

BMW Group – a Portrait.



BMW Group

Rolls-Royce
Motor Cars Limited

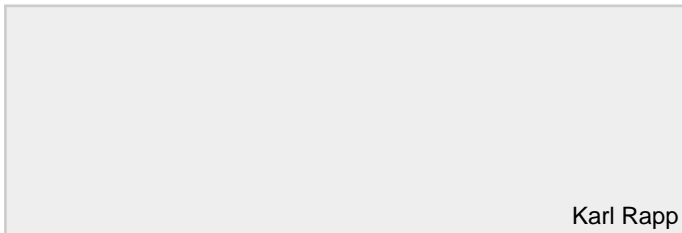




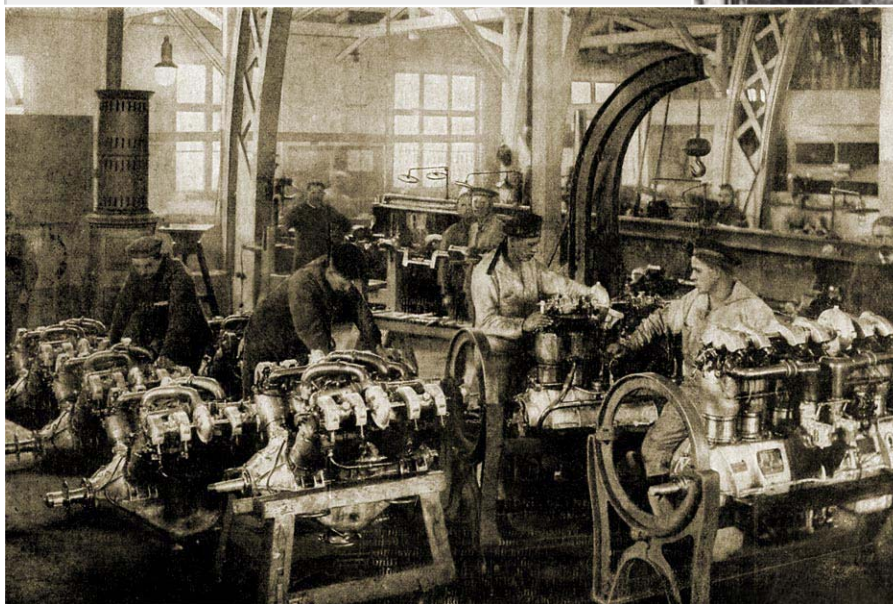
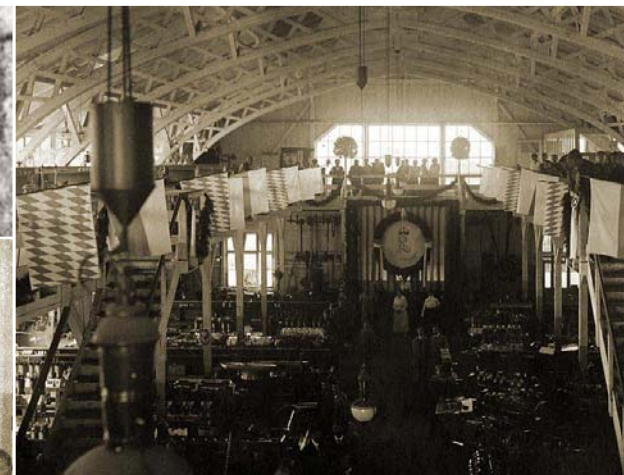
Otto-Werke

The Founding Fathers – Aviation Pioneers.

The Munich plants run by Munich aviation pioneers Karl Rapp and Gustav Otto form the starting point for Bayerische Motorenwerke.



