



The Ultimate Driving Machine



Bayerische Motoren Werke

BMW

- 1913 Karl Rapp established Rapp Motoren Werke in Munich as bicycle factory
 - 1916 transform to aircraft-engine factory
 - Austro-Daimler's (V12)superviser gave Maxx who designed bmw111a
- 1917 name changed to BMW



DEVELOPMENT

- 1918 –Close Down
- 1919-ban on manufacture of aero engines completely
- 1923-resumption of aero engine manufacture & launch of 1st motorcycle R32,own,huge success
- 1927-BMW automobile 1st BMW Dix
- 1940-world war 2nd Munich plant destroyed
- 1994-2000 BMW owned Rover”The English Patient



Company Profile

- 100,041 Employees
- CEO-Dr. Norbert Reithofer
- CFO-Dr. Friedrich Eichiner
- Headquarter- *Petuelring 130*
D-80788 Munich, Germany Phone: +49-89-382-0
- *Website-www.bmwgroup.com*



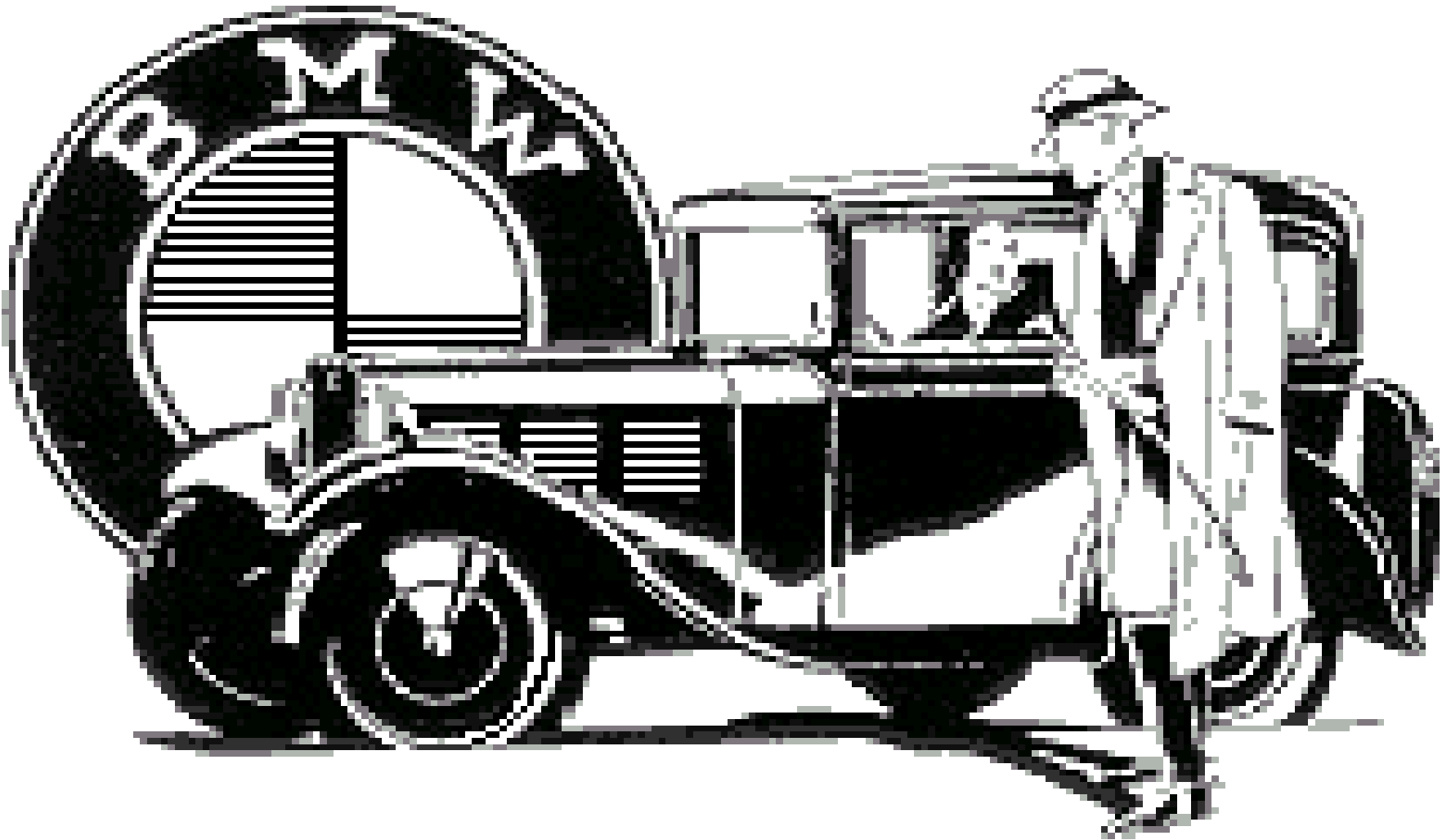
BMW Cars







EARLIER BMW PRESENCE



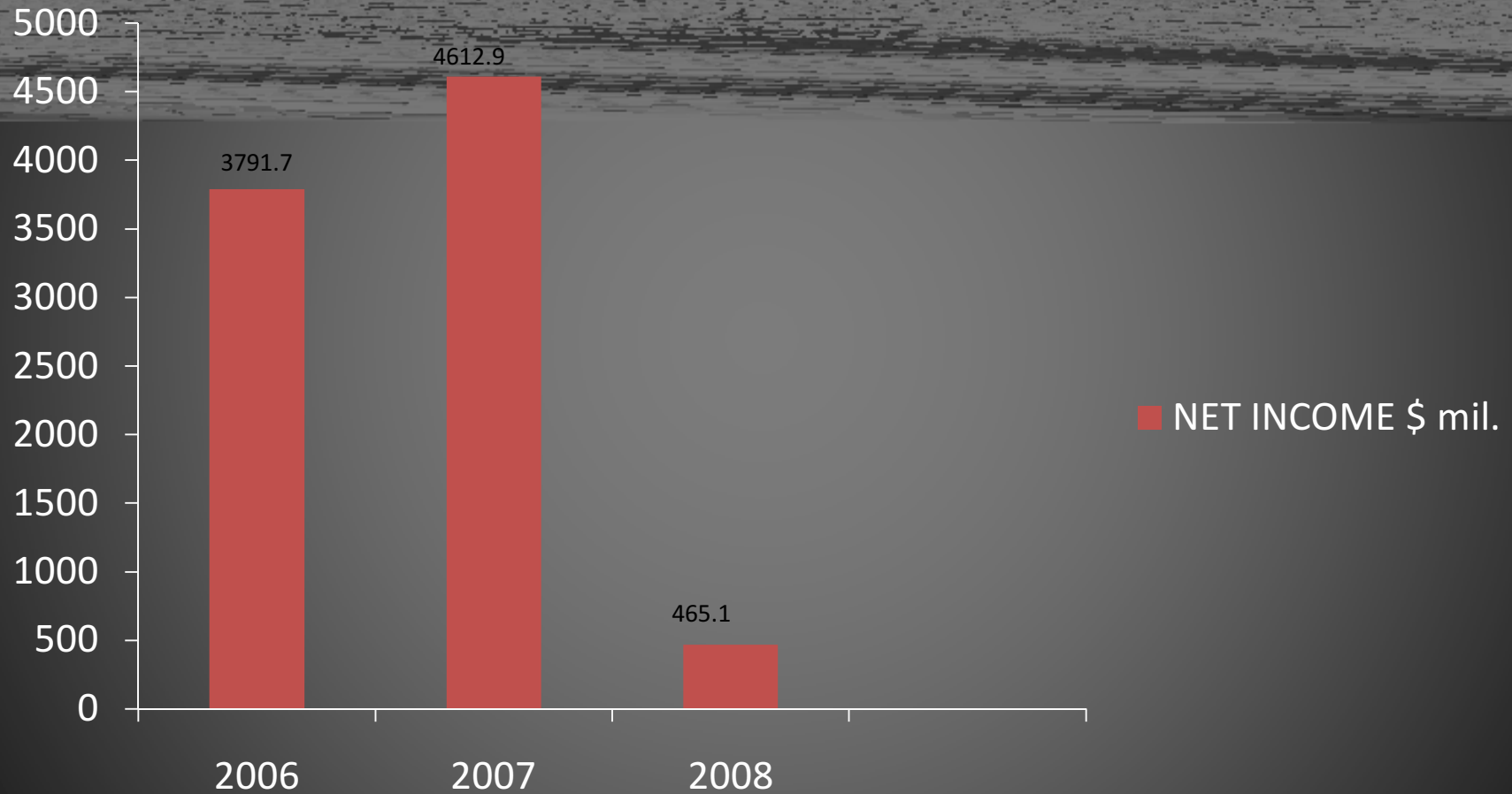


WORLD WIDE PRESENCE

- 1ST Plant S.A.(Rosslyn)
- Britain-Hams Hall
- China-2004 Brilliance
- Egypt
- Chennai(India)-2007,20 million Euro invest
headquartered Gurgaon

