

BMW in Japan.

Making Products Fit for Japan.

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BMW Group





BMW Japan Corporation.

Company Outline.

BMW Japan

Established in 1981, wholly-owned subsidiary of BMW AG

Import, wholesale, and service of automobiles, motorcycles, and parts & accessories.

Number of employees: 272

BMW Japan Finance Corporation

Established in 1989, employees: 43

BMW Tokyo Corporation

Established in 1989, employees: 354

Authorized Dealer Network

BMW:	186 outlets (77 dealers)
MINI:	84 outlets (61 dealers)
Motorcycles:	74 outlets (59 dealers)

BMW Japan in Figures.

Passenger Car Registration History-Japan.

Unit

Million vehicles

5.0

4.0

3.0

2.0

1.0

0.0

'95

'96

'97

'98

'99

'00

'01

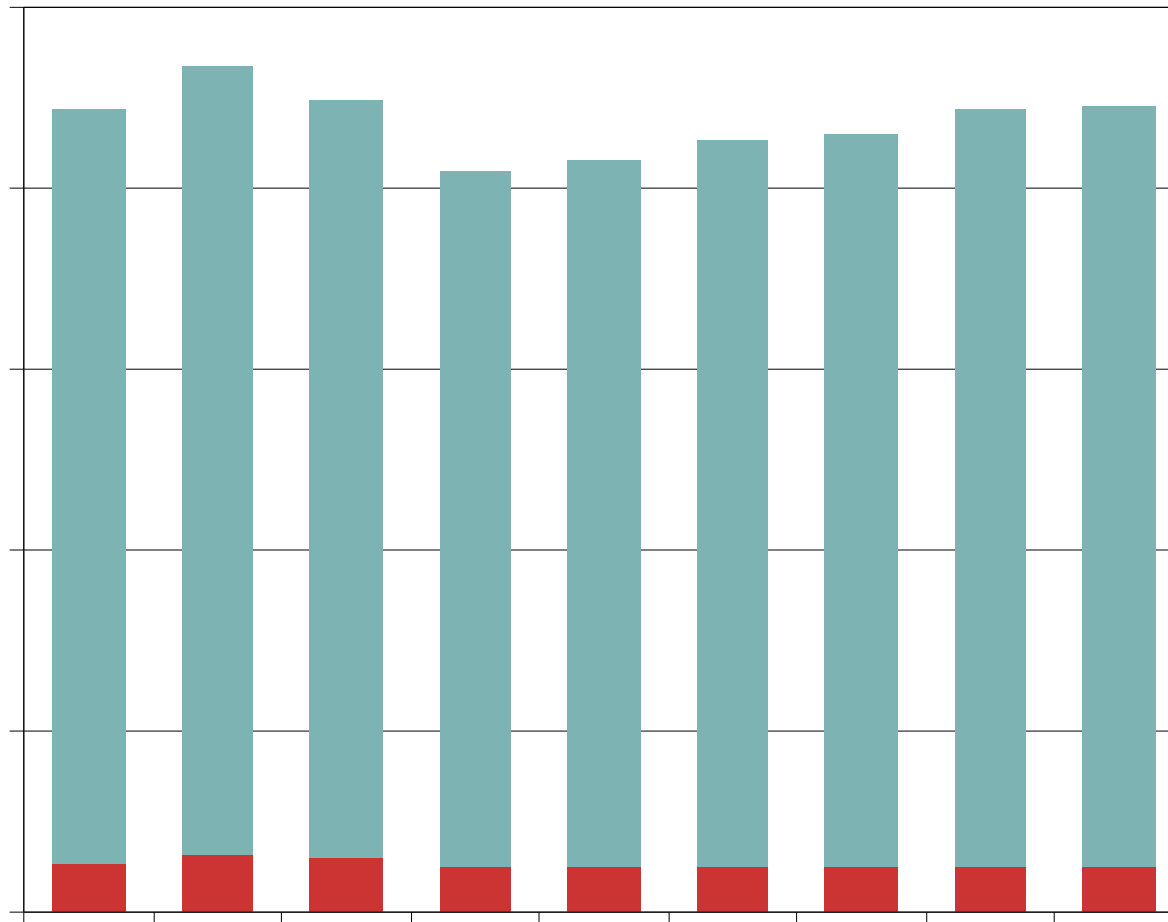
'02

'03

Domestic

Import

K-Car included



BMW Japan in Figures.

