

ELECTRIFYING



BMW Group Thailand

16.11.2018

**BMW
GROUP**

THE NEXT
100 YEARS



AGENDA.

BUSINESS PERFORMANCE

ELECTRIFIED VEHICLES AND CHARGENOW

DEVELOPMENT FOR THE FUTURE.



AGENDA.

BUSINESS PERFORMANCE

ELECTRIFIED VEHICLES AND CHARGE NOW

DEVELOPMENT FOR THE FUTURE



BMW GROUP THAILAND. HIGHEST FIRST NINE MONTHS RECORD WITH 8,903 BMW AND MINI CARS. HIGHEST FIRST NINE MONTHS RECORD WITH 1,425 BMW MOTORCYCLES.

Sales BMW Group Automobiles

YTD Sep 2017

YTD Sep 2018

+16%



7,702

8,903

BMW

8,304 units
(+ 18 %)



MINI

599 units
(-12 %)

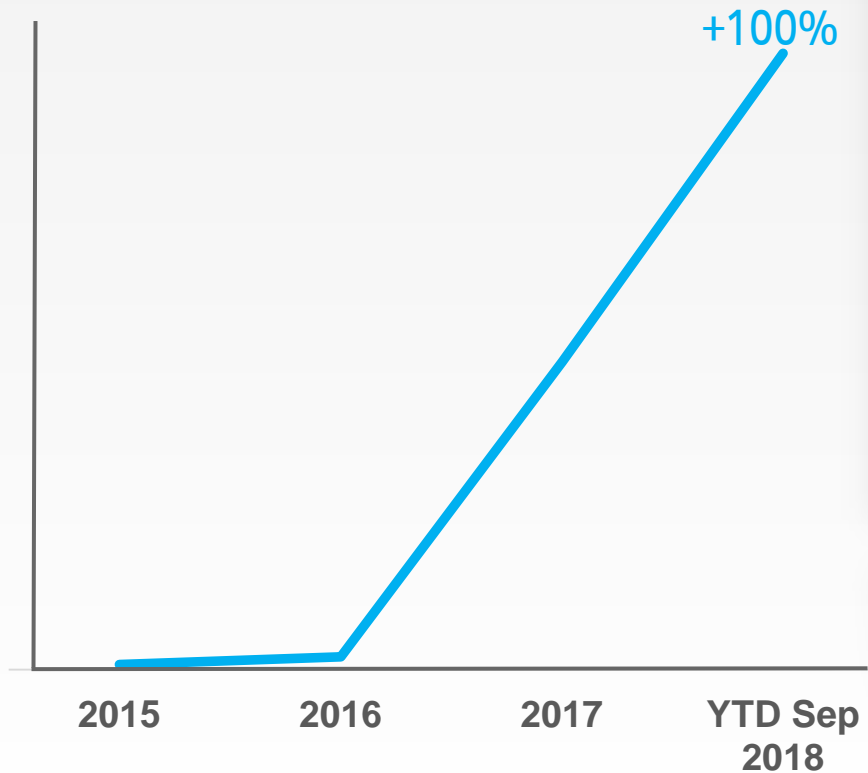


BMW Motorrad

1,425 units
(+9 %)



BMW i AND BMW iPERFORMANCE. FAST TRACK GROWTH WITH +100% YOY IN THE FIRST NINE MONTHS OF 2018.



■ BMW i and iPerformance



AGENDA.

BUSINESS PERFORMANCE

ELECTRIFIED VEHICLES AND CHARGENOW

DEVELOPMENT FOR THE FUTURE



THE FUTURE IS
ELECTRIC.



BMW GROUP – ELECTRIFICATION. STRONG MARKET POSITION.

- The BMW Group sold more electrified vehicles in Europe than any other premium manufacturer in 2017
- We consciously put the focus on BEV and PHEV.
- In 2017 the BMW Group delivered 103.080 BEV / PHEV worldwide, +65% YOY.
- In 2025 we expect 15-25% of BMW Group annual global sales to be BEV / PHEV.



BMW i

A SUCCESS STORY.



➤ **BMW i8 - THE MOST SUCCESSFUL HYBRID SPORTS CAR WORLDWIDE.**

Source: IHS/POLK 6/2016



➤ **BMW i AND BMW iPERFORMANCE MARKET SHARES EXCEEDING ALREADY THOSE OF BMW IN TRADITIONAL CAR MARKET.**

Source: IHS/POLK 31.08.2017 report market shares in new car registrations.