Karl Rapp



Gustav Otto

1911^{to}
1913

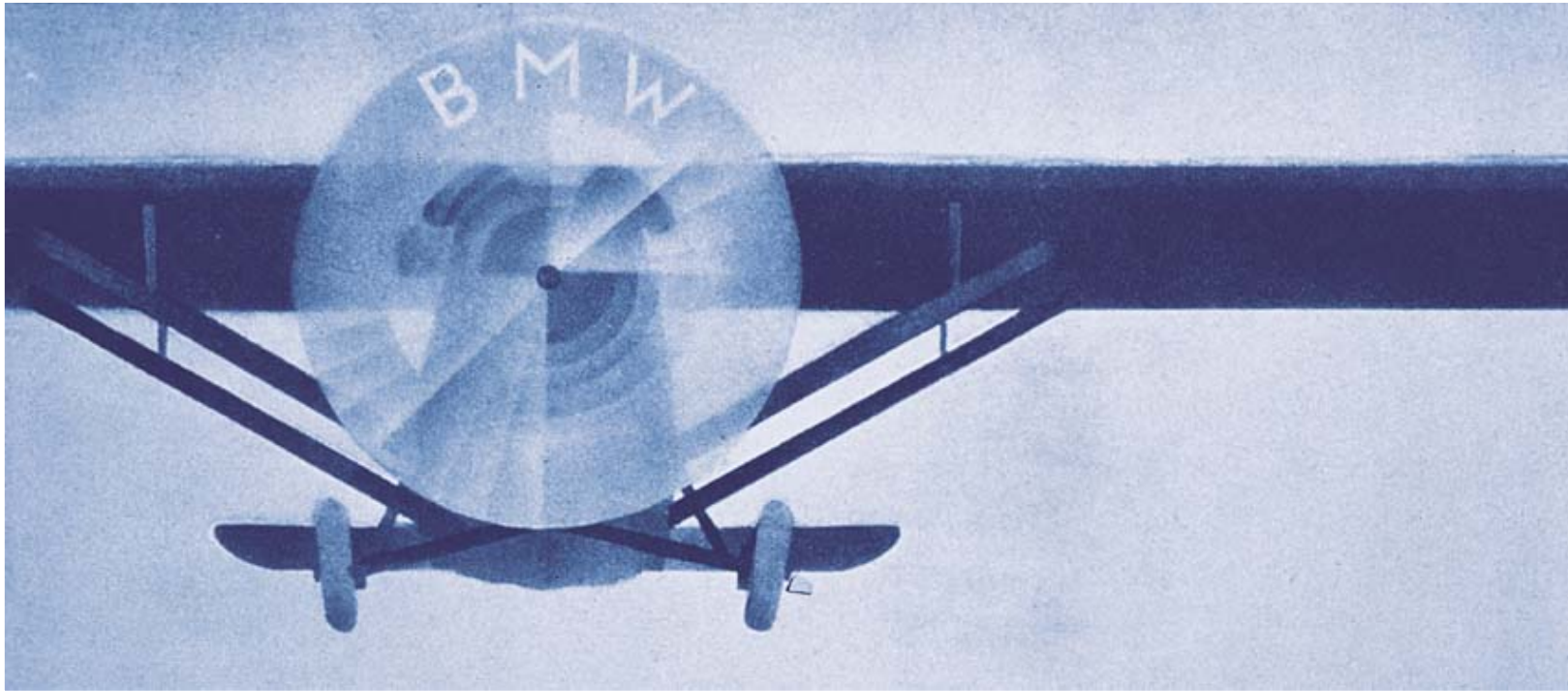
1911 1917 1919 1923 1928 1932 1933 1937 1940 1944 1945 1948 1952 1955 1959 1962 1967 1972 1977 1978 1983 1986 1990 1991 1993 1994 1999 2000 2001

Today



BMW Takes Off.

Foundation of BMW GmbH as a limited company. Registration of the white-and-blue logo as the Company's official trademark. Production of the first aircraft engine – the BMW IIIa power unit.