Sales of Major Import Brands.

Unit

Vehicles

70,000

60,000

50,000

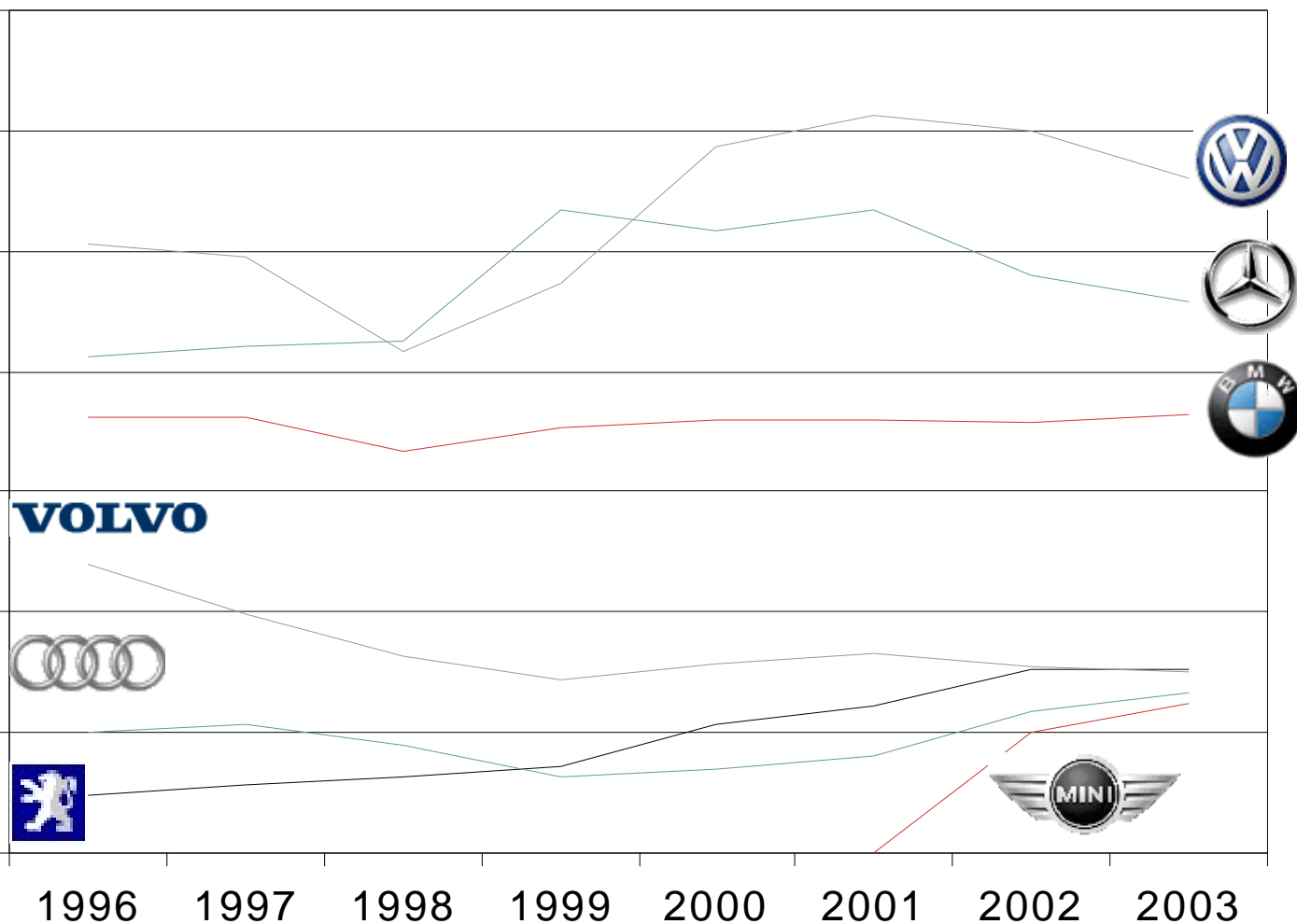
