

# Connecting with the Ultimate Driving Machine

**Invest in Germany - German Automotive Breakfast  
Detroit Athletic Club  
April 12, 2005**



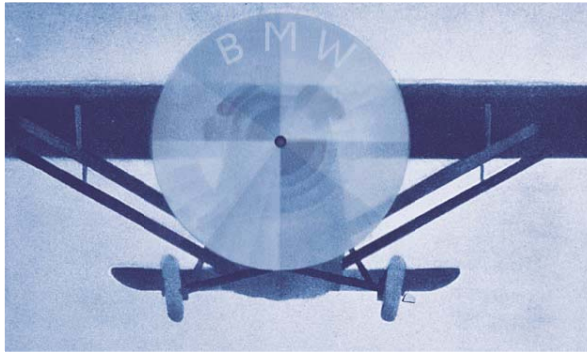
**Development  
Front Desk  
North America**

**Spartanburg, SC  
U.S.A.**

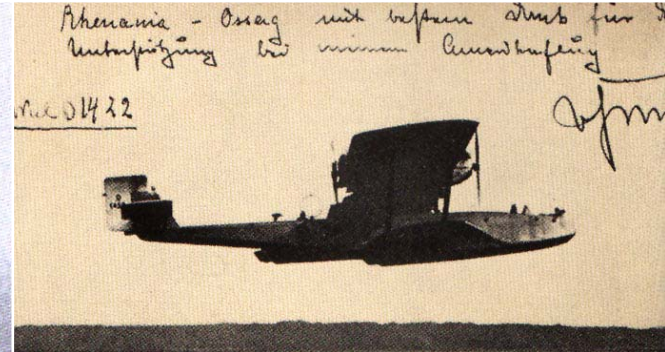


# BMW's first footprints in North America

## 44.800 km in 254 hours ...



Wolfgang  
von Gronau



Dornier „Wal“

1932



# BMW's assembly plant in Spartanburg, SC

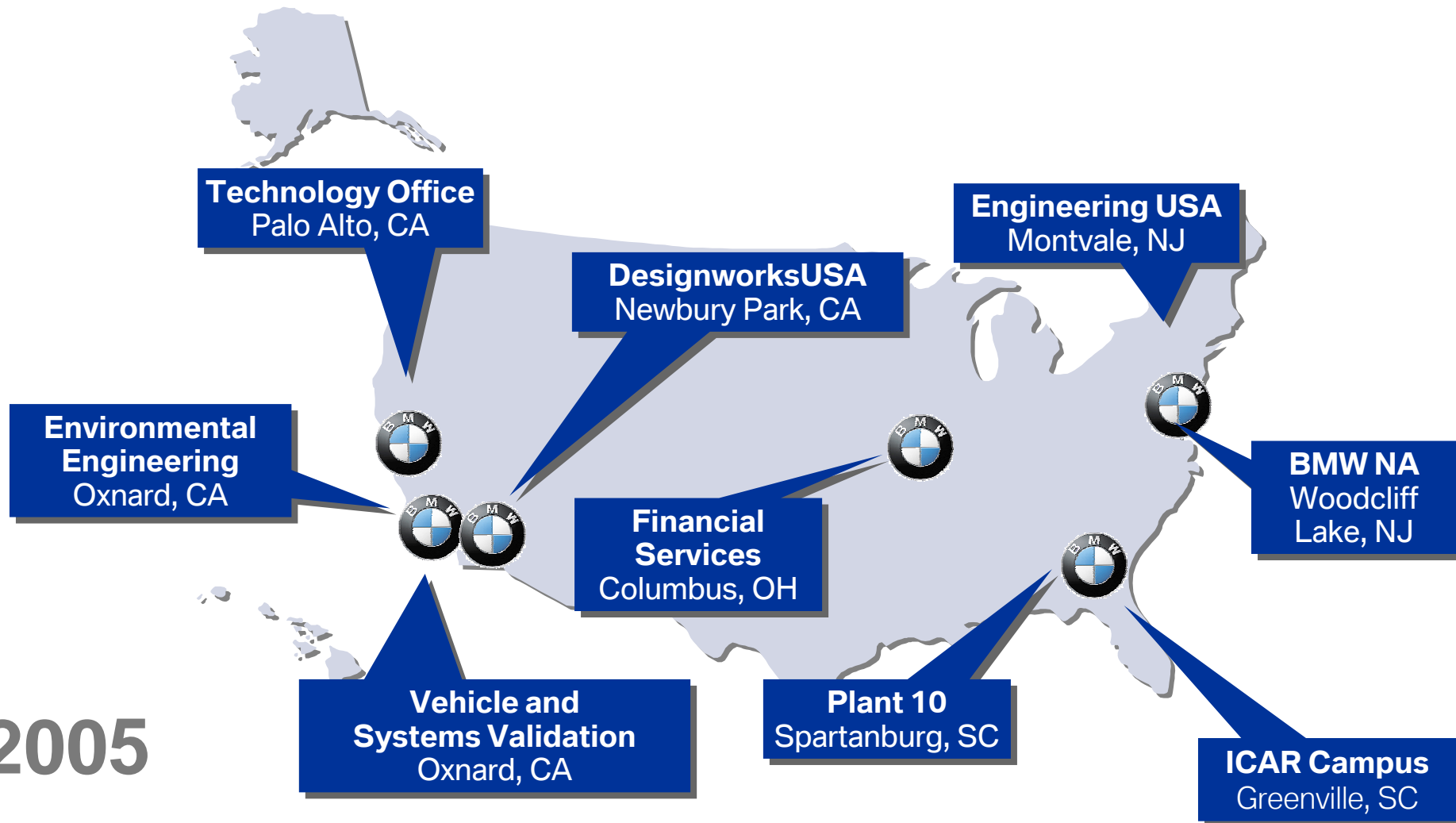
## Engineered in Germany – made in the U.S.A.



