

BMW Group

Annual Accounts

Press Conference

17 March 2004

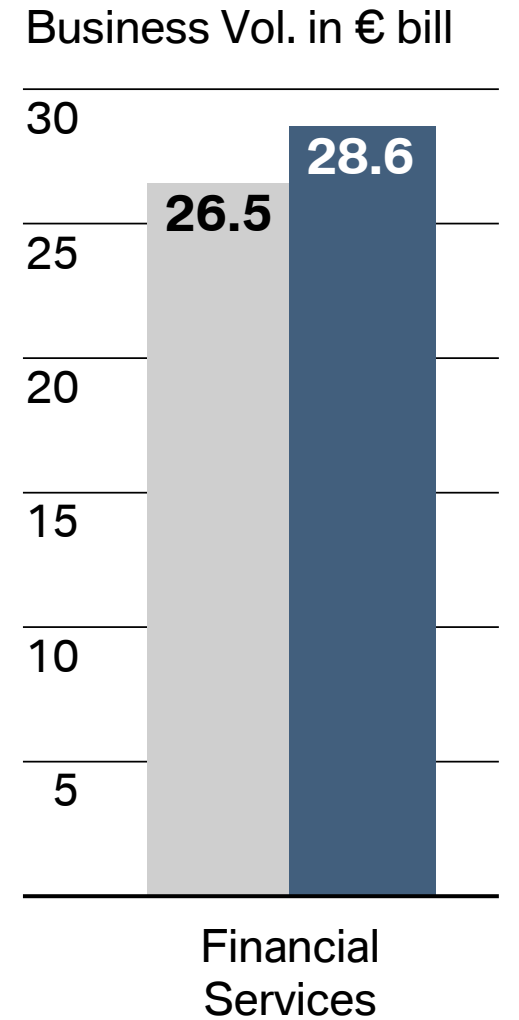
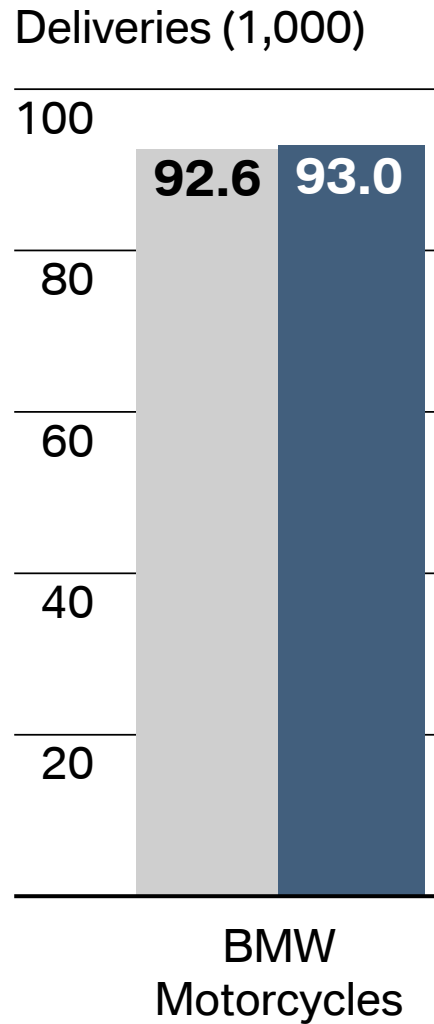
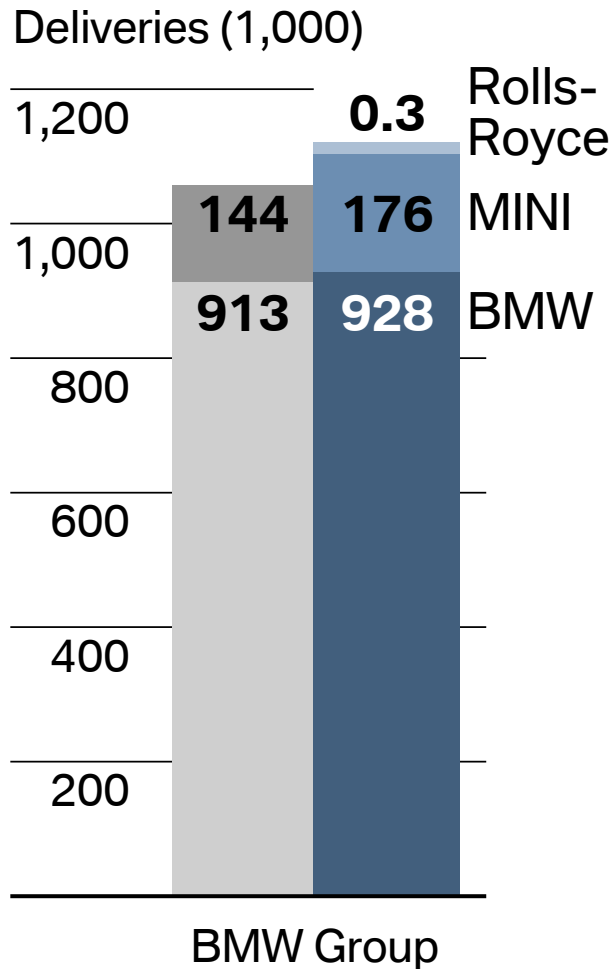
BMW Group