40,000

30,000

20,000

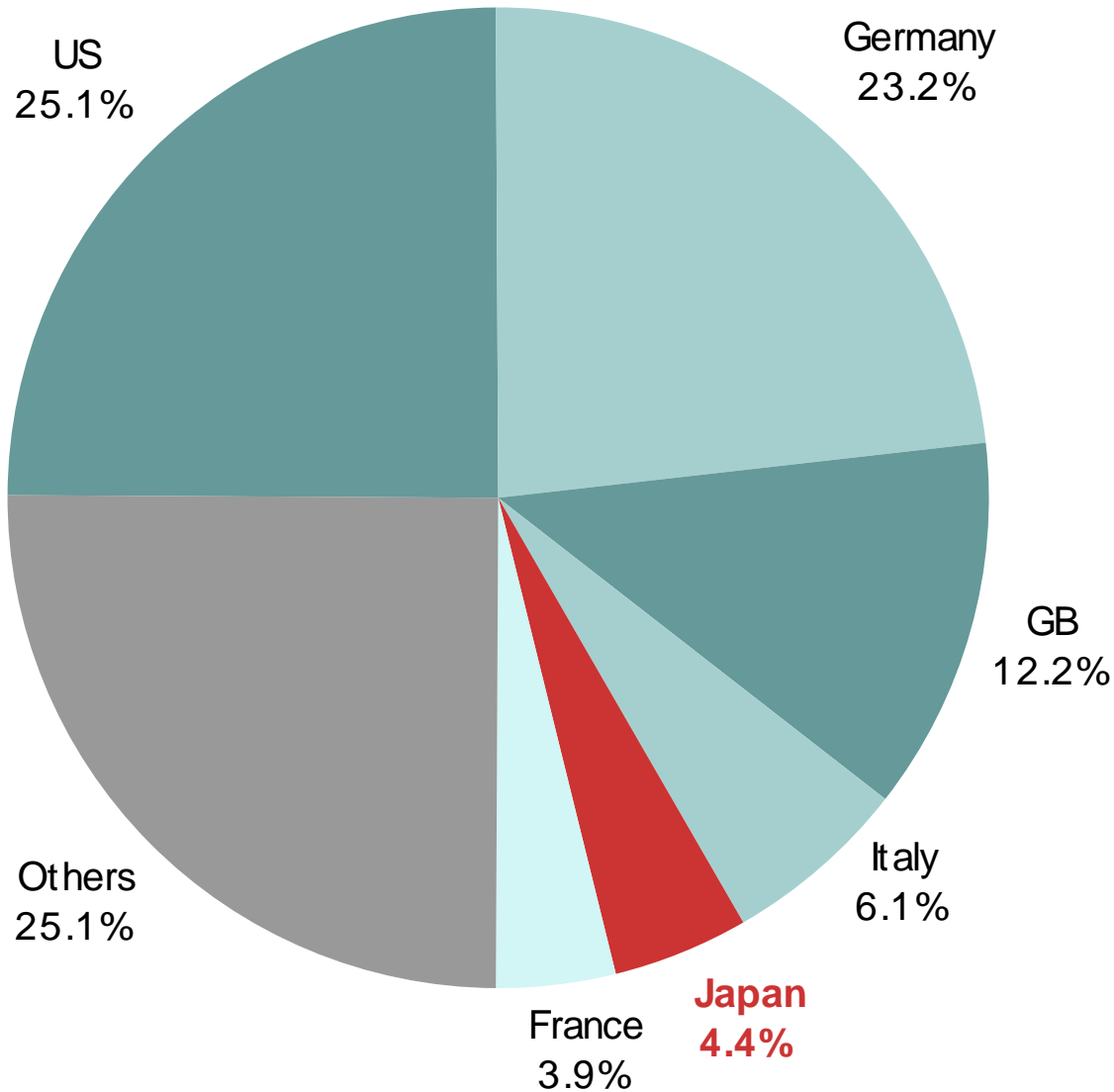
10,000

0



BMW Japan in Figures.