1917

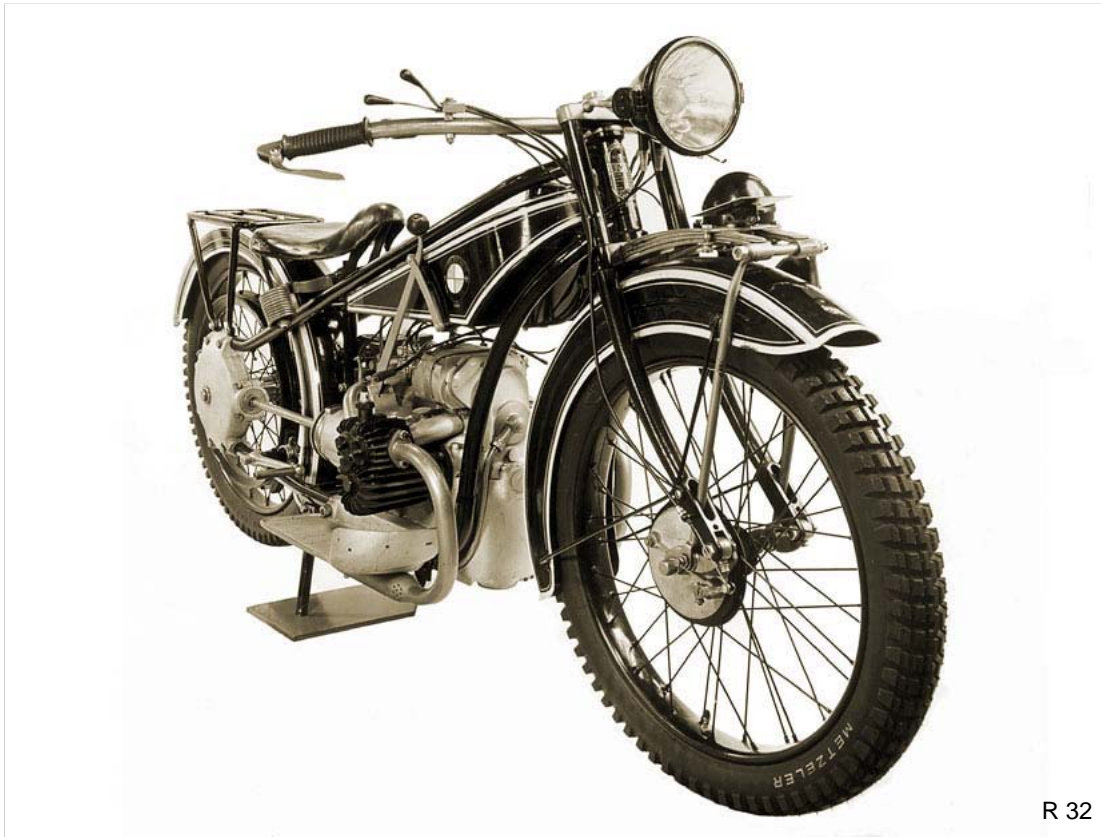
1911 1917 1919 1923 1928 1932 1933 1937 1940 1944 1945 1948 1952 1955 1959 1962 1967 1972 1977 1978 1983 1986 1990 1991 1993 1994 1999 2000 2001

Today

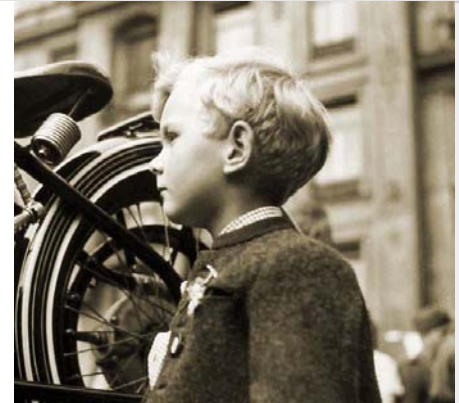


The First BMW Motorcycle.

Developed by Max Friz within just a few weeks, the R 32 motorcycle hails the advent of BMW's great tradition in the two-wheeler market.



R 32



1923

BMW Now Also on Four Wheels.

Taking over Fahrzeugfabrik Eisenach, BMW enters the car business.



DIXI



1928



Cars from Munich.

Large saloons, coupés, convertibles and roadsters in the 501 – 507 model range continue BMW car production after the war, now for the first time at the Munich Plant.



BMW 501



BMW 503



BMW 507

1952^{to}
1955

The Tower.