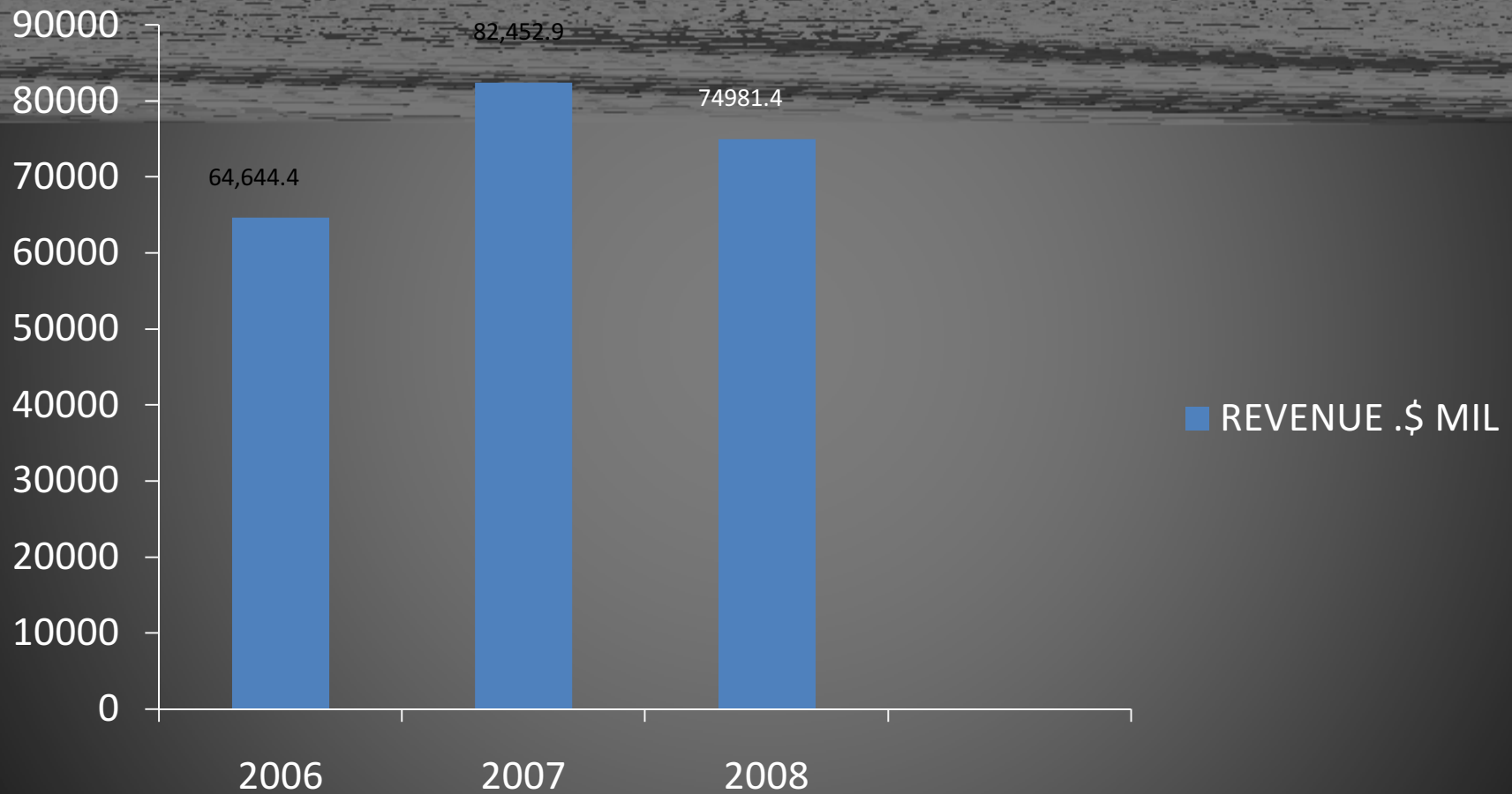


NET INCOME

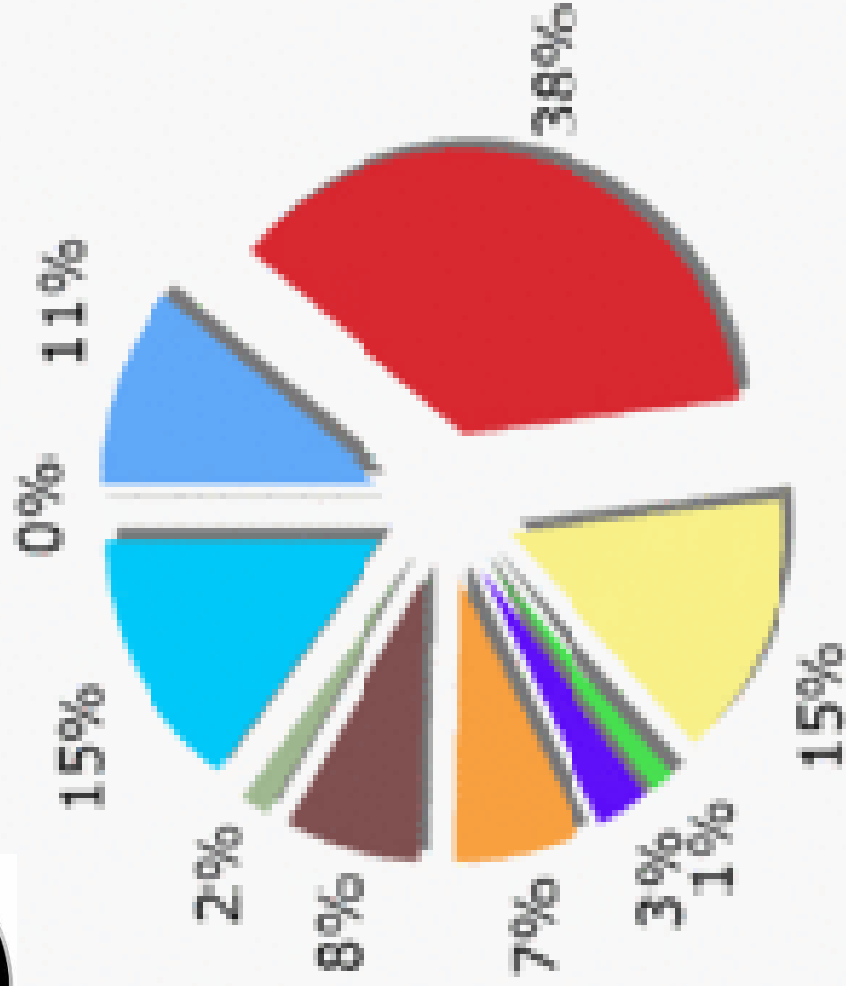




REVENUE



BMW sales by model



1 series (11.1%)

3 series (37%)

5 series (15.4%)

6 series (1.3%)

7 series (3.0%)

x3 (7.5%)

x5 (8%)

z4 (1.9%)

MiniCooper (14.9%)

Rolls Royce

(1.0%)



