



**COMPANY**

Country	Germany
Number of Employees	98'300
Web	www.bmw.com

**Share**

Market cap (mil)	19'952
Currency	EUR
High 52 week	33.3
Low 52 week	16.0
Last Price	31.3

**Key Data**                      **2008**                      **2009E**

Sales (mil)	53'197	47'845
EPS	0.49	0.10
P/E Ratio	N/A	326.30

Source: Bloomberg / September 01, 2009

**Sales in**

Alcohol	No
Armaments	No
Firearms	No
Tobacco	No
Gambling	No

Source: EIRIS, SAM Research

**COMPANY DESCRIPTION**

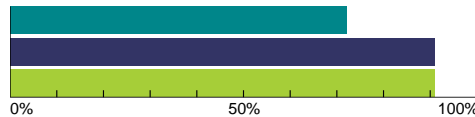
Bayerische Motoren Werke AG, based in Munich, Germany, is one of the 10 largest car manufacturers in the world. The company owns 17 production facilities in six countries, has over 100'000 employees worldwide, and is engaged in manufacturing, assembling, sales and after-sales services. The BMW group is a multi-brand automobile manufacturer that focuses on the premium segments of the automobile and motorcycle market. The company owns three leading brands - BMW, MINI and Rolls-Royce. BMW's most popular automobiles are sedans and its most successful range is the BMW 3 Series. The group also has a strong presence in the motorcycle sector. It also operates successfully in the financial services sector, offering various flexible lease and retail financing options for new or pre-owned BMW cars and motorcycles. In July 2009, the company announced that it will quit Formula1 racing after the 2009 season; however, it will continue to participate in other motor sports series.

**SUSTAINABILITY PERFORMANCE**

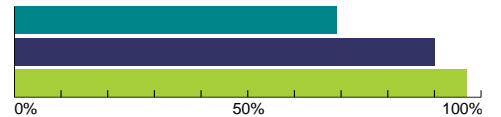
Sustainability is an integral part of Bayerische Motoren Werke AG's (BMW) business principles and practices, which has led to a confirmation of its leadership position in the automotive industry. The company has been able to surpass its peers by exhibiting unparalleled commitment to environmental issues. BMW strives to conserve environmental resources throughout its value chain#from production systems to materials used in-bound and out-bound logistics, and recycling and disposal of used vehicles. The company has implemented efficient environmental management systems, and undertakes regular external and internal audits for its operations as well as for its suppliers. BMW has also included a package of multiple emission reduction measures in large parts of the car fleet (called Efficient Dynamics) in order to meet the challenges of global warming and fossil fuel reserves, which is illustrated by 25 percent decline in car fleet emissions in 2008 as compared with 1995 levels. Along with various initiatives undertaken to achieve environmental efficiency, the company also takes measures, such as 360 degree feedback and benchmarking of brands against that of peers, to strengthen its brand image and gain competitive advantage.

**SUSTAINABILITY SCORES**

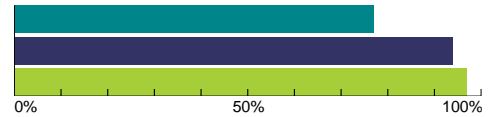
**Total Score**



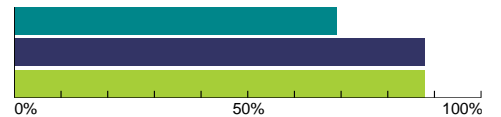
**Economic Dimension**



**Environmental Dimension**



**Social Dimension**



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



For information on assessment criteria, visit [www.sustainability-indexes.com](http://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.»

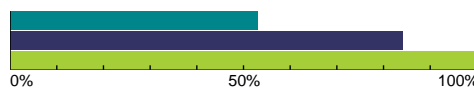
**INDUSTRY DRIVING FORCES**

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.

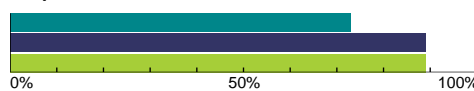
**COMPANY PERFORMANCE FOR SELECTED CRITERIA**

**ECONOMIC**

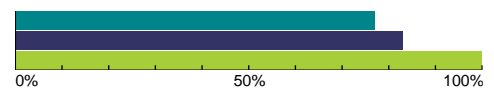
**Brand Management**



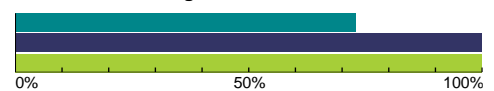
**Corporate Governance**



**Codes of Conduct/Compliance/Corruption&Bribery**

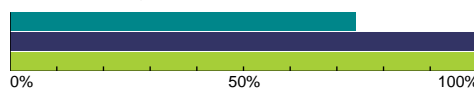


**Risk & Crisis Management**

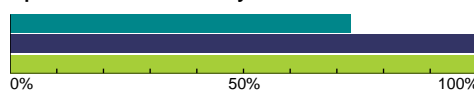


**ENVIRONMENTAL**

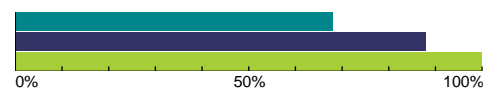
**Climate Strategy**



**Operational Eco-Efficiency**

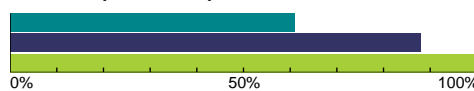


**Low Carbon Strategy**

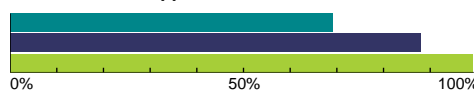


**SOCIAL**

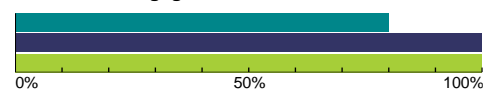
**Human Capital Development**



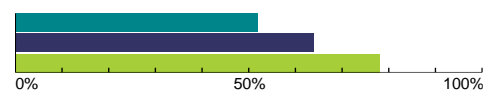
**Standards for Suppliers**



**Stakeholder engagement**



**Talent Attraction & Retention**



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

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