



Memo

To: Norbert Reithofer, Chairman of the Board of Management - Friedrich Eichiner, Finance - Herbert Diess, Purchasing and Supplier Network - Ian Robertson Sales and Marketing

From: Antonin LAPICHE

CC:

Date: 3/28/2010

Re: New communication strategy on the safety of road users

After several searches from the marketing department, it became clear that we have a very bad reputation about our sedans and our SUV. This is concerning the safety of road users and it's present in all the media. Indeed, the media pretend that these vehicles cause serious injuries particularly to children. It is essential to communicate on our new program AMULETT and the safety it brings for the road users. I also remind you that we do more than enhance security, we try to avoid accidents by using high-sensibility driver assistance systems. I purpose you three solutions: an advertising campaign, a press conference in the "Mondial de l'automobile" and some exhibitions with the X6 and AMULETT.

This plan will follow two main points: an advertising campaign this summer and the motor show in Paris in October.

Advertising campaign

The campaign should promote our AMULETT system that allows the driver to know in advance where pedestrians, bicyclists or pets are. For more details on the system I invite you to read this article: <http://www.carsession.com/car-news/bmw-and-the-amulett-project.html>

This will consist primarily of web advertising and TV advertising. By doing this, we improve our chances to contradict the danger of large vehicles. This is especially the marketing department who will develop this campaign.

The "Mondial de l'automobile"

This show is an unmissable event for all carmakers and for BMW. It is a real showcase and we must strike hard. To do this I propose as a first step to achieve a press conference to support our approach to make the road safer for everyone. Here you should talk about AMULETT and our active and passive safety features in the Serie 7.

In a second step, we will conduct public demonstrations where our security systems will be highlighted. As the technology can be embedded in the X6, it will prove that SUV are not more dangerous than any other car.

For information, this motor show attracted more than 1.400.000 people last year. That's why it's our biggest target.

I purpose you to meet ASAP as we can have a briefing to see the implementation of this strategy in detail. I'm reachable at any time on my email or my phone for all your questions.