



BMW

- is Bavarian Motor
- is a German auto oble, motorcycle and engine manufacturing. Jonapany founced in 19.6.
- It also own corroduces Mini case, and is the parent company of Rolls-Royce Motor Cars. BMW produces motorcycles under BMW hotorrad.
- **Company** motto is «The Ultimate Driving Machine» and «Steer Driving Pleasure».



REPORT

76 (2012)

- Total employees 05,8
- Revenues for 20 mounted to €76.8 billion, net profit €5.17 billion
- In 2012, the group produced 1,861,826 automobiles and 125,284 motorcycles across all its brands.

PRODUCTION

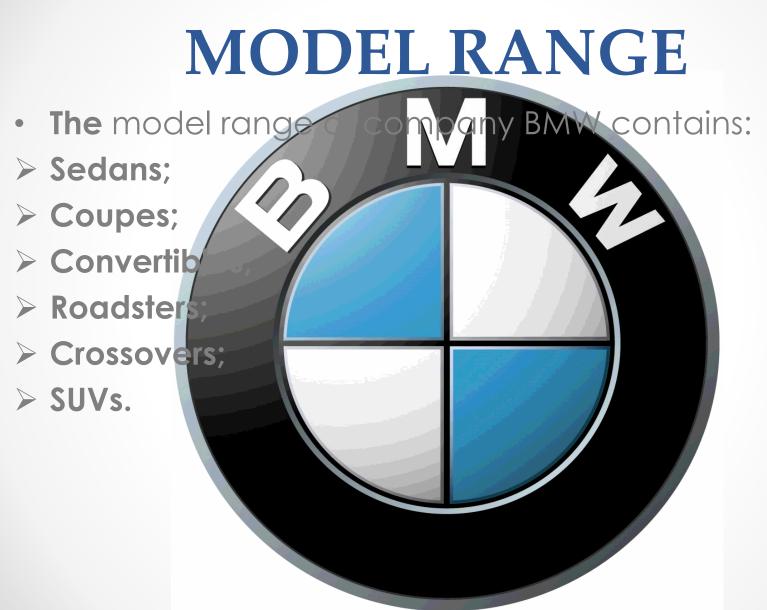
- It is reported that out 56% of BMV-brand vehicles produced are powered by petrol engines and the remaining 44% gre powered by diesel engines.
- Of those percent are four-cylinder models and about nine percent are eight-cylinder models.
- BMW also has local assembly operation using complete knock down components is Russia, for 3, 5 7 series and X3.



COMPETITORS

• BMW is part of the Serman Big 3 Lowury automakers, allowith Audi and Mercedes-Benz, which are the tree best selling luxury automakers in the world.





Sedan



Roadster













FEATURES

• **Distinctive** features of design of the BMW cars are "angel eyes", a characteristic front grille and highperformance derivatives of their cars are produced by their BMW M GmbH subsidiary.





thank you for your attention