

BMW GROUP ROMANIA. 2017 OVERVIEW.

January 2018.



AGENDA

01. SALES.

02. FINANCIAL SERVICES.

03. DEALER NETWORK.

04. SPECIAL PROJECTS.

01.

**BMW GROUP ROMANIA.
SALES.**

BMW GROUP ROMANIA SALES.

Best year in history for BMW Group Romania with almost 2939 automobiles delivered (previous record 2007 – 2922 automobiles).

BMW at the same level of previous year – 2616 units (2016: 2675).

Record year for MINI with 323 deliveries (2016: 220).

Record year for BMW Motorrad with 268 deliveries (2016: 209).

BMW SALES IN ROMANIA.

2616 deliveries.

3rd year in history in terms of sales performance, on the level of 2017 (-2.2%).

Best sold BMW models:

BMW X5 – 387 units (2016: -18.5%, 475).

BMW X1 – 346 units (2016: +15%, 301).

BMW X3 – 343 units (2016: +12.8%, 304).

BMW 5 Series – 327 units (2016: +19.8%, 327).



BMW xDRIVE SALES.

**xDrive is a very important choice for our clients.
Increased safety while keeping the BMW typical driving pleasure.**

90% of the BMW cars sold in Romania are equipped with BMW xDrive intelligent 4WD system.

58% of all BMW cars sold in Romania are BMW X models. Top 3 best sold cars in Romania are BMW X5, BMW X3 and BMW X1.



DIESEL SALES.

We consider diesel the best solution for our clients that drive longer trips.

BMW unique diesel engines, with two catalytic systems, including SCR (AdBlue), recognized as the **most clean models** by independent studies.

91% of our BMW (2239 cars) sales in Romania are diesel cars.



BMW i AND iPERFORMANCE IN ROMANIA.

2017: 1 in 3 electrified vehicles is a BMW.

Electrified – EV and PHEV.

BMW i3 sales: 118 units (+218.9%).

BMW i3 is the best electric car in the market.

BMW i3 – number one choice for car sharing and shuttle services for EV cars.

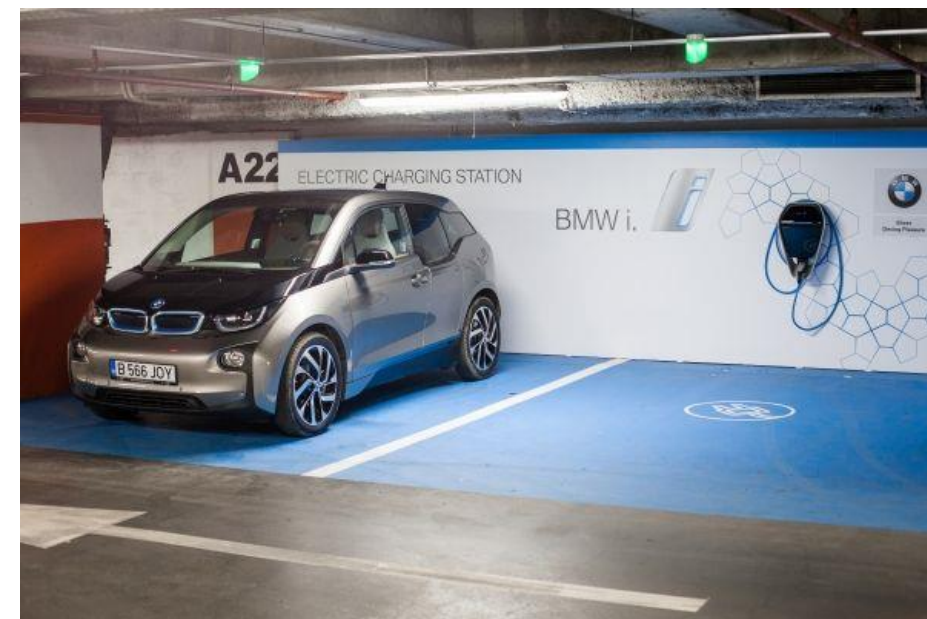
BMW i8 sales: 4 units (-33%).

4 new BMW i agents in 2017.

Continuous investments and partnerships beyond new cars sales.