Rolls-Royce
Motor Cars Limited



2003 Year of Business.

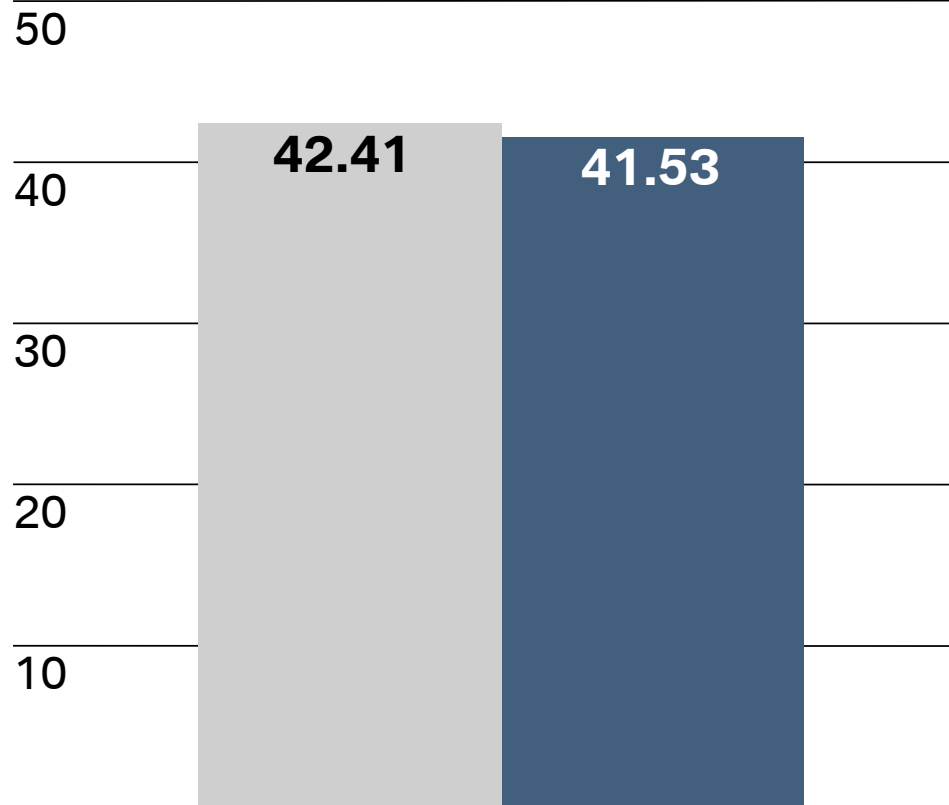
Development of Segments.



2002 2003

2003 Year of Business. Revenue.

€ bill

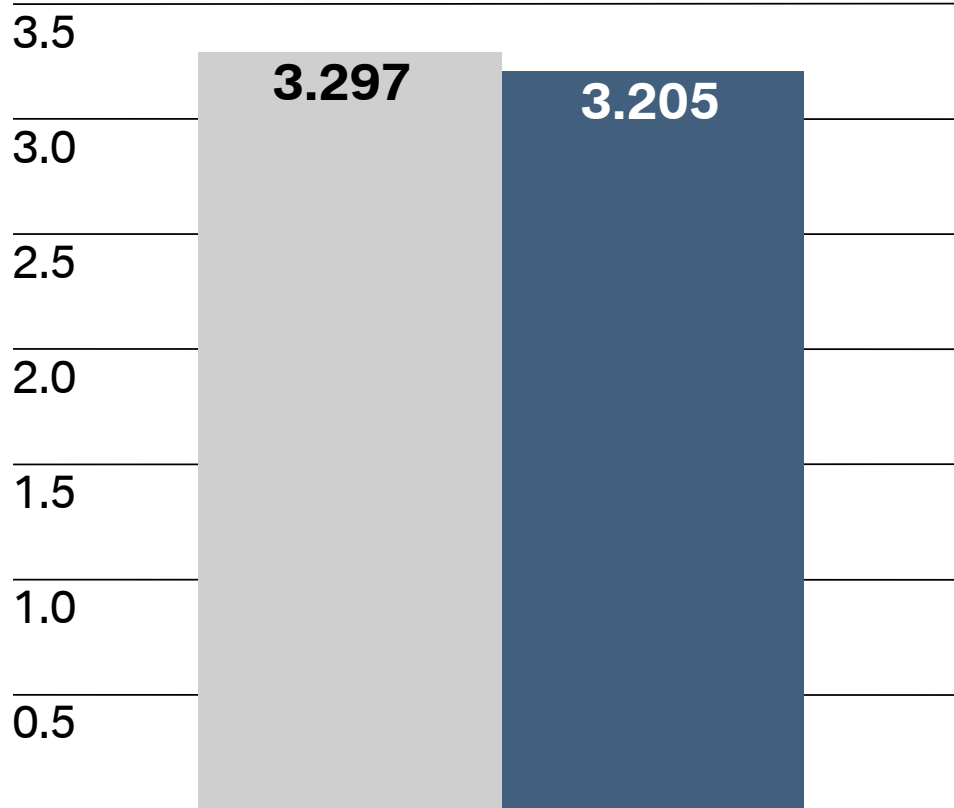


2002 2003

2003 Year of Business.

Result of Ordinary Business Activities.

