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# **PROJECT WORK:BMW**

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# THE HISTORY OF THE BMW BRAND

- **GERMAN CARS ARE IN HIGH DEMAND DUE TO THEIR RELIABILITY AND FUNCTIONALITY. ONE OF THE MOST POPULAR IS THE BMW BRAND, WHOSE MODELS HAVE LONG BECOME A SYMBOL OF LUXURY AND SPORTY STYLE. NOW THE BAVARIAN COMPANY REPRESENTS A GIANT CONCERN WITH MANY AUTOMOBILE FACTORIES NOT ONLY IN GERMANY, BUT ALSO IN OTHER COUNTRIES OF THE WORLD: FROM THE USA TO EGYPT. BMWs ARE ALSO PRODUCED IN RUSSIA - THEY ARE ASSEMBLED BY THE KALININGRAD ENTERPRISE AVTOTOR.**

- **THE HISTORY OF BMW BEGAN IN BAVARIAN MUNICH, WHERE IN 1913 GERMAN INDUSTRIALISTS. RAPP AND OTTO OPENED TWO SMALL ENTERPRISES. THE NEW FIRMS WERE ENGAGED IN THE PRODUCTION OF AIRCRAFT ENGINES, AND THEIR LEADERS SOON DECIDED TO UNITE IN ORDER TO TOGETHER WITHSTAND FIERCE MARKET COMPETITION. THE JOINT COMPANY WAS NAMED BAYERISCHE FLUGZEUGWERKE - "BAVARIAN AVIATION FACTORIES".**

- **IN THE FALL OF 1917, THE BMW EMBLEM WAS CREATED, WHICH HAS REMAINED UNCHANGED TO THIS DAY:  
A CIRCLE DIVIDED INTO FOUR PARTS (TWO WHITE AND TWO BLUE). THESE COLORS ARE CONSIDERED  
TRADITIONALLY BAVARIAN. FOR A LONG TIME, IT WAS BELIEVED THAT THE DRAWING SYMBOLIZED AN  
AIRPLANE PROPELLER AGAINST A CLEAR SKY.**

- **THE FIRST BMW CAR ROLLED OFF THE ASSEMBLY LINE IN 1929 - IT WAS A SUBCOMPACT MODEL PRODUCED UNDER LICENSE FROM THE BRITISH AUSTIN MOTOR COMPANY. THE BMW DIXI 3/15 PS WAS SIMILAR TO THE ENGLISH AUSTIN 7, EXTREMELY POPULAR IN EUROPEAN COUNTRIES. THE CAR WAS EQUIPPED WITH A 20-HORSEPOWER ENGINE AND COULD REACH SPEEDS OF UP TO 80 KM/H.**

- **PRE-TAX PROFIT OF GERMAN AUTOMAKER BAYERISCHE MOTOREN WERKE AG INCREASED 1.5 TIMES LAST YEAR AND AMOUNTED TO 23.51 BILLION EUROS COMPARED TO 16.06 BILLION EUROS A YEAR EARLIER. NET PROFIT ALSO INCREASED BY 5 TIMES TO 18.58 BILLION EUROS FROM 12.46 BILLION EUROS.**
- **BMW'S ANNUAL REVENUE INCREASED BY 28% TO 142.61 BILLION EUROS.**
- **THE AUTOMAKER EXPLAINS THE IMPROVED RESULTS BY INCREASED PRODUCT PRICES, THE PRESENCE OF A GOOD PRODUCT LINE, AS WELL AS THE COMPLETE CONSOLIDATION OF THE CHINESE BMW BRILLIANCE AUTOMOTIVE LTD. \_ ADDITIONALLY, BMW NOTED A SLIGHT EASING IN SEMICONDUCTOR COMPONENT SHORTAGES IN THE FOURTH QUARTER, WHICH ALLOWED IT TO INCREASE PRODUCTION AND SALES.**
- **SALES OF BMW ELECTRIC VEHICLES IN 2022 MORE THAN DOUBLED - TO 215,752 THOUSAND UNITS.**

- **IN GENERAL, THE COMPANY'S CAR SALES LAST YEAR DECREASED BY 4.8% - TO 2 MILLION 399.636 THOUSAND.**
- **THE COMPANY INTENDS TO PAY DIVIDENDS FOR THE YEAR IN THE AMOUNT OF 8.5 EUROS PER ORDINARY SHARE AND 8.52 EUROS PER PREFERRED SHARE, WHICH IS HIGHER THAN LAST YEAR, WHEN PAYMENTS AMOUNTED TO 5.8 EUROS AND 5.82 EUROS PER SHARE, RESPECTIVELY, IT SAYS IN A BMW PRESS RELEASE.**
- **BMW ALSO ANNOUNCED THURSDAY THAT ITS CHIEF FINANCIAL OFFICER, NICHOLAS PETER, WILL LEAVE HIS POST AFTER ITS ANNUAL SHAREHOLDERS MEETING ON MAY 11.**
- **THE NEW CFO WILL BE WALTER MERTLE, WHO HAS BEEN WITH THE COMPANY SINCE 1998 AND CURRENTLY HEADS BMW'S CORPORATE CONTROL GROUP.**
- **BMW SHARES ARE DOWN 1.7% IN TRADING ON THURSDAY. OVER THE PAST 12 MONTHS, THEIR VALUE HAS INCREASED BY ALMOST 38%.**

