:

- Fuel injection
- Antilock brakes
- Electronic Traction Control
- Side impact airbags
- Electronic stability control
- Clean Diesel
- Automatic climate control
- Integrated infotainment
- Throttle-by-wire technology
- Xenon headlights
- Night Vision
- GPS Navigation
- Adaptive brake lights
- Automatic brake drying
- Park Distance Control
- Variable valve timing
- Rain sensing wipers
- Lane departure warning systems
- Adaptive cruise control...

 FREE PARKING	\$1000  CHANCE	\$1000  CHANCE	\$1000  CHANCE	\$1000  READING RAILROAD PAY \$1000	\$1000  INCOME TAX PAY 10% OR \$100	\$1000  INCOME TAX PAY 10% OR \$100	\$1000  COMMUNITY CHEST FOLLOW INSTRUCTIONS ON TOP CARD	\$1000  INCOME TAX PAY \$100	 COLLECT FREE MONEY AS YOU PASS GO
NEW YORK AVENUE PRICE \$100									FREE PLACE PRICE \$100
TENNESSEE AVENUE PRICE \$100									NORTH CAROLINA AVENUE PRICE \$100
 COMMUNITY CHEST FOLLOW INSTRUCTIONS ON TOP CARD									 COMMUNITY CHEST FOLLOW INSTRUCTIONS ON TOP CARD
ST. JAMES PLACE PRICE \$100									PENNSYLVANIA AVENUE PRICE \$100
 PENNSYLVANIA RAILROAD PAY \$1000									SHORT LINE  PRICE \$100
VIRGINIA AVENUE PRICE \$100									CHANCE 
STATES AVENUE PRICE \$100									FREE PLACE PRICE \$100
 LIGHTING COMPANY PAY \$1000									LUXURY TAX  PAY \$1000
ST. CHARLES PLACE PRICE \$100									BOARDWALK PRICE \$100
VISITING  PRICE \$100									CONNECTICUT AVENUE PRICE \$100

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Contribution to global stakeholders.



Clean Production.

Sustainability implemented in production.

**BMW Leipzig Plant
Suppliers integrated in plant**



**BMW Landshut Plant
Emission-free foundry**



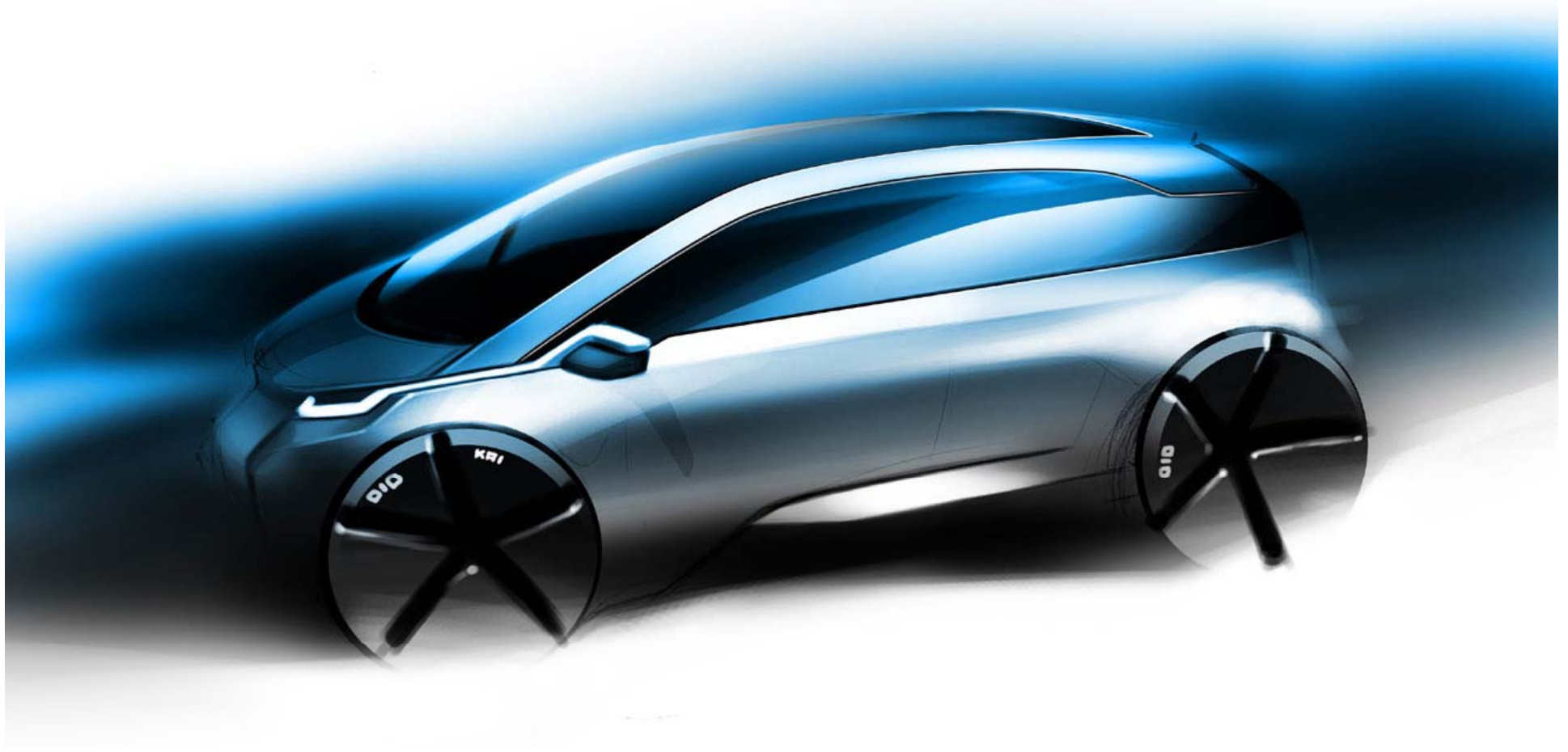
**BMW Spartanburg Plant
Methane gas project**