One of the most used charging stations in Romania – BMW Group Romania HQ DC station. 2017: 1038 charges, 14,11 MW of energy delivered that generated an estimated saving of 5.6 tones of CO₂.

Two new charging stations installed at Băneasa Shopping City.



BMW i AND iPERFORMANCE IN ROMANIA.

2017: 41 deliveries for PHEV models.

BMW is leading the PHEV market.

Unique positioning with the price under the price of a diesel car at the same power level.

While diesel remains relevant, we see PHEV models as an intermediate step towards an electric future.

Already at the 3rd generation of hybrid cars.

Sales:

BMW 225xe iPerformance – 16 units.

BMW X5 40e iPerformance – 15 units.

BMW 530e iPerformance – 4 units.

BMW 330e iPerformance – 4 units.

BMW 740e iPerformance – 2 units.

MINI Cooper SE Countryman – 12 units.

BMW M AND M PERFORMANCE.

2017: 124 M and M Performance models, of which 34 M models.

Expanding the range of BMW M Performance models, including the first BMW X4 and BMW 7 Series.

BMW M2 is the most popular M model this year, with 13 sold models. BMW M3 and BMW M4 (Coupe and Convertible) together reached 15 sales.

Total BMW M sales – 34 sales.

BMW M5 will be launched in March and we expect a high boost in sales for BMW M.



MINI SALES IN ROMANIA.

323 deliveries in 2017 (vs. 220 in 2016 in 46,8%). Best year in MINI history in Romania.

Exceptional sales increase due to the biggest MINI fleet sales in the region. Is an important proof that the special MINI image is very appealing for companies as a communication/promotion tool.

MINI John Cooper Works sales – 14 cars.
MINI Cooper SE Countryman PHEV – 12 cars.



BMW MOTORRAD SALES IN ROMANIA.

268 deliveries. (+28.2%, 209 units in 2016).
Best year in BMW Motorrad history.

Best sold BMW models:

BMW R 1200 GS Adventure and BMW R 1200 GS -
the defining BMW Motorrad bike.

Still, the range is increasing significantly – for
example expansion of BMW Motorrad in the under
500 cm² class with G 310 GS and G 310 R (7 units
delivered in 2017, late delivery start).

Focus on customization with wider range and
Machined and Spezial accessories range.



BMW MOTORRAD SALES IN ROMANIA.

Adventure	57,1%
Tour	10,8%
Roadster	7,5%
Heritage	10,4%
Sport	12,9%
Scooter	2,6%
Total*	268
C Engine Series	2,6%
S Engine Series	14,9%
K Engine Series	6,7%
R Engine Series	60,4%
F Engine Series	11,6%
G Engine Series	2,6%

02.

**BMW GROUP ROMANIA.
FINANCIAL SERVICES.**

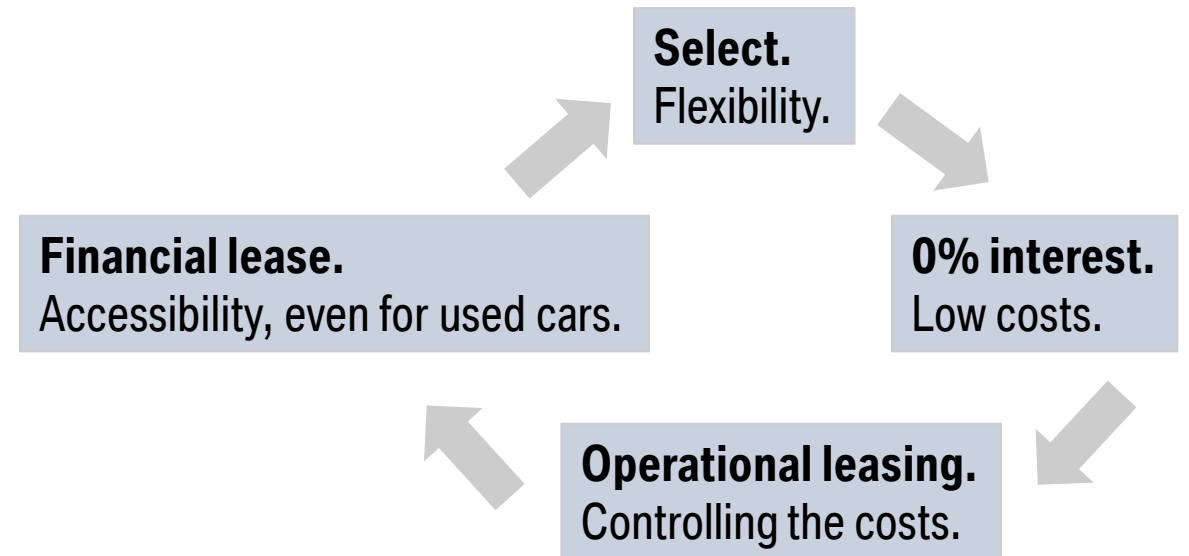
FINANCIAL SERVICES.