€ bill

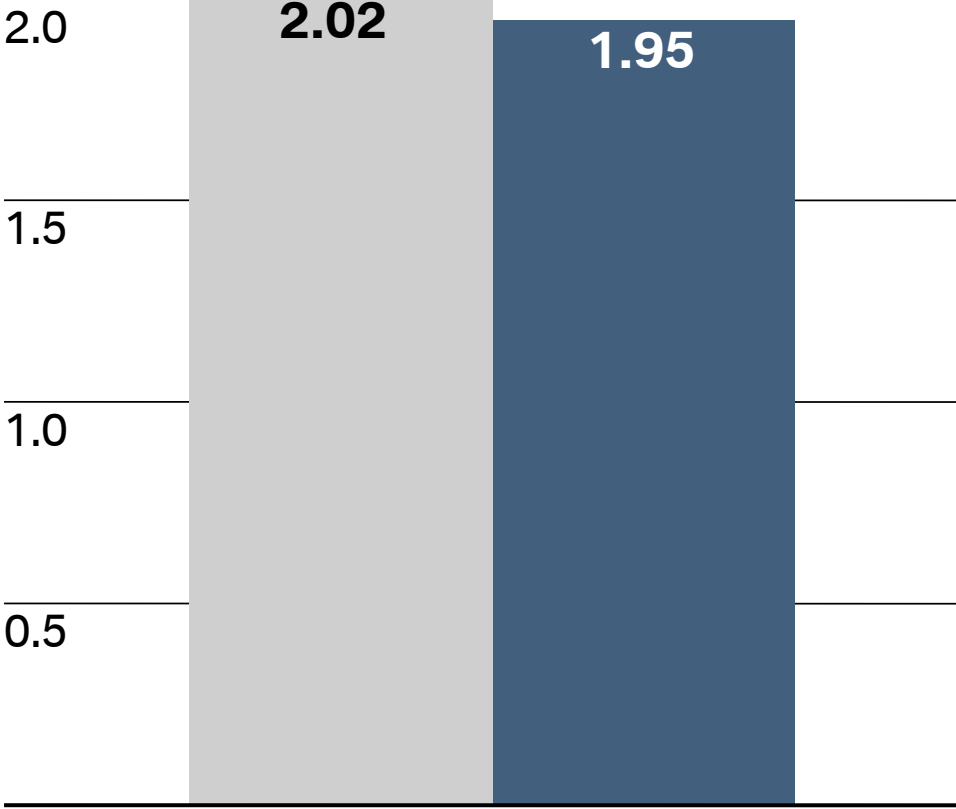


2002 2003

2003 Year of Business.

Annual Surplus.