The new Group Headquarters designed by Professor Karl Schwanzer is completed for the 1972 Olympic Games. To this day the Four-Cylinder Building characterises the Munich skyline.



1972



CleanEnergy.

Hydrogen is the fuel of the future. BMW has been testing hydrogen drive since 1978 and is now developing this technology for series production.



from **1978**

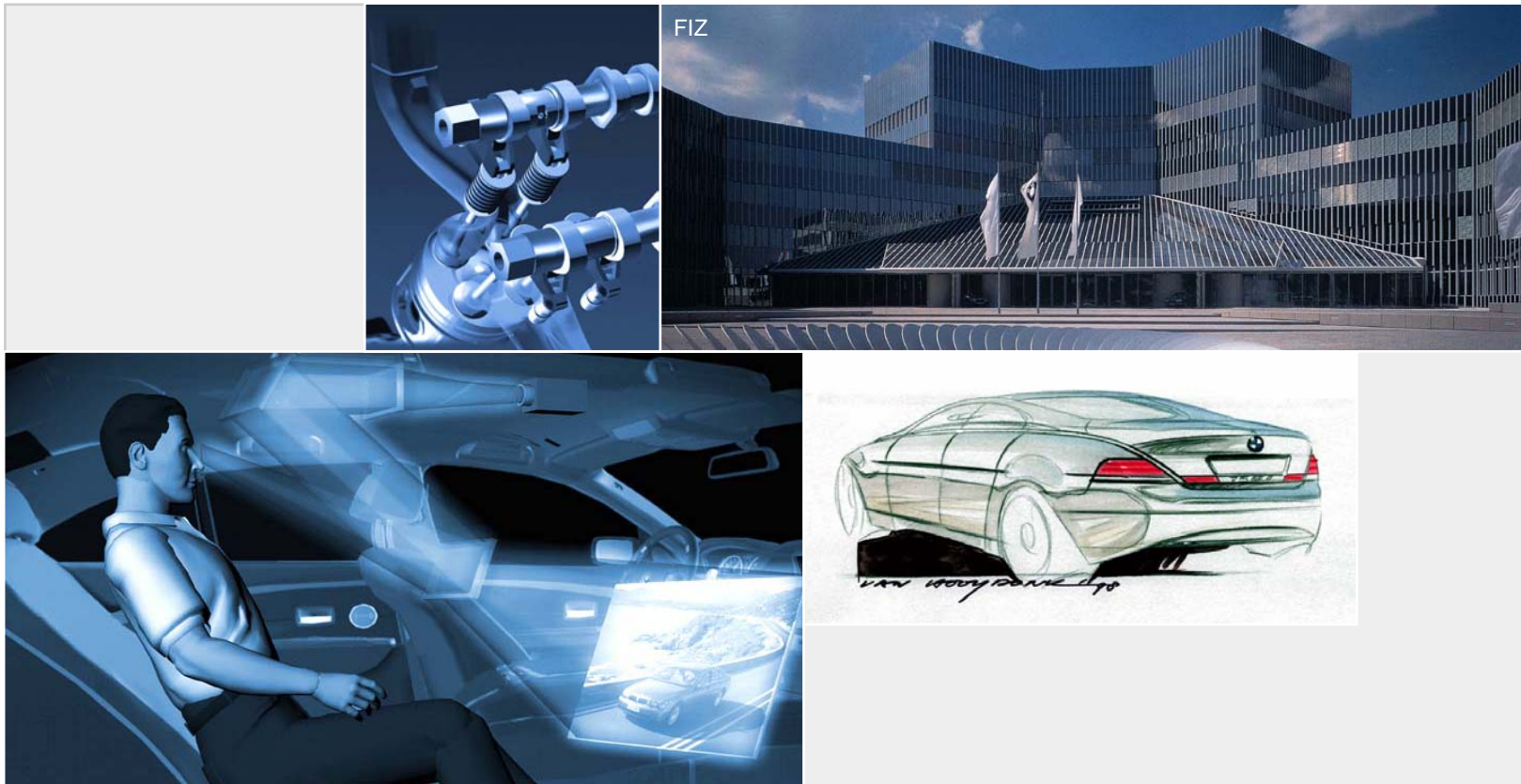
1911 1917 1919 1923 1928 1932 1933 1937 1940 1944 1945 1948 1952 1955 1959 1962 1967 1972 1977 **1978** 1983 1986 1990 1991 1993 1994 1999 2000 2001

Today



A New "Think Tank".