➤ **BMW i3 - THE BEST SELLING ELECTRIC CAR IN ITS SEGMENT.**

Source: IHS/POLK 6/2016

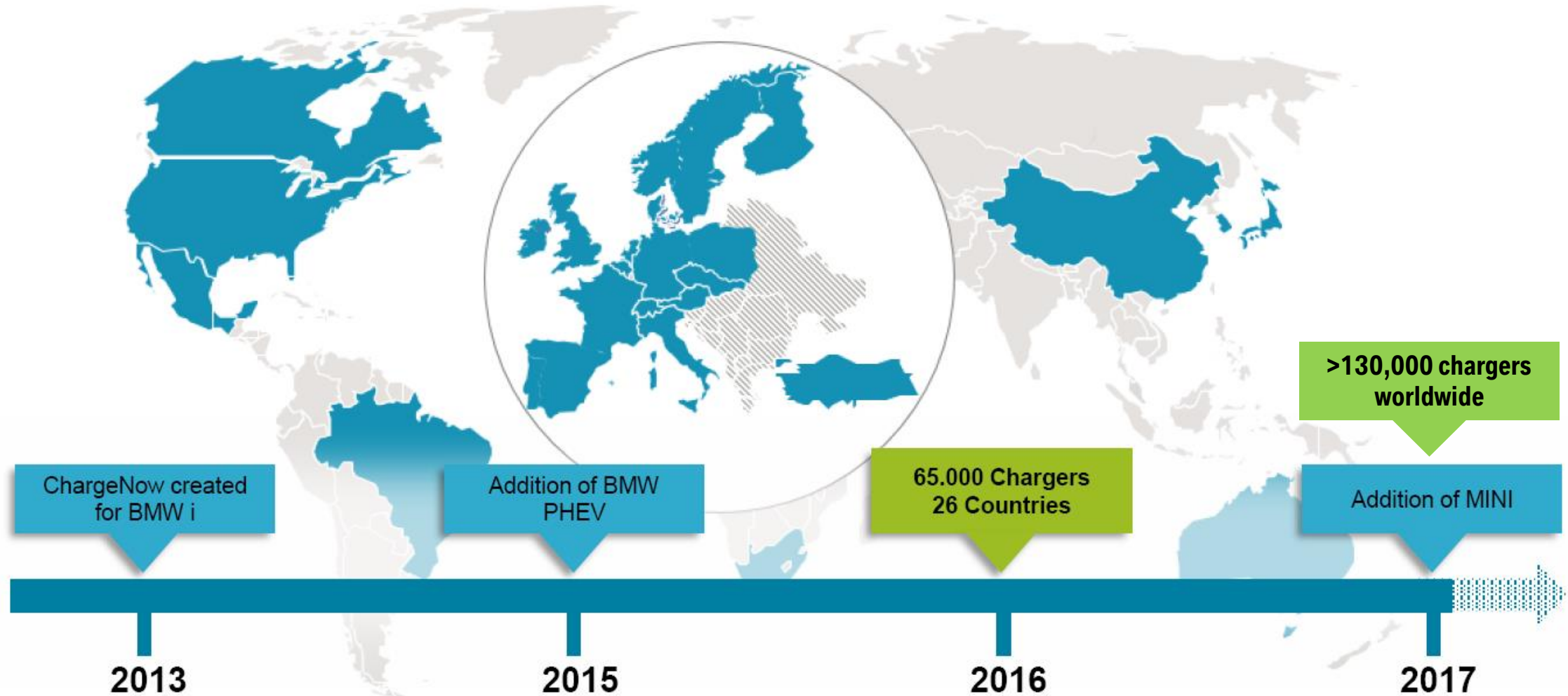
Target 2018: 140,000 electrified cars.



iPERFORMANCE



CHARGENOW. PARTNER WITH >200 CHARGING NETWORK IN EUROPE.



