

BMW Group

Corporate and Governmental Affairs

Media Information

25. March 2010

BMW Group with its own profile in Web 2.0.

“BMW Group View” goes online on 22 March 2010 - alongside BMW, MINI and BMW Motorrad brand profiles.

Munich. The BMW, MINI and BMW Motorrad brands have been active in the Web 2.0 world for some time: Their pages on Facebook, YouTube and other sites offer prospective customers and fans information and dialog options. Since 22 March 2010, the BMW Group also has had a “BMW Group View” profile on Facebook, along with a YouTube and a Twitter profile also under the name “BMW Group View”.

On “BMW Group View” the Group presents ideas and visions that go beyond specific brand profiles. The aim is to share ideas on a wide range of issues: Visionary concept cars, efficient drive technologies, the future of individual mobility and the BMW Group’s successes in the field of sustainability are just some of the topics on the agenda.

This expanded presence on social media platforms will be complemented by a new website for the BMW sustainability campaign “What’s next?” Information on sustainability projects and “project i”, the BMW Group’s future mobility project, can be found at www.bmwgroup.com/whatsnext.

With its new, expanded offering, the BMW Group is keeping up with the changing information and media needs of prospects, customers and the public today. The focus is on exchange within the society where real-time media play an increasingly important role.

Websites:

www.facebook.com/pages/BMWGroupView

www.facebook.com/BMW

www.facebook.com/BMWMotorrad

www.facebook.com/MINI

www.bmwgroup.com/whatsnext

www.youtube.com/bmwgroupview

www.twitter.com/bmwgroupview

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues for 2009 totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

