## BMW company



#### BMW

 is a German automobile, motorcycle and engine manufacturing company founded in 1916

 It also owns and produces the MINI brand, and is the parent company of Rolls-Royce Motor Cars

 Chairman of the company today is Norbert Reithofer, as chief designer - Adrian van Hoydonk



- The head office is situated in Munich
- Major production facilities are concentrated in Germany (Dingolfing, Regensburg, Leipzig, Munich) and USA (Spartanburg)
- Also, cars are going to factories in Thailand, Malaysia, India, Egypt, South Africa, Vietnam. In Russia, BMW cars assembled in Kaliningrad (Avtotor)
- We have seven Overseas subsidiaries:
- South Africa, United States, India, China Canada, Austria, Egypt.

### Report

Total staff - 100 041 people
The company BMW in 2008, released 1,203,482 vehicles
Revenues for 2008 amounted to 53.2 billion euros, net profit - 330 million euros

### Advertisement



 We try to use different methods to advertise our products. For example: magazine, TV, billboards, website.

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