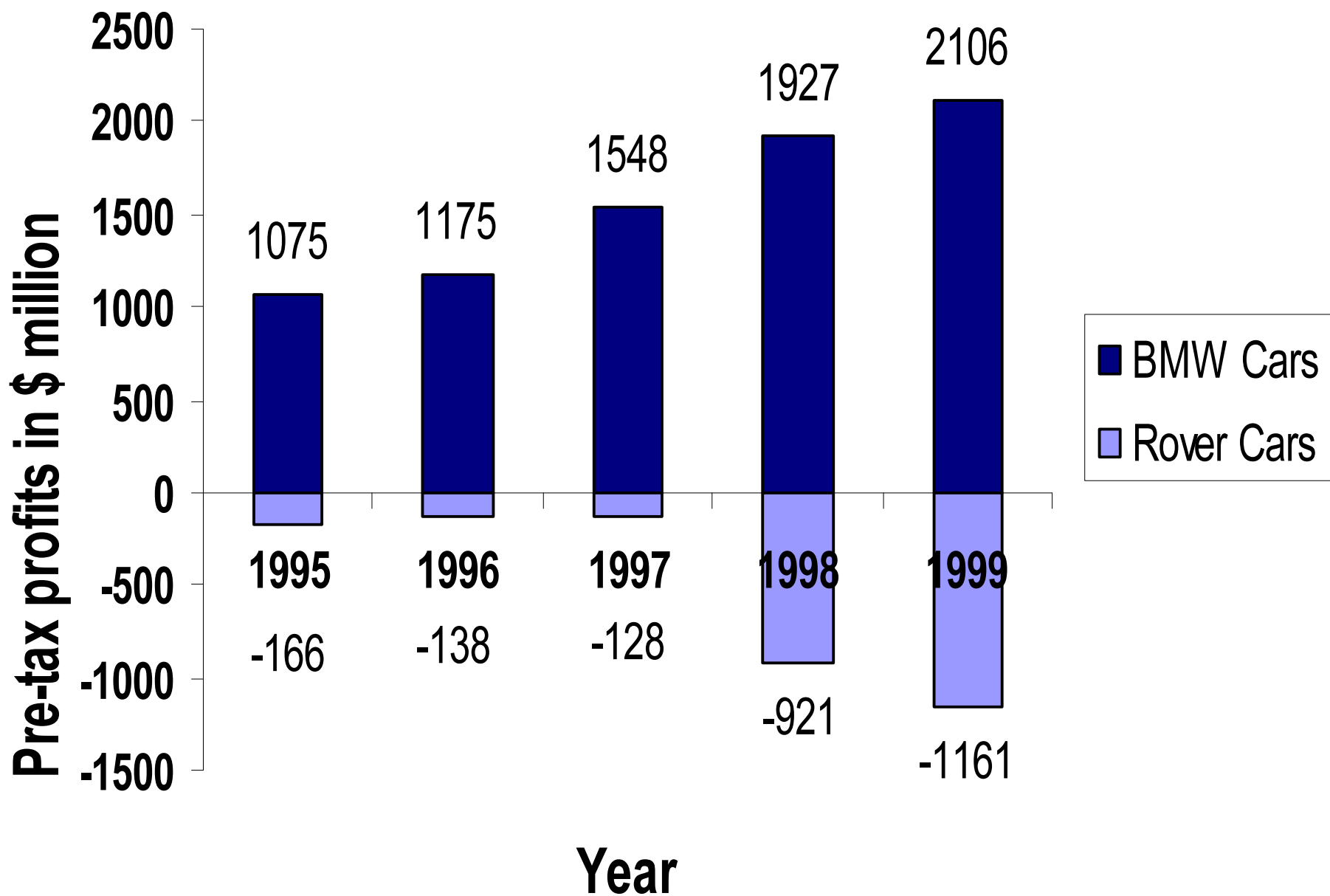
competitors

	BMW	DAIMLER CHRYSLER	MITSHUBISHI
MARKET SHARE 2008	2.9%	2.1%	2.0%



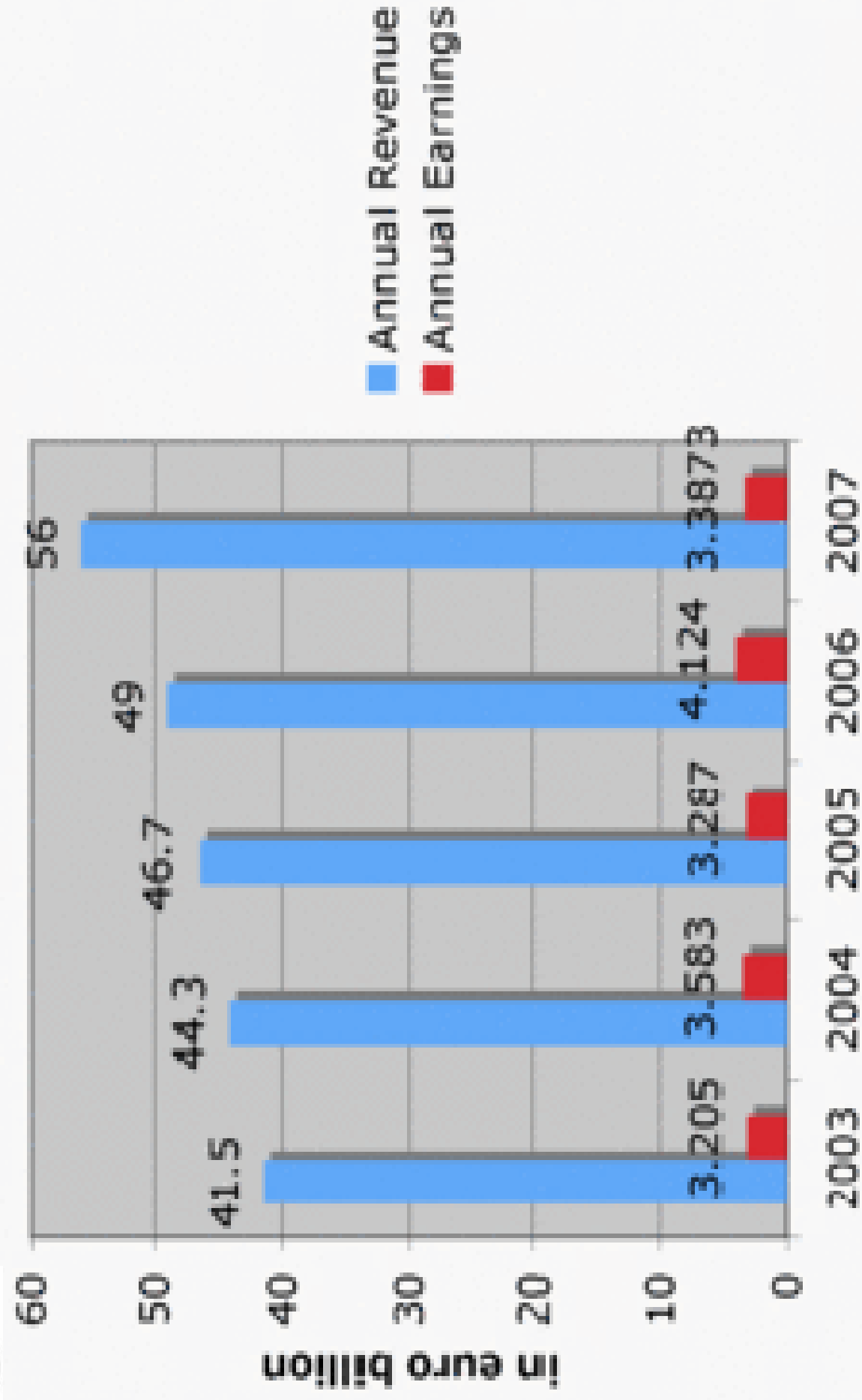
BIGGER MAY BE WORST

	2004 Revenue (Billions of Euros)	2000-2004 Av. Gross Profit(%)	2000-2004 Average Operating Profit(%)
BMW	44.3	23	7.8
DeimlerChrysler(Mercedes)	142.0	18	2.5