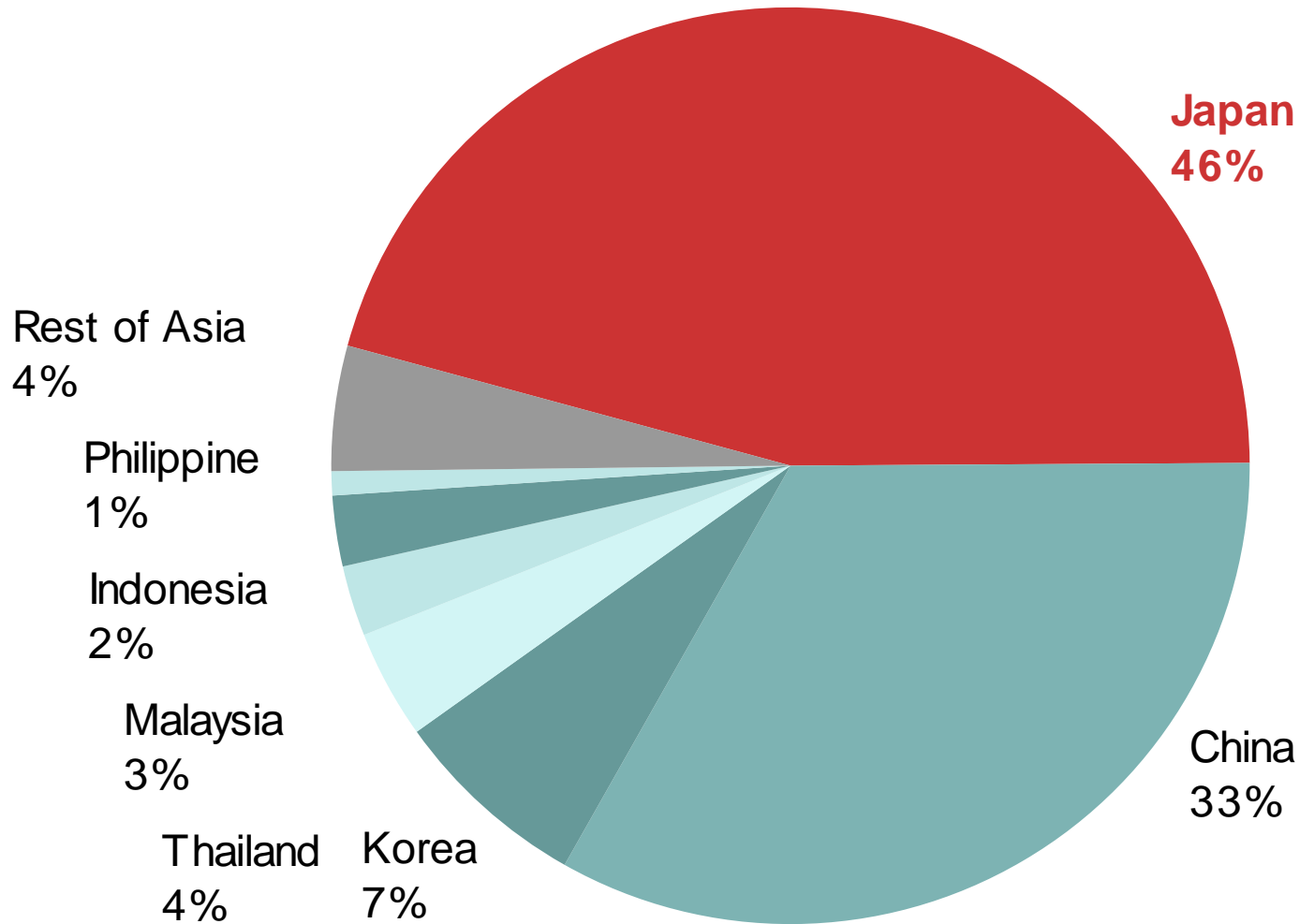
BMW Group - Key Automobile Markets.



share of sales in 2003

BMW Japan in Figures.