BMW's new Research and Innovation Centre (the FIZ Centre) accommodating some 6,000 engineers and researchers is built near the Group Headquarters and the Munich Plant.



from **1986**

1911 1917 1919 1923 1928 1932 1933 1937 1940 1944 1945 1948 1952 1955 1959 1962 1967 1972 1977 1978 1983 1986 1990 1991 1993 1994 1999 2000 2001

Today

The BMW Group Re-Aligns.

The BMW Group concentrates on premium segments with the BMW, MINI and Rolls-Royce brands.



Rolls-Royce

Starting in 2003, the BMW Group assumes responsibility for the Rolls-Royce brand, building the worldwide Head Office and Manufacturing Plant in Goodwood, Great Britain.



BMW

The BMW brand model line-up is enlarged by the 1 Series in the premium lower midrange segment, the 6 Series in the large coupé and convertible market segments as well as the X3 in sports activity vehicle segment.



MINI

MINI enters production in April 2001, initially being launched in Europe in summer of the same year, then entering the world markets step-by-step. Currently MINIs are sold in more than 70 countries the world over.

from **2000**

1911 1917 1919 1923 1928 1932 1933 1937 1940 1944 1945 1948 1952 1955 1959 1962 1967 1972 1977 1978 1983 1986 1990 1991 1993 1994 1999 2000 2001

Today

BMW's Current Range of Cars.

BMW's car range comprises 7 model series.
Here you see the BMW 3, 5, 6, and 7 Series.

BMW 3 Series



BMW 5 Series



BMW 6 Series



BMW 7 Series

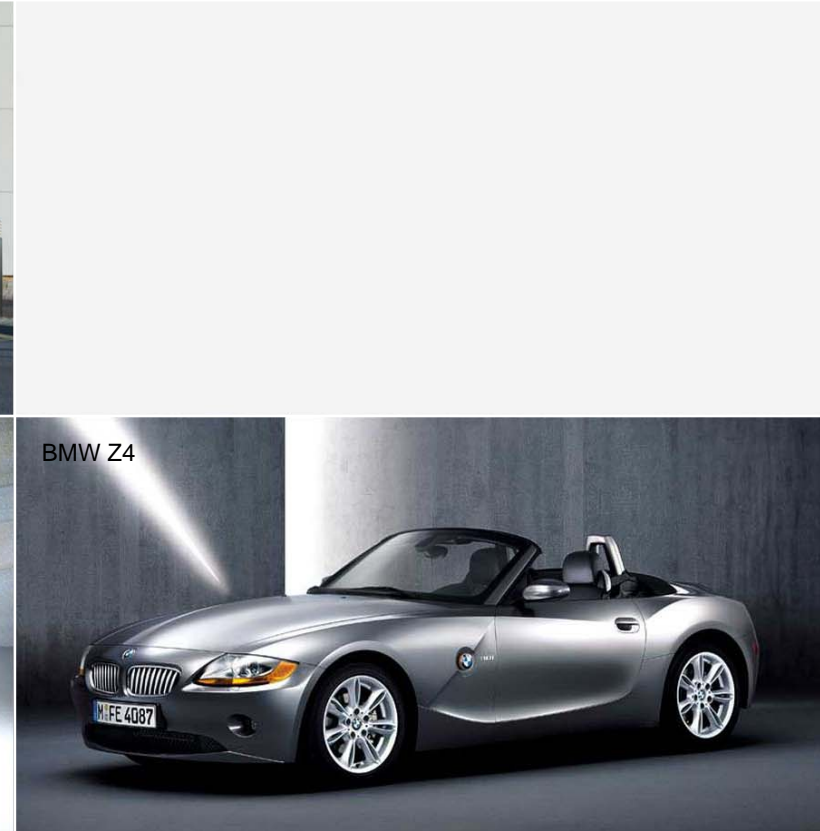


Today

Tradition

The BMW Car Range.