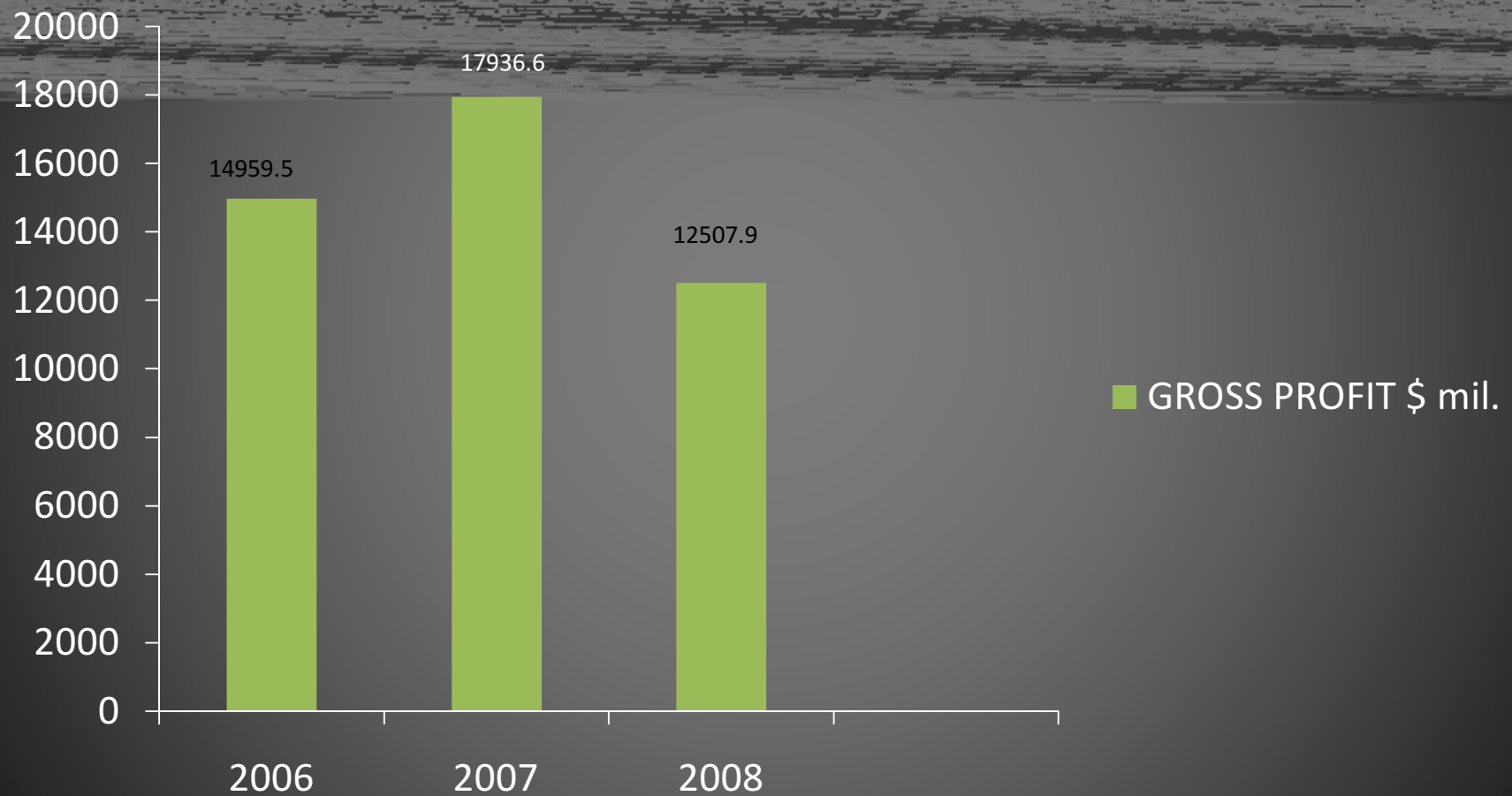


BMW Earnings and Revenue 2003-2007





GROSS PROFIT





STOCKS 2009





BMW Invest Analysis

BMW Group reported annual 2008 earnings of
€0.49 per share

14th largest automaker by production value

Profits of €330 million on sales of €53.2 billion

CURRENT EVENTS

- BMW has decided to be out of formula1 race
- BMW plan to establish new production unit in U.K.
- BMW launches financial services in INDIA



• THANKS





