

BimmerFile.com

Speech by

Dr. Norbert Reithofer

Chairman of the Board of Management of BMW AG

BMW Press Conference

Mondial de l'Automobile Paris 2008

Expo Paris, October 2nd, 2008

– Check against delivery –

BimmerFile.com

Mesdames, Messieurs, bienvenue chez BMW!

We are delighted to be here in Paris.

French customers are extremely environmentally conscious. When they buy a car, they look for product substance as well as for low fuel consumption and emissions. And this is why more and more French drivers decide for “sheer driving pleasure” in a BMW: almost 50,000 last year alone. And the number is rising. In the first nine months of this year, BMW has improved sales by over 11 percent here in France.

Our customers in France and all around the world know:

- BMW shows the way with efficient premium cars.
- No other manufacturer has reduced carbon emissions further than the BMW Group.

This has been confirmed by the environmental group Transport and Environment—a European NGO—based on data published by the EU Commission. Climate protection is for everyone. And the same is true for individual mobility.

We are totally focused on the customer and the environment:

- 23 BMW models already comply with the exhaust emission standard EU5.
- 40 percent of our European BMW fleet runs below the limit of 140 grams of CO₂ per kilometer. Among them five BMW 3 Series models.

Here right next to me you see the new **BMW 3 Series Sedan** and the new **BMW 3 Series Touring!**

Both models have been revised. They are now even more attractive, more powerful and more economic. With the lowest carbon emissions, the new BMW 3 Series is best in class.

What’s more, BMW enables you to drive tomorrow’s technology today. The BMW 330d with optional BluePerformance technology already complies with the emission standard EU6, scheduled to take effect in 2014.

And now - another world’s first: The new BMW 3 Series offers unlimited internet access.

I am convinced that both models will add to the outstanding success of the 3 Series. It is not for nothing that the 3 Series Sedan is the world's best-selling premium vehicle.

We have brought another three world premieres to Paris for you. My colleague Klaus Draeger will introduce the next car. Thank you!

Dr. Klaus Draeger, Member of the Board of Management of BMW AG, Development

Ladies and Gentlemen - The world premiere of the **BMW Concept X1!**

It is obvious at first sight: This vehicle builds on the tradition of the BMW X models. However, as a true BMW, it breaks new ground and demonstrates a unique character.

Back in 1999, our BMW X5 established the new segment of premium sports activity vehicles. In 2003, we expanded the X range by launching the BMW X3. The X6 followed in 2008. Since then, we have sold over 1.3 million BMW X vehicles.

Today, as the first car manufacturer ever, we are presenting an SAV in the premium compact class. This vehicle combines the functionalities of our X models with the advantages of a compact car in a highly innovative and contemporary manner.

So what does that mean for our customers? The versatility of an SAV, the flexibility of a compact car and the dynamics of a BMW. The BMW Concept X1 gives modern, active target groups a new level of spontaneous mobility.

The series model will be presented as early as next year. And of course, as you can expect from BMW, with highly efficient engines.

We have promised you another two debuts. Thank you very much and enjoy the next BMW world premiere!

Dr. Norbert Reithofer, Chairman of the Board of Management of BMW AG

Please welcome the new **BMW 7 Series**! No other sedan in the luxury segment combines driving dynamics and “sheer driving pleasure” with that much style, comfort and luxury. And I can confirm this with absolute conviction. After all, I have covered many kilometers in the new 7 Series over the last few weeks - both as a driver and as a rear-seat passenger.

The new 7 Series sets new standards - also in terms of safety. One example: At night, an infrared camera detects people on the street and warns the driver - long before you would usually see them.

But most importantly, the new BMW 7 Series is proof that luxury and efficiency can go hand in hand.

In the luxury segment, the new BMW 7 Series' efficiency is unrivalled. Let's take the 730d as an example: It uses only 7.2 liters of diesel per 100 kilometers. Can you think of any of today's large hybrids that offer comparable mileage? You see: A big car can make a contribution to climate protection, too.

The 7 Series has been the BMW brand's flagship for over 30 years now. It underscores our image and our claim for technological leadership at the same time.

The predecessor model was the most successful 7 Series of all times. The new BMW 7 Series will be launched in Europe in November - also the long-wheelbase variant, by the way.

We at BMW want:

- to offer our customers the most efficient vehicles in the premium segment today,
- and to develop new concepts for the mobility of tomorrow.

This also includes a BMW hybrid. The world premiere of the **BMW Concept 7 Series ActiveHybrid**.

What you see here is the next step in our EfficientDynamics strategy. A step allowing for "sheer driving pleasure" at even lower fuel consumption. This car is a mild hybrid concept, combining a highly efficient V8-cylinder petrol engine and an electric drive.

The main question is: How does the customer stand to benefit?

- First: Maximum efficiency in the luxury class combined with maximum dynamics in the hybrid segment.

- And second: A 15 percent reduction in fuel consumption - another significant decrease in fuel consumption and emissions compared to combustion engine powered cars in the same category in the EU test cycle.

One thing is for sure: The new BMW 7 Series will be available as a hybrid! We are presenting the series model as early as next year. And it will be joined by the BMW Concept X6 ActiveHybrid.

So in 2009, two models with BMW ActiveHybrid technology will be ready for series production: the BMW 7 Series and the BMW X6.

I would now like to invite you to come up and take a closer look at our world premieres!

Thank you for your attention! Merci beaucoup!