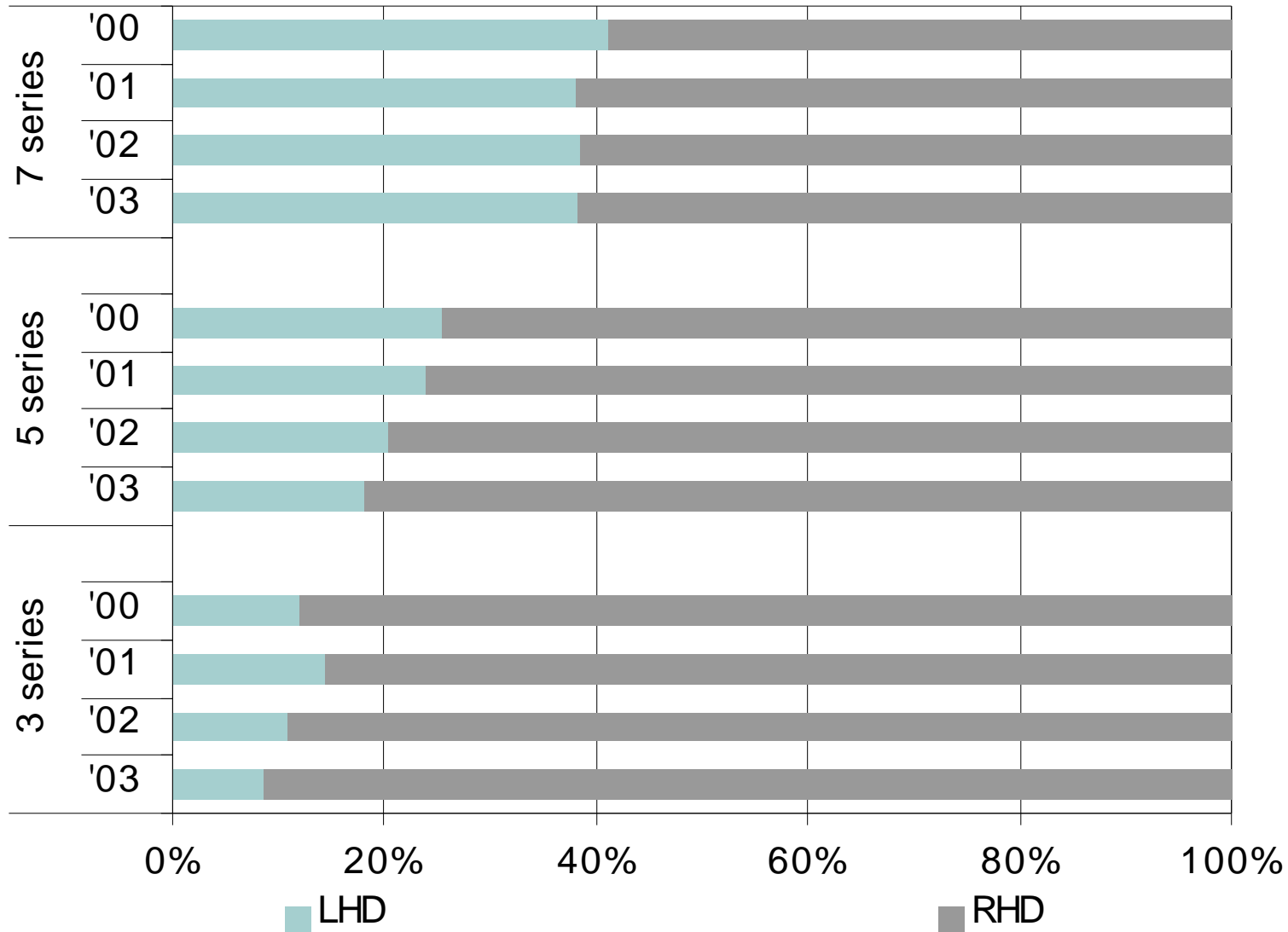
BMW Group – Asian Automobile Markets.



share of sales in 2003

BMW Japan in Figures.

BMW Japan Sales by Steering Position.



BMW Group Vehicles Fit for Japan. Electronic Toll Collection.



BMW Group Vehicles Fit for Japan. Navigation System.



BMW Japan.

Localisation for Japan.