- **IN THE FIRST QUARTER OF LAST YEAR, BMW DELIVERED 636,606 VEHICLES TO CUSTOMERS, WHILE THE RESULTS FOR THE SAME PERIOD IN 2022 AMOUNTED TO 596,907 VEHICLES, A DECREASE OF 6.2%. AT THE SAME TIME, THE FINANCIAL PERFORMANCE OF THE GERMAN MANUFACTURER TURNED OUT TO BE BETTER: THE CONCERN'S PROFIT REACHED \$12.8 MILLION.**
- **THE ROLLS-ROYCE BRAND, PART OF THE BAVARIAN CONCERN , BY THE WAY, INCREASED ITS SALES BY 17% - TO 1,624 CARS IN THE FIRST QUARTER OF THIS YEAR, SHARES TARANTAS . AMONG OTHER THINGS, THE POPULARITY OF THE BMW AND BRILLIANCE JOINT VENTURE IN THE CHINESE MARKET IS INCREASING. THE CONCERN'S INCOME IS ALSO ASSOCIATED WITH AN INCREASE IN THE SHARE OF SALES OF ELECTRIC VEHICLES. IF IN 2021 IT WAS 11%, IT HAS NOW INCREASED TO 15%.**
- **MARKET ANALYSTS ALSO ANNOUNCED THIS TREND BASED ON LAST YEAR'S RESULTS, NOTING AN INCREASE IN MANUFACTURERS' PROFITS AGAINST THE BACKDROP OF A DECLINE IN SALES AS A CONSEQUENCE OF THE CORONAVIRUS PANDEMIC AND THE MICROELECTRONICS CRISIS. COMPARED TO 2019, PRODUCTION VOLUMES IN THE GLOBAL AUTOMOTIVE INDUSTRY FELL BY 14%, WHILE AVERAGE REVENUE PER CAR INCREASED FROM 1,168 EUROS TO 1,903 EUROS.**



- **GERMAN AUTOMAKER BAYERISCHE MOTOREN WERKE AG (BMW) SAID IT EXPECTS TO INCREASE VEHICLE DELIVERIES IN 2023. THE COMPANY CONSIDERS ELECTRIC VEHICLES AND LUXURY CARS TO BE THE MAIN DRIVERS OF SALES GROWTH.**
- **THE RANGE OF 8-10% THIS YEAR . IN 2022, THIS FIGURE WAS 8.6%.**
- **SALES OF BMW CARS LAST YEAR DECREASED BY 4.8% - TO 2 MILLION 399.636 THOUSAND. THE DECREASE IN SALES IS DUE TO BOTH A SHORTAGE OF SEMICONDUCTOR COMPONENTS AND CORONAVIRUS RESTRICTIONS IN CHINA.**

- **AT THE SAME TIME, SALES OF BMW ELECTRIC VEHICLES IN 2022 MORE THAN DOUBLED - TO 215,752 THOUSAND UNITS.**
- **ON WEDNESDAY, THE AUTOMAKER CONFIRMED PRELIMINARY FINANCIAL RESULTS RELEASED ON MARCH 9.**
- **PRE-TAX PROFIT IN 2022 AMOUNTED TO 23.51 BILLION EUROS, COMPARED WITH 16.06 BILLION EUROS A YEAR EARLIER. NET PROFIT ROSE TO 18.58 BILLION EUROS FROM 12.46 BILLION EUROS.**
- **BMW'S ANNUAL REVENUE INCREASED BY 28% TO 142.61 BILLION EUROS.**
- **THE COMPANY INTENDS TO PAY DIVIDENDS FOR THE YEAR IN THE AMOUNT OF 8.5 EUROS PER ORDINARY SHARE AND 8.52 EUROS PER PREFERENCE SHARE, WHICH IS HIGHER THAN LAST YEAR, WHEN PAYMENTS AMOUNTED TO 5.8 EUROS AND 5.82 EUROS PER SHARE, RESPECTIVELY.**
- **OVER THE PAST 12 MONTHS, BMW'S CAPITALIZATION HAS GROWN BY 22%.**