



COMPANY

Country	Germany
Number of Employees	107'539
Web	www.bmwgroup.com

Share

Market cap (mil)	18'961
Currency	EUR
High 52 week	48.9
Low 52 week	25.8
Last Price	29.4

Key Data 2007 2008E

Sales (mil)	56'018	56'357
EPS	3.03	2.99
P/E Ratio	6.94	9.71

Source: Bloomberg / September 03, 2008

Sales in

Alcohol	No
Armaments	No
Firearms	No
Tobacco	No
Gambling	No

Source: EIRIS, SAM Research

COMPANY DESCRIPTION

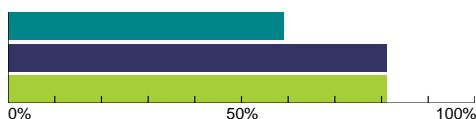
Bayerische Motoren Werke AG, based in Munich, Germany, is a multi-brand automobile manufacturer which focuses on the premium segments in the automobile and motorcycle market. It has three brands: BMW, MINI and Rolls-Royce. As a strategy to achieve above-average profitability, the company has developed a highly flexible production system apart from focusing on premium segments. The company has around 65 subsidiaries worldwide engaged in manufacturing, assembling, providing services and selling. BMW's most popular automobiles are sedans and its most successful range is the BMW 3 Series. The group also has a strong market position in the motorcycle sector. It operates successfully in the area of financial services and offers customers a variety of flexible lease and retail financing options for new or pre-owned BMW cars and motorcycles. In October 2007, BMW acquired Husqvarna Motorcycles, a supplier of sporty off-road motorcycles.

SUSTAINABILITY PERFORMANCE

The well-balanced capabilities of BMW in tackling the challenges in the economic, environmental and social dimensions, position the company as the leader of its industry for the fourth consecutive year. The backbone of this achievement is the strength and depth of the management, the advanced production processes, as well as the very successful positioning of the brands, including MINI. The company strives for the conservation of environmental resources by means of efficient environmental management systems and regular external and internal audits, which apply not only to the company but also to its suppliers and service providers. Additionally, BMW has already equipped a wide range of its cars with the "Efficient Dynamics" package which lead to a meaningful decrease of the CO2 fleet number. BMW's "Efficient Dynamics" implies engine downsizing in combination with additional turbo charging, better fuel injection and start-stop functions. The company's social accountability can be ascribed to its strategy to consider its human resource and social policy as a core element in the group strategy.

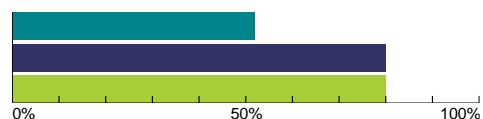
SUSTAINABILITY SCORES

Total Score

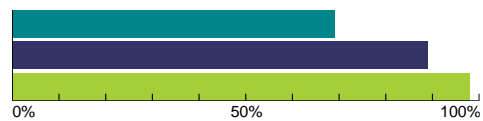


■ DJSI sector average on a global basis
■ Bayerische Motoren Werke AG (BMW)
■ Best company on a global basis within DJSI sector

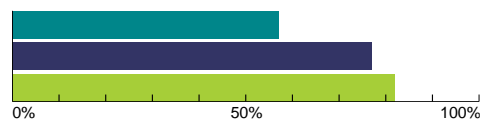
Economic Dimension



Environmental Dimension



Social Dimension





For information on assessment criteria, visit www.sustainability-indexes.com

«Corporate Sustainability is a business approach to create long term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments.»

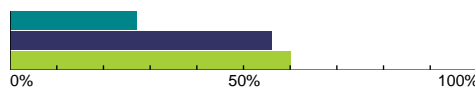
INDUSTRY DRIVING FORCES

The main challenge for the automotive sector is to define and execute a clear market positioning strategy in an environment of overcapacities, cut-throat competition and cost pressure (through higher R&D and raw material costs). In this scenario companies that have market-ready technologies enabling compliance with tougher standards can improve their competitiveness. With increasingly tight regulations on greenhouse gas emissions and air pollutants, as well as the sector's reliance on oil, carmakers need to improve fuel efficiency and lower the carbon intensity of their product portfolio by introducing alternative propulsion systems (such as electric motors). The rising dependence of car manufacturers on their suppliers for innovation and quality requires strict evaluation of the suppliers; therefore, integrating these criteria into the supplier selection process along with compliance to environmental and social standards are of prime importance for the sustainability of the industry. Additional long-term challenges arise from life-cycle-management of the products, i.e., the ability to take back and recycle the vehicles.

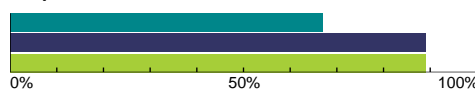
COMPANY PERFORMANCE FOR SELECTED CRITERIA

ECONOMIC

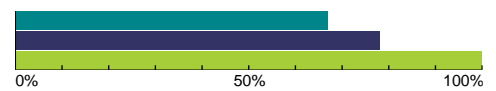
Brand Management



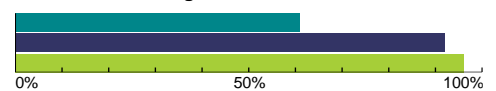
Corporate Governance



Codes of Conduct / Compliance

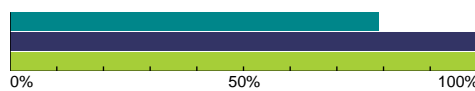


Risk & Crisis Management

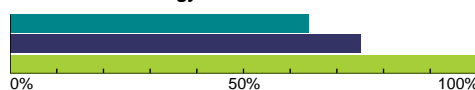


ENVIRONMENTAL

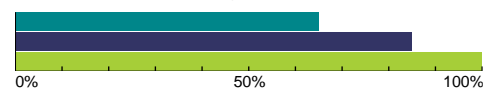
Closed Loops



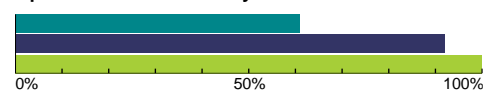
Low Carbon Strategy



Environmental Reporting

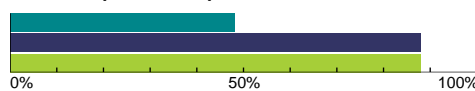


Operational Eco-Efficiency

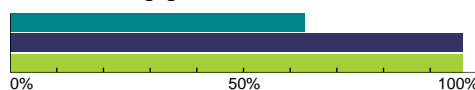


SOCIAL

Human Capital Development



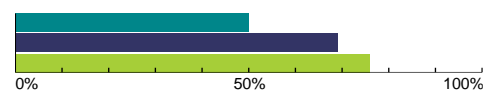
Stakeholder engagement



Occupational Health & Safety



Talent Attraction & Retention



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- Bayerische Motoren Werke AG (BMW)
- Best company on a global basis within DJSI sector

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