BMW, MINI and BMW Motorrad Financial Services

Dedicated financing programs and products developed in partnership with Unicredit Leasing.

Complete range of financing services is making our vehicles more accessible.

Market share for 2017 – 3 in 4 financed cars use one of our products.



BMW FINANCIAL SERVICES.

BMW Select

9% of all financing programs are BMW Select products. BMW Select is becoming accepted in the market and has a constant grow of market share, from about 2% in 2016.

BMW Motorrad Financial Services

Starting 2017 we have an excellent offer also for motorcycles, with financing and insurance costs, for the first time on the Romanian market, at a comparable level to the car market. The take rate for BMW Motorrad Slect is 29% from all of the financed motorcycles.

It is the first and only residual value product.

03.

**BMW GROUP ROMANIA.
DEALER NETWORK.**

BMW GROUP ROMANIA. DEALER NETWORK OVERVIEW.

Outlet	BMW	MINI	BMW i	BMW M	BMW Motorrad
Fully Fledged	14	1	6	3	3
Service Only	8	6	-	-	-



BMW GROUP ROMANIA. DEALER NETWORK DEVELOPMENT.

One important new opening every year – „local heroes”

- 2014 December: APAN Motors, Iasi.
- 2015 December: Auto Cobalcescu, Bucharest.
- 2016 March: Group West Motors, Satu Mare.
- 2017 June: XCARS, Targu Mures.



CONTINUOUS AND CONSISTENT DEALER NETWORK DEVELOPMENT.

Important investement in current dealer network.

- 4 new BMW i certified agents: Auto Cobălcescu București, Proleasing Ploiești, Auto-Transilvania Cluj, Banat Car Timișoara.
- 2 new BMW M certified dealer: APAN Motors Brăila, Auto Cobălcescu.



CONTINUOUS AND CONSISTENT DEALER NETWORK DEVELOPMENT.

BMW Product Genius

2 Romanian dealers employed a BMW Product Genius. Their expertise and performance is recognized globally in the network (being selected in World Wide Product Genius Annual Conference with best practice examples).

Product Genius Globaly: over 3500 globally, according to internal studies 79% of dealers testify to Product Genius competitive advantage. Increased options and accesories take rate per car in dealerships that employ a Product Genius.



CONTINUOUS AND CONSISTENT DEALER NETWORK DEVELOPMENT.

Advanced car configurators for the dealer.

Virtual Product Presentation (93% dealer network implementation) and Mobile Customiser (100% dealer network implementation) are a complete and advanced car configurator tool – a perfect visualizer for each configuration.

The client has the possibility to visualize in detail a virtual 3D model of each configuration, in every BMW Group Romania dealer.



04.

**BMW GROUP ROMANIA.
SPECIAL PROJECTS.**

BMW GROUP ROMANIA AND ART.

**Established partnership with several culture festivals,
SoNoRo being the flagship of our cultural projects.**



BMW GROUP ROMANIA AND ART.

**New bold cultural projects.
“Blue Hero” – a collection that started in Romania
and is now exhibited in United States.**



BMW GROUP ROMANIA AND CONCURSUL DE ELEGANTA SINAIA.

The partnership with Concursul de Eleganta Sinaia has created an international event, with international media participation, a spectacular stage to celebrate the passion for automobiles and their heroes.