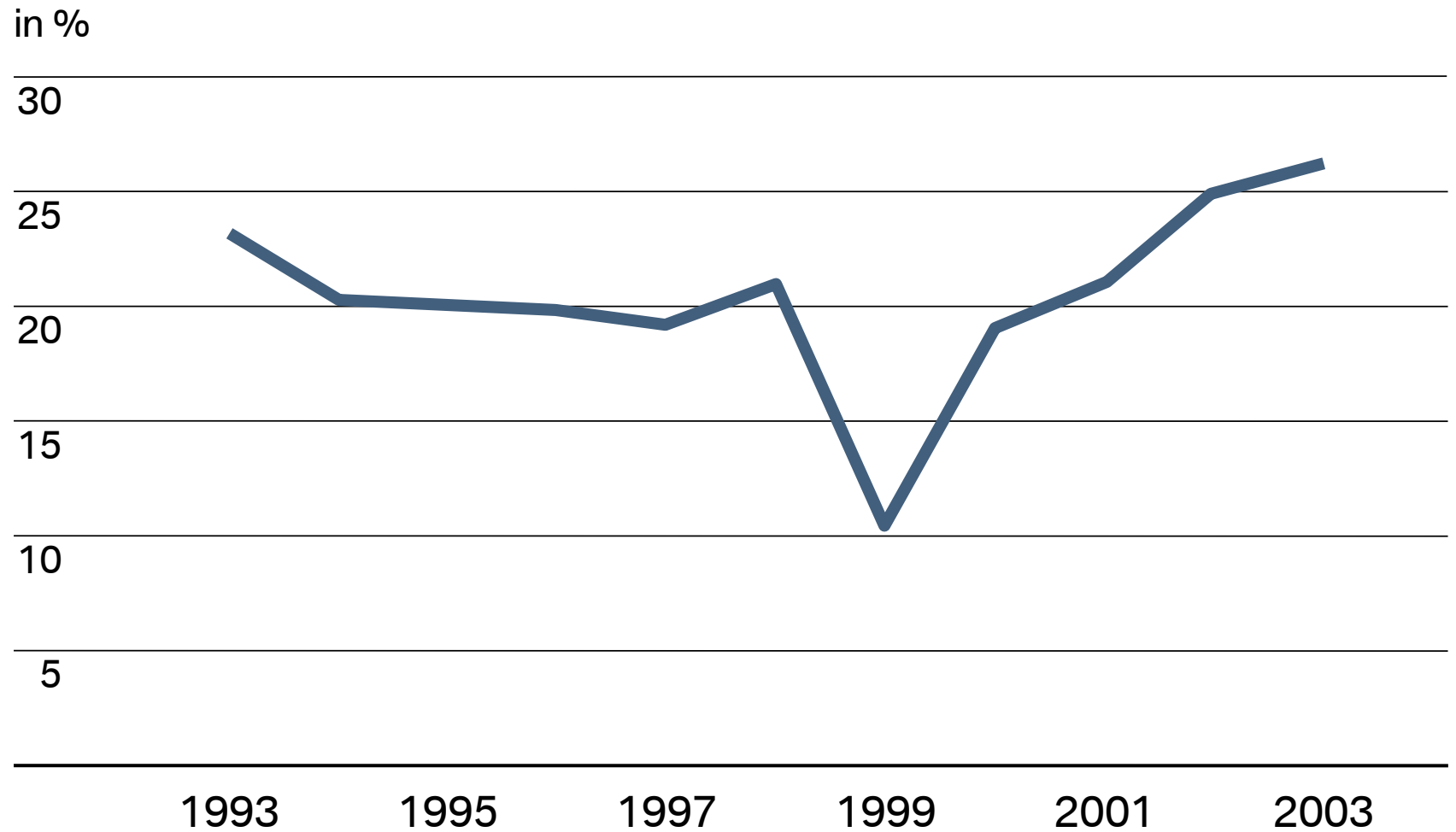
€ bill



2002 2003

2003 Year of Business.

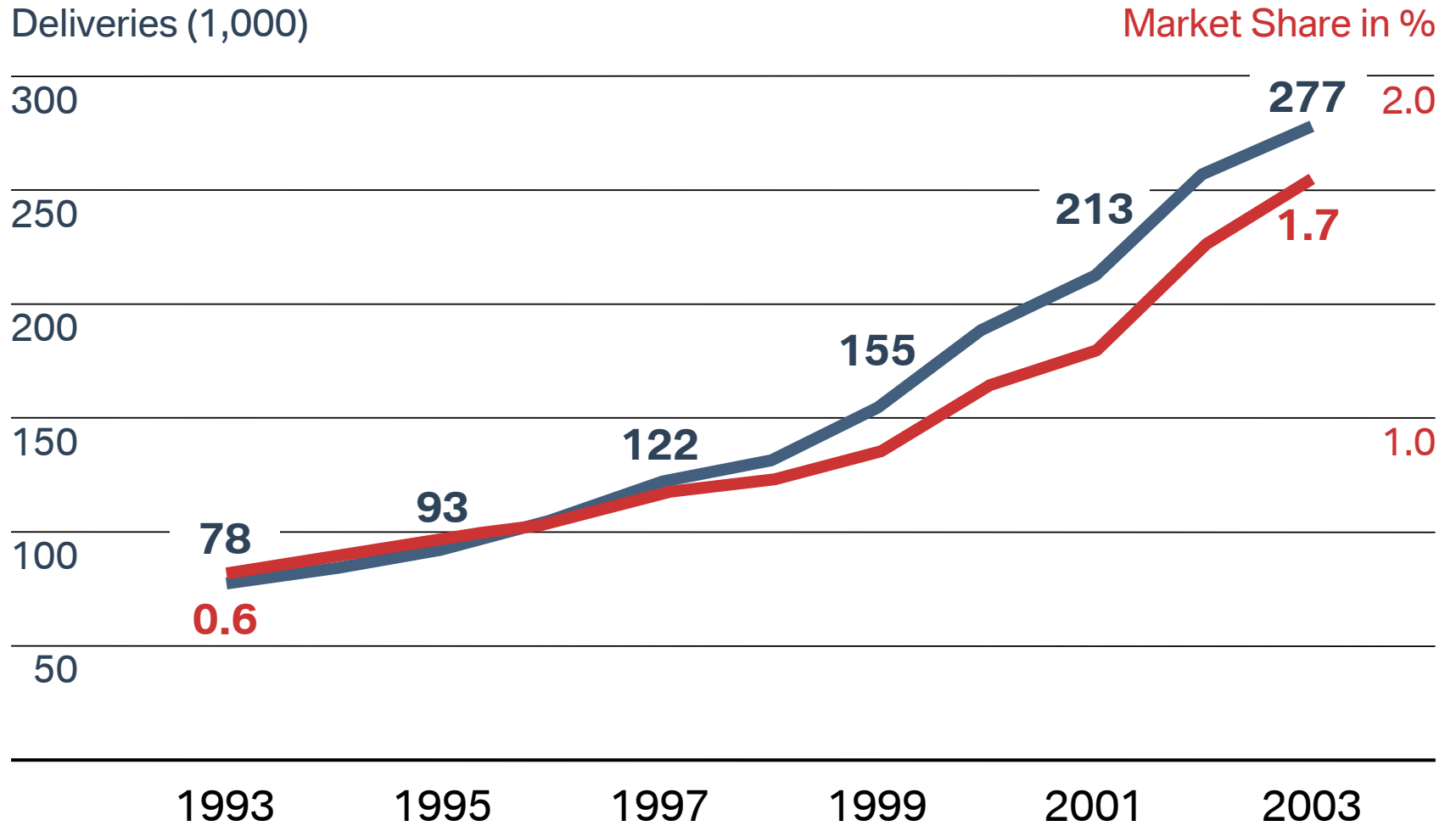
Development of Equity Ratio.