- Topographic Maps
- Dynamic Route Guidance
- Real Time Traffic Info
- Integrated MMI Concept
- Harddisk based (15GByte Map Data)



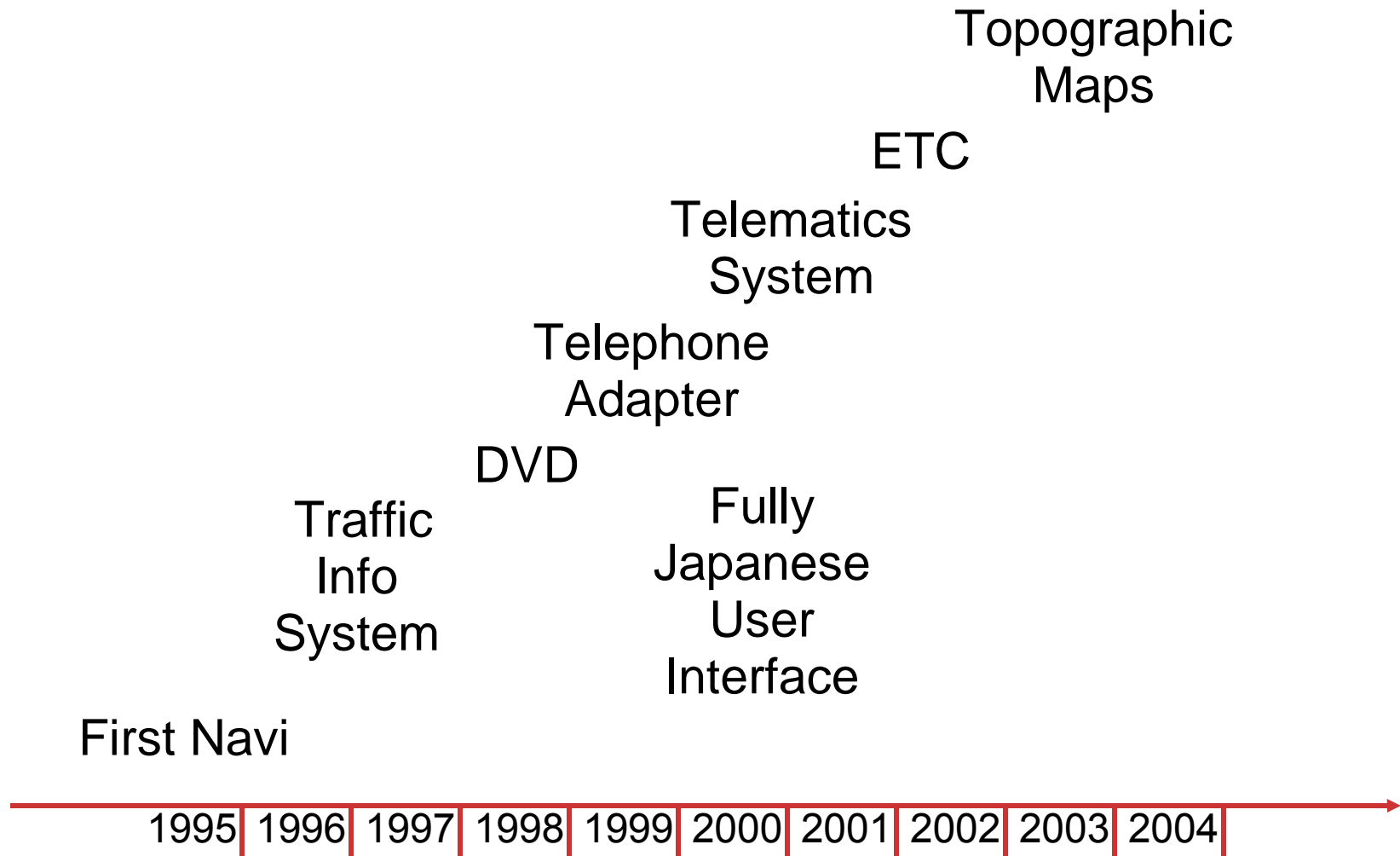
BMW Japan.

Menus in Japanese.



BMW Japan.