50 CHARGING STATIONS AT BMW DEALERSHIPS AND PARTNERSHIP LOCATIONS. 50 MORE TO COME WITH CHARGENOW.

- Existing stations:**
- 6 BMW own courtesy chargers
 - 10 public charging stations (Terminal 21, CDC, Sofitel So, Gaysorn, Central Rama 9, Central Ladprao, Central Bangna, CTW)
*CTW with 3 stations for 6 cars
- Future stations:**
- +12 stations in BKK and metropolitan area
 - +22 chargers in hotels & shopping malls in BKK and Upcountry
 - Additional pillars at existing locations (tbc)

=50 chargers

**• First BMW PHEV in TH:
BMW i8**

- Home charging solution with BMW i Wallbox



2014

• Launch of BMW X5 PHEV

- First 2 courtesy chargers by BMW at CentralWorld shopping mall, All Seasons Place (NSC office).



2015

- Launch of BMW 3 series PHEV
- Additional 3 BMW own courtesy chargers at Mandarin Oriental, Banyan Tree, The Peninsula



2016

- Launch of BMW 7 series and 5 Series PHEV
- Participation in government subsidy program: first 2 public chargers.
- Launch of ChargeNow

 **ChargeNow**



2017

- Further participation in government subsidy program
- Public chargers in dealer network

 **ChargeNow**



2018

AGENDA.

BUSINESS PERFORMANCE

ELECTRIFIED VEHICLES AND CHARGENOW

DEVELOPMENT FOR THE FUTURE



BMW GROUP:
30 PRODUCTION SITES
IN 14 COUNTRIES.

- Automobile Production Plants
- △ Assembly Plants
- Engines / Components
- BMW Group
- Joint Venture
- Partner Plants / Contract Manufacturing



BMW GROUP. SOURCING STRATEGY BY COMMODITIES.



Light Weight Material – Body Structure optimization

- Carbon Fiber Reinforcements
- Composite / Engineered Plastic
- Aluminum Casted, Forged Parts



Interior / Passenger interface

- Improved interior parts
- New materials
- Lighter, environmental friendly



Electrification – Driving Dynamic

- Charging units
- High Voltage Battery Parts
- Inductive Charging
- Alu-forged parts