1993 – 1999: HGB, 2000 – 2003: IAS

2003 Year of Business.

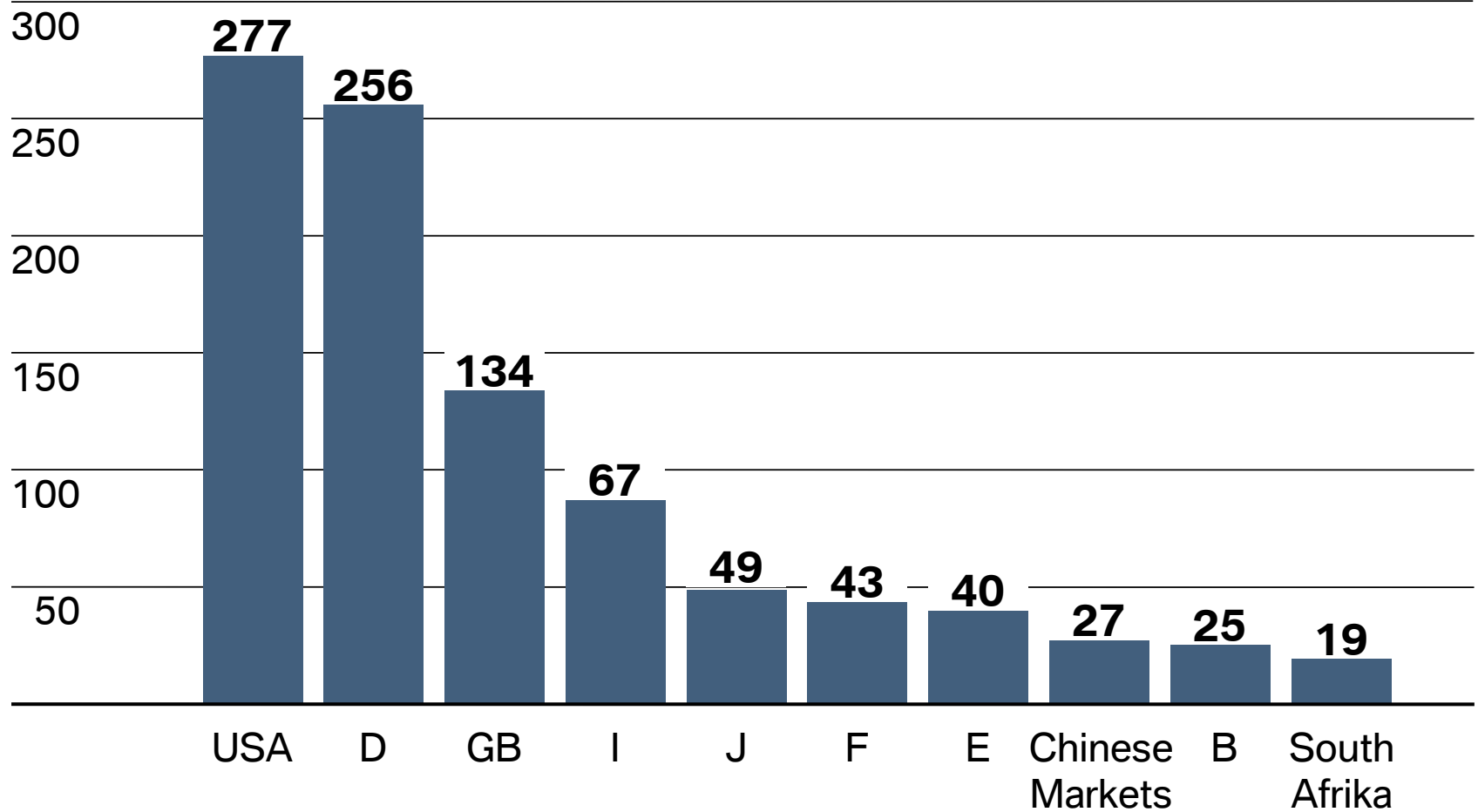
Development in the USA.



2003 Year of Business.

Top Ten Sales Markets.