Seven model series make up the BMW car range.
Here are the BMW X5, X3, and Z4



Today

Tradition

The BMW Motorcycle Range.

The BMW motorcycle range is made up of three model series (F Series, R Series, K Series) split up into the Tourer, Sports Tourer and Sportsman, Cruiser, Enduro, Roadster, and Scarver segments.

BMW K 1200 LT



BMW R 1150 RT



BMW R 1200 C Montauk



BMW R 1150 GS Adventure



BMW R 1150 R Rockster



BMW F 650 CS



Today

Tradition

The MINI Family.

Currently three models (MINI One, MINI Cooper, and MINI Cooper S) are in production.



Today

Tradition

Rolls-Royce.

The Rolls-Royce Phantom was developed completely from the ground up within just four years, benefitting from the most advanced technology. And clearly, the Phantom sets new standards in both design and equipment.

Rolls-Royce Phantom



Today

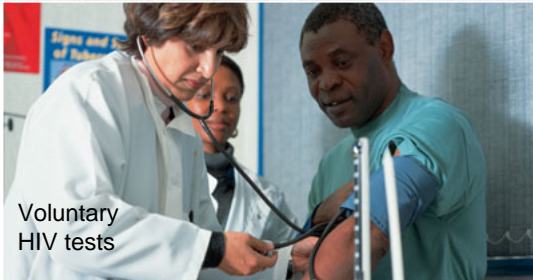
Tradition

Sustainability. It can be done.

The BMW Group is expanding its "classic" concept of environmental management by adding social and economic values, and is setting the standard in the practical implementation of sustainability.