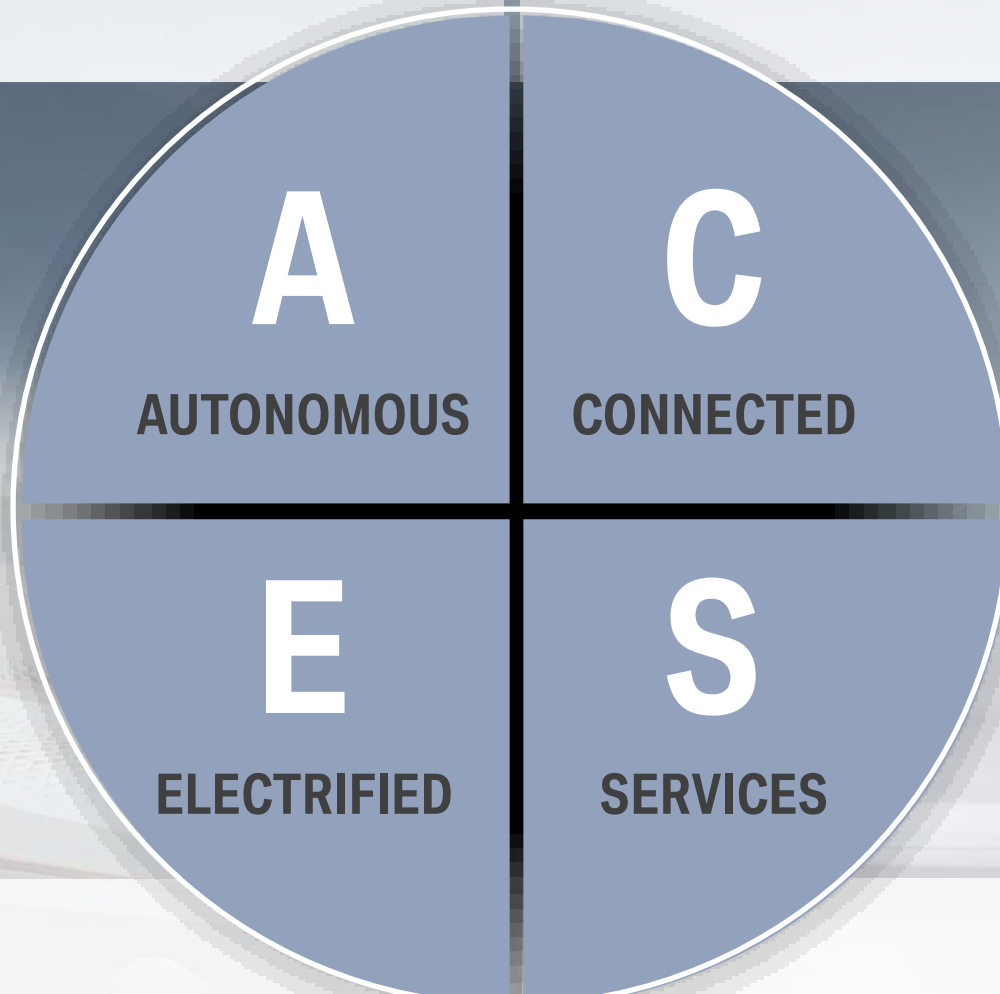
Digitalization - Connectivity

- Autonomous Driving
- Infotainment Displays
- Software Development
- Wiring Harness and components

BMW GROUP. ACES ARE A CORE ELEMENT OF STRATEGY NUMBER ONE > NEXT.

BMW Companion

BMW ConnectedDrive



HPC

OEMs



BMW i

BMW iPerformance

Now Family

WORLDWIDE INVESTMENT IN EXPANSION. OF PRODUCTION AND DEVELOPMENT NETWORK.



FIZ FUTURE



CAMPUS
AUTONOMOUS DRIVING



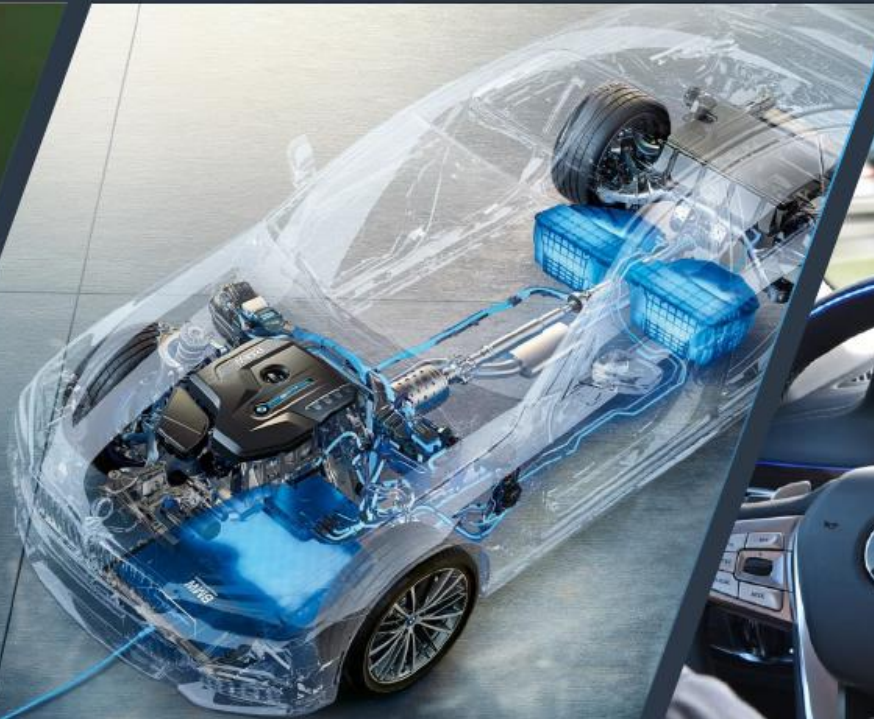
BATTERY CELL
COMPETENCE CENTRE

**R&D EXPENDITURE.
ALMOST ONE BILLION EUROS HIGHER IN 2017.**

**CONNECTED
DRIVE**



E-MOBILITY



**AUTONOMOUS
DRIVING**



COMMON ARCHITECTURE FOR ANY TYPE OF DRIVETRAIN.