Deliveries (1,000)

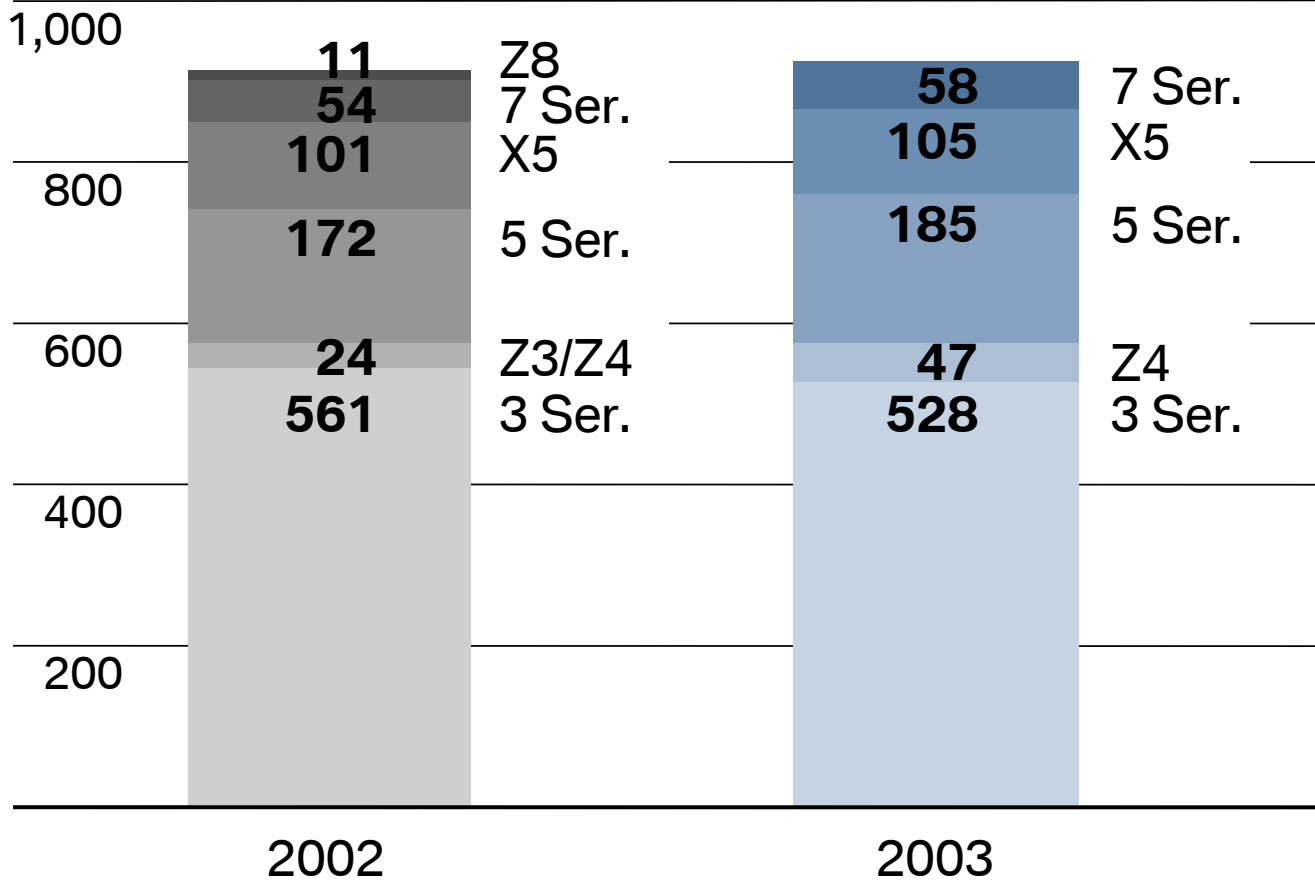


2003 Year of Business.

Deliveries of BMW Automobiles.