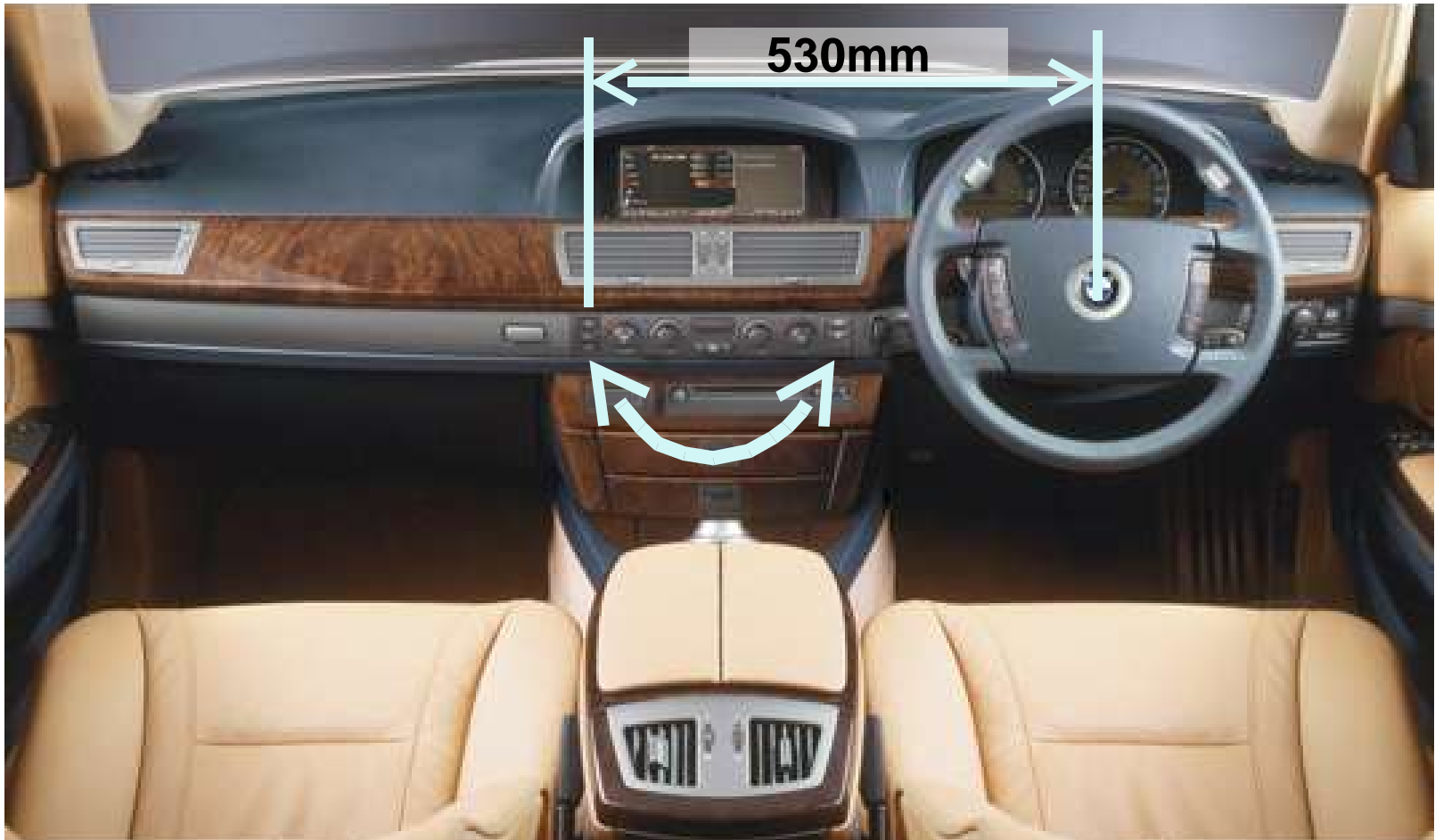
Localisation for Japan.



BMW Group Vehicles Fit for Japan.