Recycling



Voluntary
HIV tests

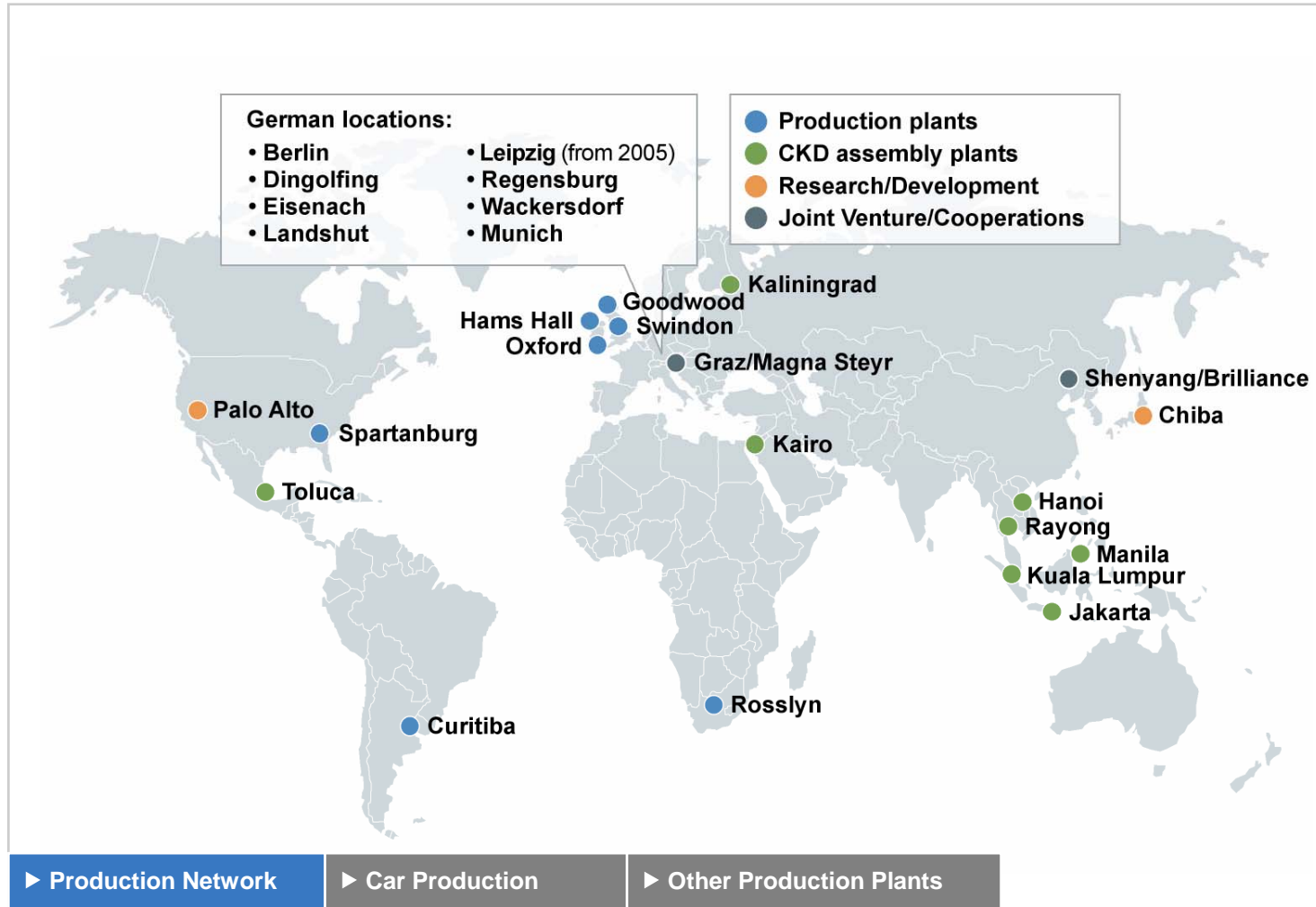


Employee
training



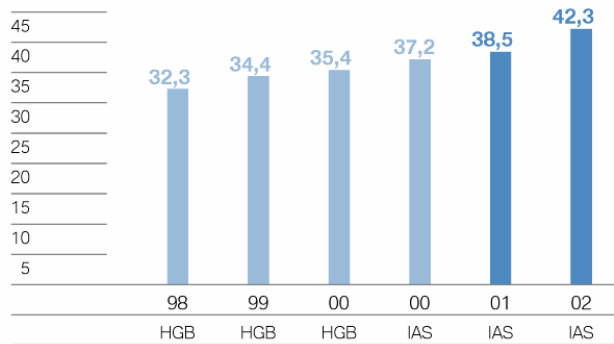
„BMW Group Earth Lounge“, Johannesburg

Development and Production Network

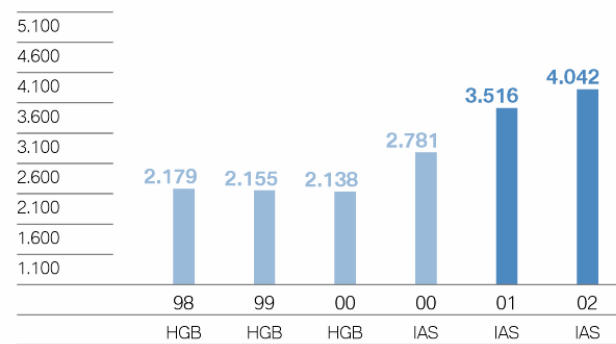


BMW Group - An Annual Comparison.

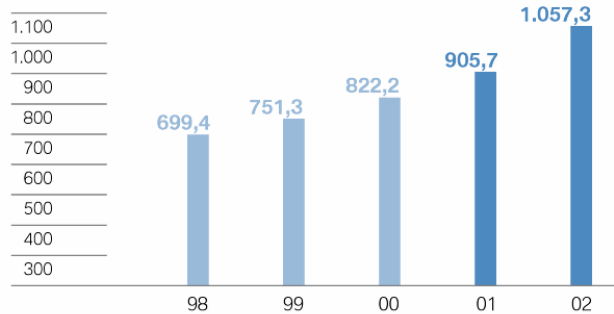
BMW Group Sales
in bill. Euro



BMW Group capital expenditure
in mill. Euro



BMW Group car deliveries*
in thousands



*without Rover/Land Rover

BMW Group results of ordinary business activities
in mill. Euro