in 1,000 units

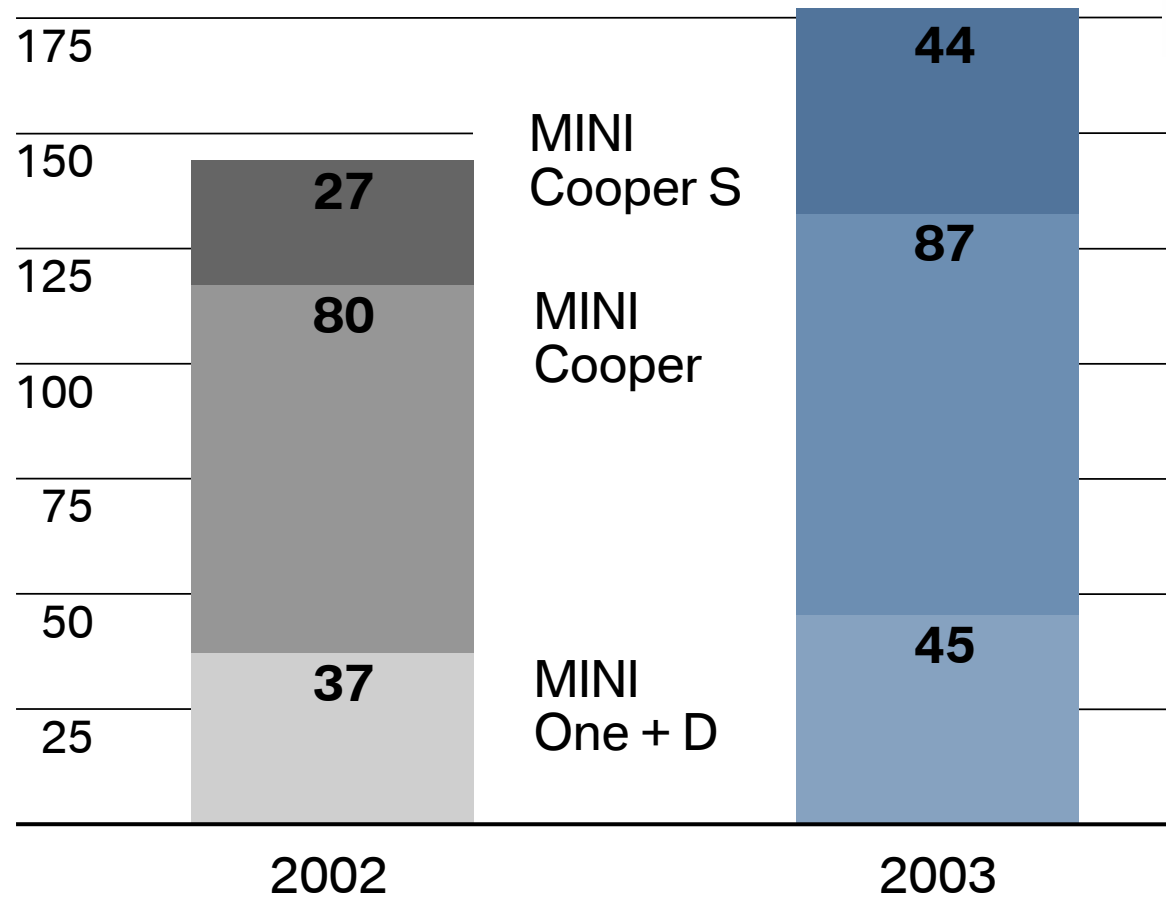


2003 Year of Business.

Deliveries of MINI Automobiles.



