BMW in Japan.
Making Products Fit for Japan.

Dr. Markus Baur
October 12th, 2004
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.
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.

- US: 25.1%
- Germany: 23.2%
- GB: 12.2%
- Italy: 6.1%
- France: 3.9%
- Japan: 4.4%
- Others: 25.1%

share of sales in 2003
BMW Japan in Figures.

BMW Group – Asian Automobile Markets.

Japan 46%
China 33%
Rest of Asia 4%
Philippine 1%
Indonesia 2%
Malaysia 3%
Thailand 4%
Korea 7%

share of sales in 2003
BMW Japan in Figures.

BMW Japan Sales by Steering Position.

<table>
<thead>
<tr>
<th>3 series</th>
<th>'00</th>
<th>'01</th>
<th>'02</th>
<th>'03</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 series</td>
<td>'00</td>
<td>'01</td>
<td>'02</td>
<td>'03</td>
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</tbody>
</table>

LHD

RHD
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.
Localisation for Japan.

First Navi


Traffic Info System

DVD

Telephone Adapter

Telematics System

ETC

Topographic Maps

Fully Japanese User Interface
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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Legislation</strong></td>
<td>Driver’s Visibility, Pedestrian Protection, Fuel Consumption, Remote Locking</td>
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<td></td>
<td>…………</td>
</tr>
<tr>
<td><strong>Culture / Taste</strong></td>
<td>Mini Disc, User Interface, Cup Holders, Golfbags, Winter Wipers, Remote Locking</td>
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<td>…………</td>
</tr>
<tr>
<td><strong>Infrastructure</strong></td>
<td>Toll Collection, Broadcasting Media, Traffic Information, Telephone, Telematics</td>
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<td></td>
<td>…………</td>
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</tbody>
</table>
Thank you for your attention.