1993

# BMW in North America today

## From coast to coast

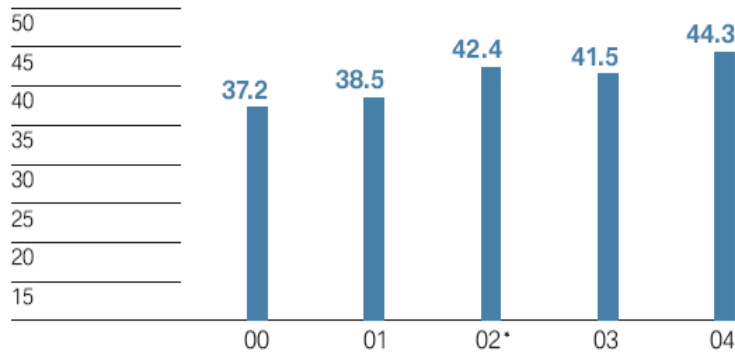


# BMW Group

## Main operating figures

### BMW Group Revenues

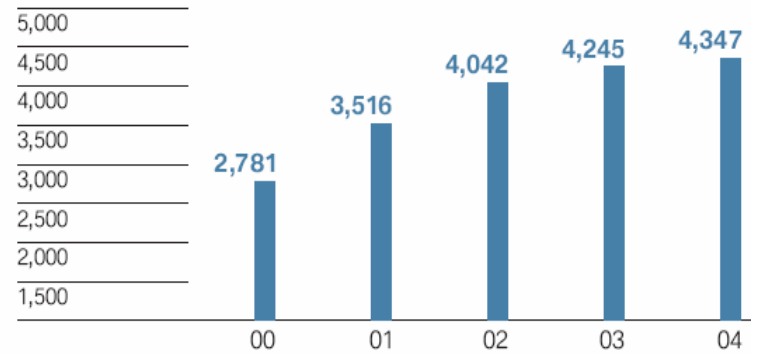
in euro billion



\*reclassified after harmonisation of internal and external reporting systems

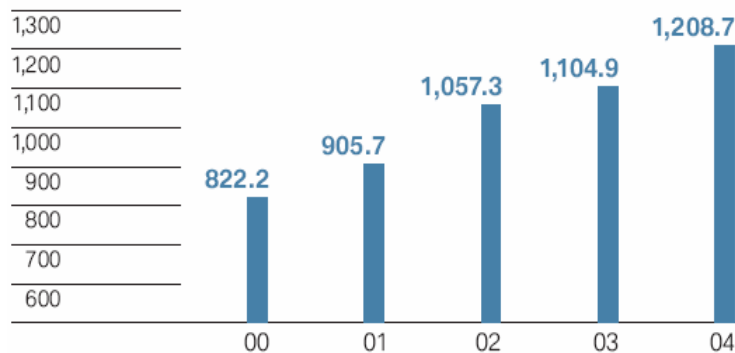
### BMW Group Capital expenditure

in euro million



### BMW Group Deliveries of automobiles\*

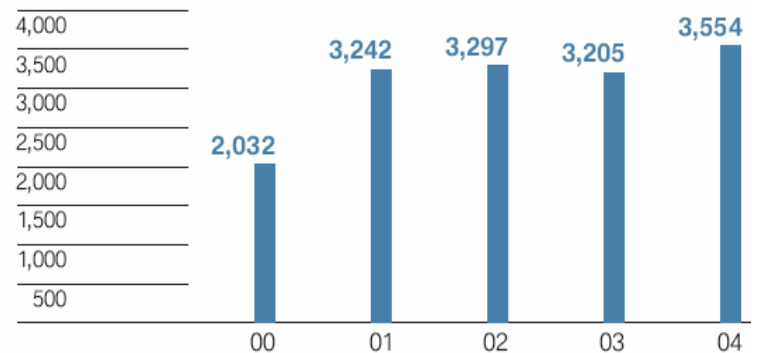
in thousand



\*adjusted for Rover/Land Rover

### BMW Group Profit from ordinary activities

in euro million



# **BMW is continuously increasing its performance in North America**

- Sales:** With 296,521 sold cars, the USA were again BMW Group's number one market in 2004! No European premium automobile manufacturer sold more vehicles in the USA!
- Production:** From 1999 through 2004, production volume in North America has risen by 92% up to 143.3 thousand vehicles per year!
- Purchasing:** NAFTA content exceeded the 62.5% target in 2004 and will continuously increase!