in 1,000 units



2003 Year of Business. Capital Expenditure.

€ bill

5

4

3

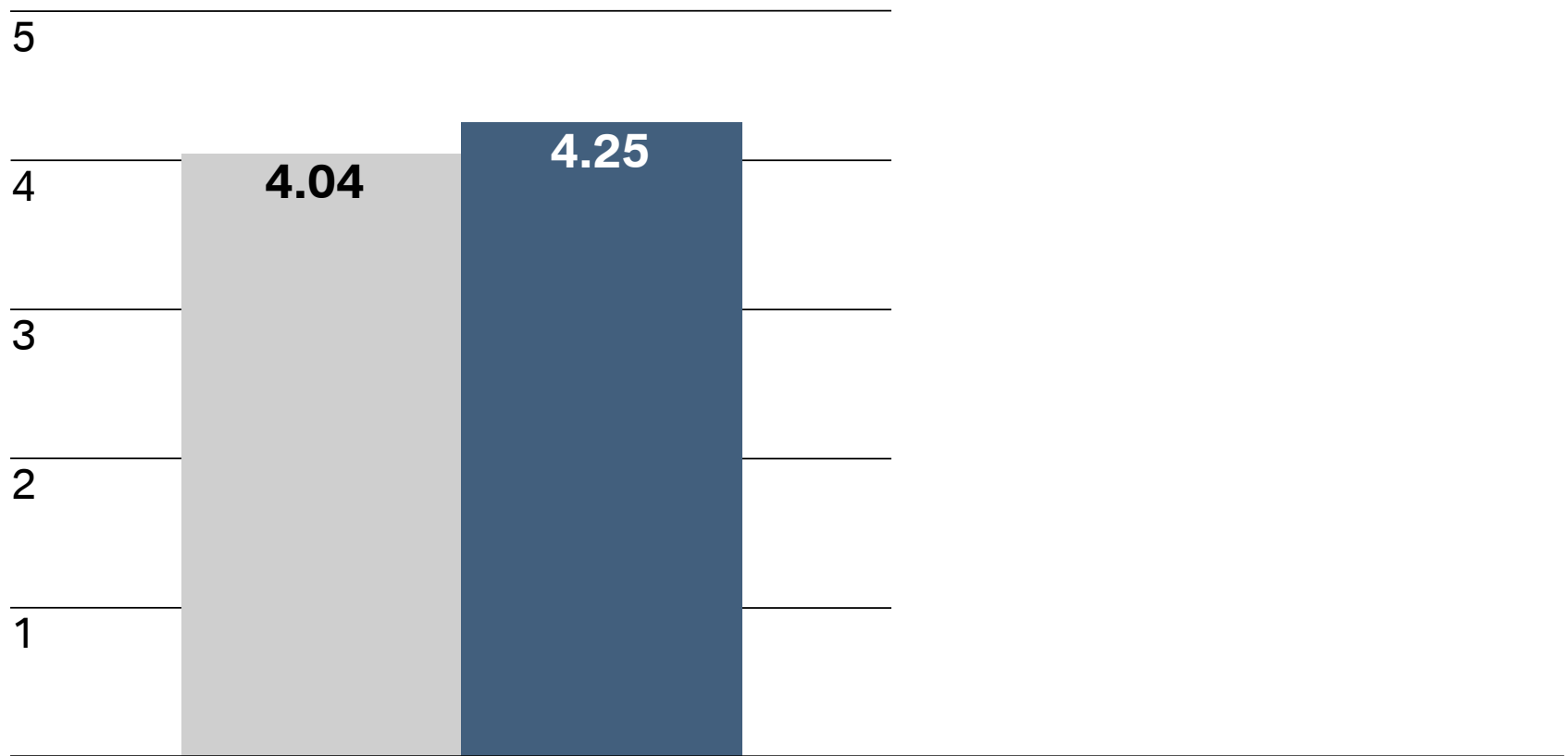
2

1

4.04

4.25

2002 2003



2004 Year of Business. US Premium Market.



2004 Year of Business. Chinese Future Market.



2004 Year of Business. Growth in Europe.



2004 Year of Business.

Individualisation and Differentiation.



2004 Year of Business.

Objectives.

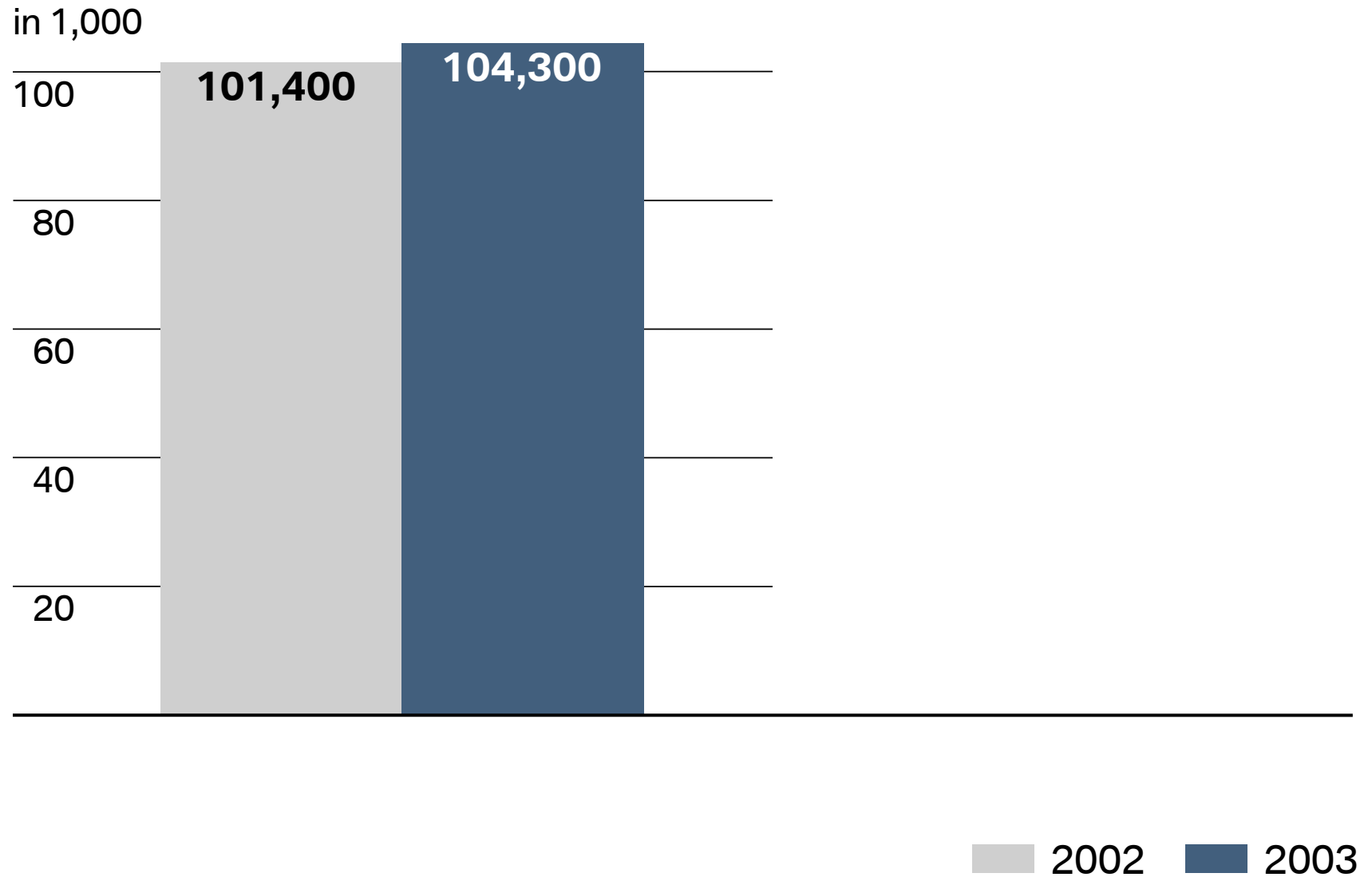
The BMW Group is entering 2004 full of confidence:

- New records in deliveries with all three brands.
- New record result in ordinary business activities.

2004 Year of Business. High-Performance Products.



2003 Year of Business. Global Workforce.



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