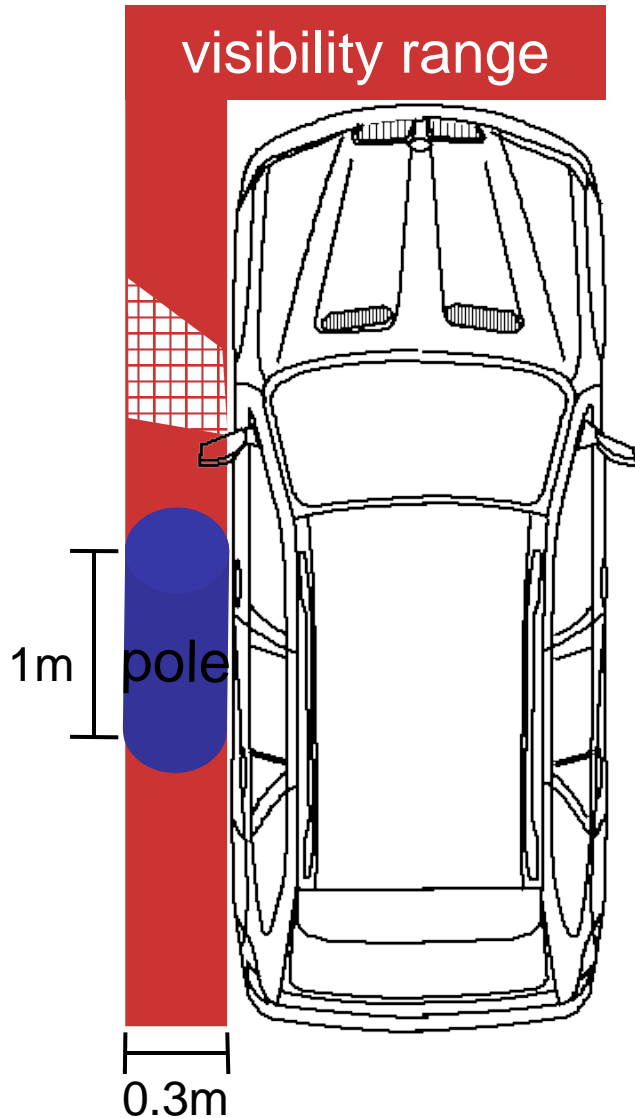
Japanese Regulation on Switch Position.

regulation: defrost switch within 500mm distance from steering wheel



BMW Group Vehicles Fit for Japan.

New Regulation – Driver's Visibility.



Pole must be visible everywhere in the visibility range.

New Regulation Effective from

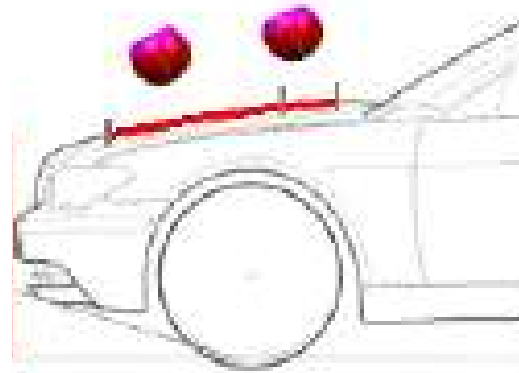
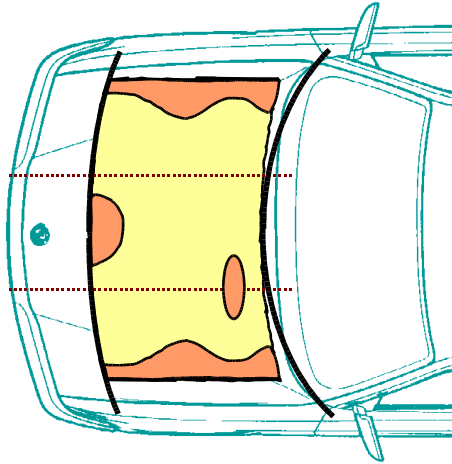
- 01/2005 for new types
- 01/2007 for continuators

Possible Measures:

- additional mirror on front fender
- camera inside view mirror

BMW Group Vehicles Fit for Japan.

Pedestrian Protection Regulation - Japan.



- 2005 - New Type Passenger Car
- 2007 - New Type SUV, Low Height Vehicle
- 2010 - Continuing Model Passenger Car
- 2012 - Continuing Model SUV, Low Height Vehicle

No harmonization with ECE regulation.

BMW Group Vehicles Fit for Japan.

Origin of Japan-specific Requirements.

Legislation	Driver's Visibility Pedestrian Protection Fuel Consumption Remote Locking
Culture / Taste	Mini Disc User Interface Cup Holders Golfbags Winter Wipers Remote Locking
Infrastructure	Toll Collection Broadcasting Media Traffic Information Telephone Telematics

Thank you for your attention.