# Nice to meet you ...

## How to get in touch with BMW in North America

For your first contact with BMW, you don't need to cross the Atlantic:

- **BMW Group Partner Portal**

Access information, data and applications

- **Development Front Desk North America**

Contact BMW's Development representatives in N.A.

- **Local Development Center North America**

Work in South Carolina as if you were in Germany

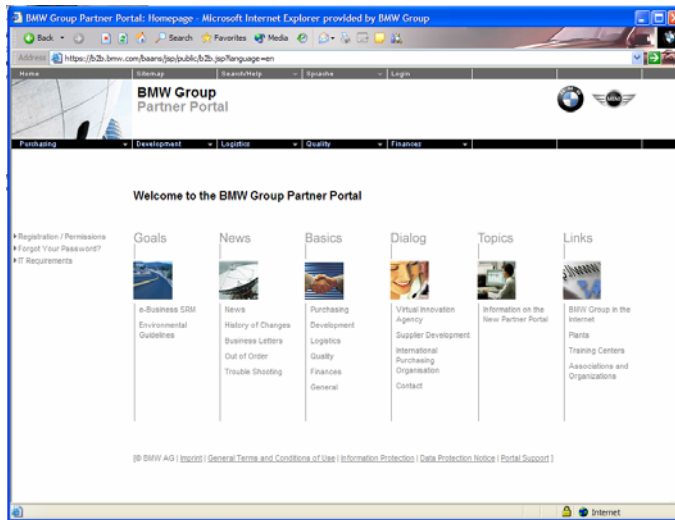
- **International Center for Automotive Research (ICAR)**

Engage in state-of-the-art automotive R&D

# BMW Group Partner Portal

## Collaboration via the web

To enable suppliers to participate in the Munich-based complete vehicle design process from their own premises, BMW will expand its existing internet-based Supplier Web to a Group Partner Portal, offering access to:



[www.b2b.bmw.com](http://www.b2b.bmw.com)

- product data and product data management (PDM)
- workflow and project management
- electronic concept requirement catalogue
- problem management
- change management
- international and group standards



# Development Front Desk North America

## Your gateway to developing with BMW



Whether your expertise lies in interior, exterior, body in white, chassis or drive train components, BMW's Development Front Desk North America is the right partner for you to get optimally involved in BMW's Munich-based design, concept development and vehicle integration processes.



# BMW Development Center North America

## At the heartbeat of design and development



BMW will provide the perfect work environment for collaborative participation in our Munich-based development and complete vehicle integration processes:

- temporary workspace for suppliers' engineers involved in BMW development projects
- state-of-the-art collaboration systems (virtual build studio, video conference rooms etc.)
- located close to BMW's manufacturing plant in Spartanburg, SC

# International Center for Automotive Research

## Cutting edge research in South Carolina

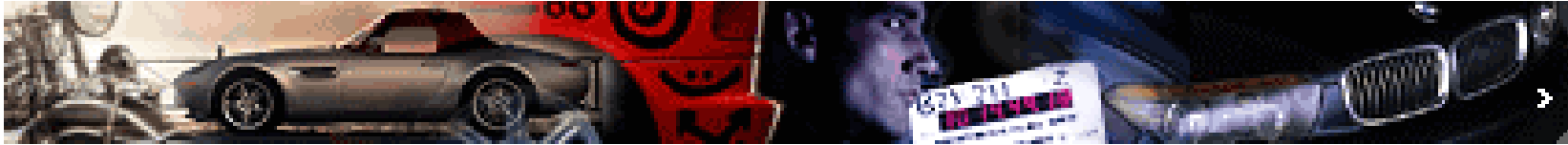
Clemson University's new 400-acre automotive and motorsports research campus in Upstate South Carolina includes:

- a Graduate Engineering Center (GEC) with 10 chairs and up to 50 graduate students. Focus on systems integration in the automotive industry, offering state-of-the-art research labs and testing facilities. Operating fall 2006.
- the BMW Information Technology Research Center (ITRC). Operating fall 2005.

Confirmed partners (so far):  
Michelin, IBM, Microsoft



# What do we expect from our partners?



To build the finest cars in the world we need the best partners worldwide, offering ...

- innovative and competitive solutions
- international competence
- an organization compatible to our global network
- fast and proactive business processes
- “Benzin im Blut”



# Thank you for your attention