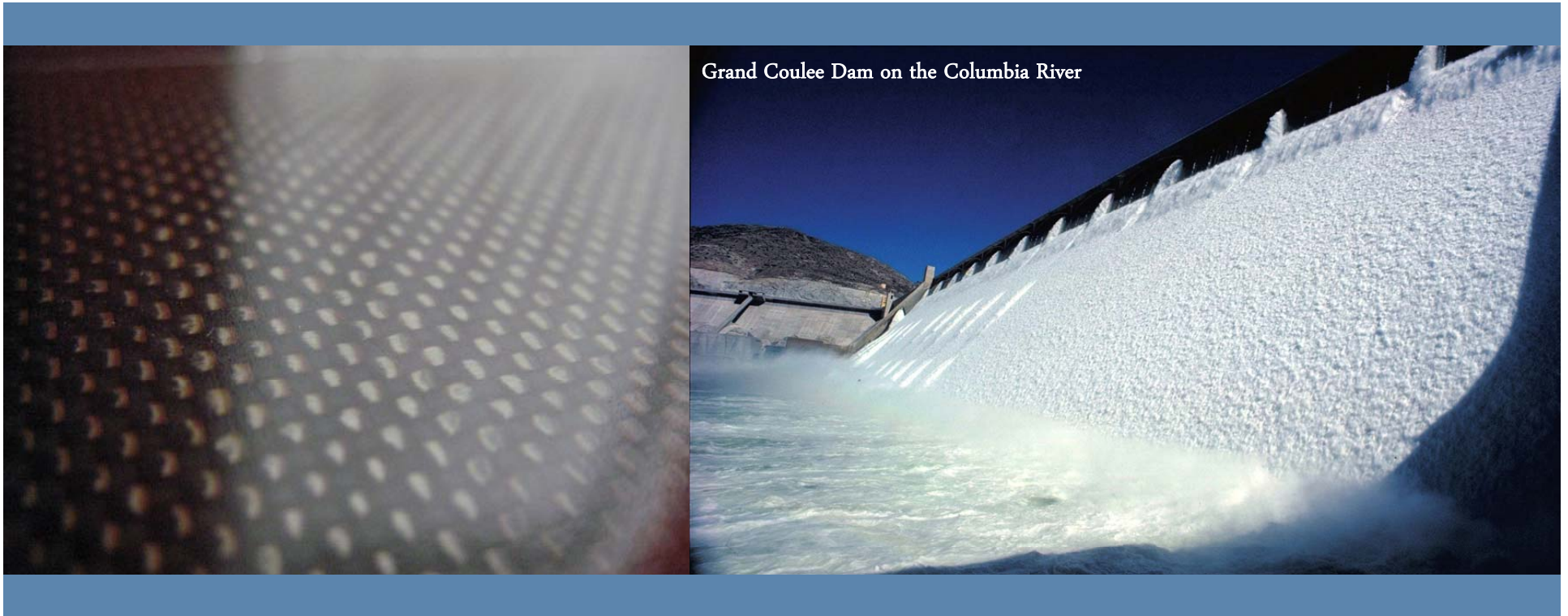
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BMW Megacity Vehicle.



The BMW Group.

Sustainability across the value chain.



100% abundant hydroelectric power to produce carbon fiber at new SGL Group plant in Washington State.

Thank you for your attention.



BMW Group