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BMW

- **is Bavarian Motor Works**
- **is** a German automobile, motorcycle and engine manufacturing company founded in 1916.
- It also owns and produces Mini cars, and is the parent company of Rolls-Royce Motor Cars. BMW produces motorcycles under BMW Motorrad.
- **Company** motto is «The Ultimate Driving Machine» and «Sheer Driving Pleasure».



REPORT

- **Total** employees - 105,876 (2012)
- **Revenues** for 2012 amounted to **€76.84** billion, net profit - **€5.12** billion
- **In** 2012, the BMW group produced 1,861,826 automobiles and 125,284 motorcycles across all its brands.

PRODUCTION

- **It** is reported that about 56% of BMW-brand vehicles produced are powered by petrol engines and the remaining 44% are powered by diesel engines.
- **Of** those petrol vehicles, about 27% are four-cylinder models and about nine percent are eight-cylinder models.
- **BMW** also has local assembly operation using complete knock down components in Russia, for 3, 5, 7 series and X3.



COMPETITORS

- **BMW** is part of the "German Big 3" luxury automakers, along with Audi and Mercedes-Benz, which are the three best-selling luxury automakers in the world.



MODEL RANGE

- **The** model range of company BMW contains:
 - **Sedans;**
 - **Coupes;**
 - **Convertibles;**
 - **Roadsters;**
 - **Crossovers;**
 - **SUVs.**



Sedan



Roadster



Crossover



CTV



SUV



FEATURES

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



thank you for your attention