2013



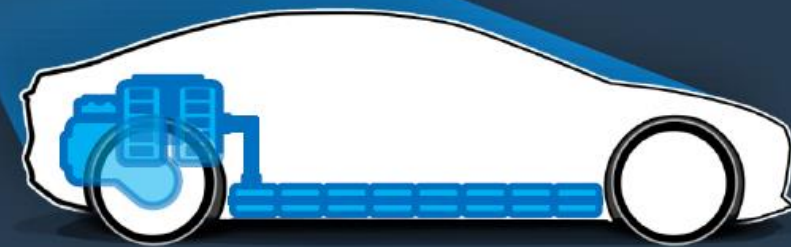
2020
ONWARDS



Combustion engine



Plug-in hybrid



Pure electric

MOBILITY SERVICES.

- Options for strategic development.
- 100 million active customers by 2025.
- A complete, all-inclusive ecosystem for our customers.



DriveNow



ChargeNow



ParkNow



ReachNow



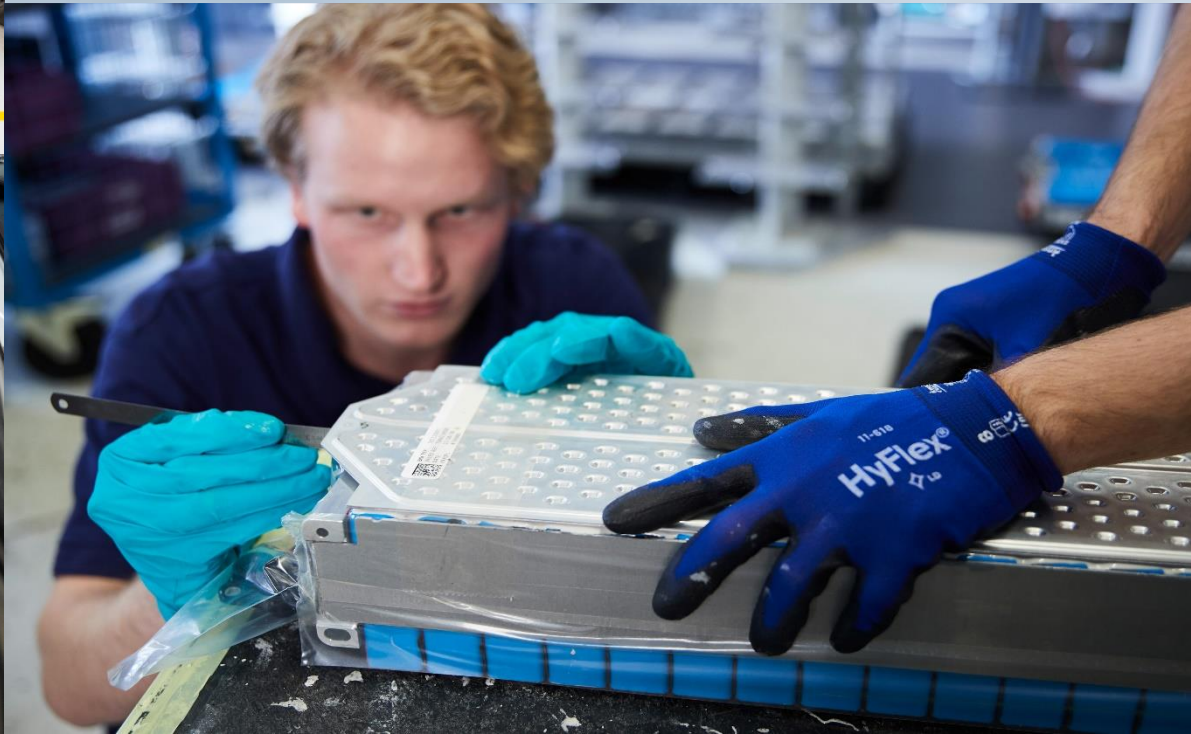
PURCHAING & SUPPLIER NETWORK. PARTNERSHIP FOR THE FUTURE.



Dr. Norbert Reithofer, Chairman of the Supervisory Board of BMW AG. Reithofer, said

“The Purchasing and Supplier Network is more important than ever to our commercial success. The ongoing internationalisation of our business and growing volatility greatly increase the level of complexity and demand even greater flexibility from our supplier network and Purchasing division.

What is more, **we can only achieve the required innovation needed in our focus areas of electromobility, digitalisation and autonomous driving by stepping up our partnerships with suppliers.** “



THANK YOU FOR YOUR ATTENTION.

