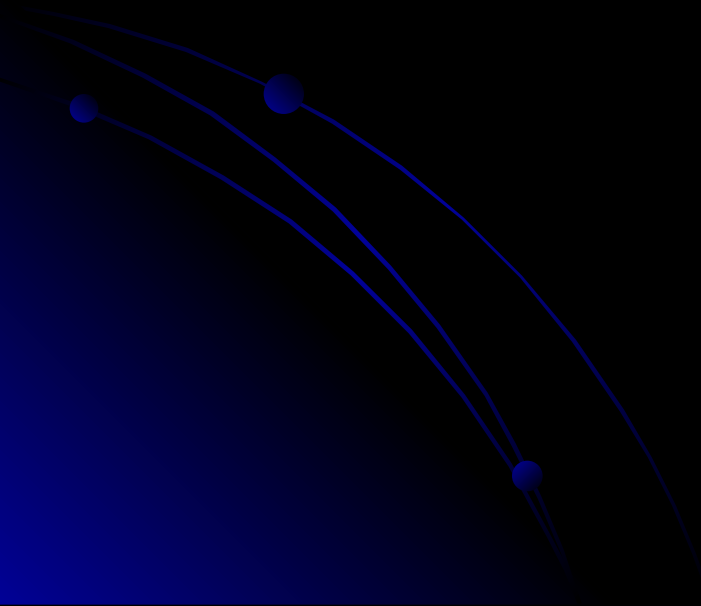


# BMW company





# 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 Hooydonk



- 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

# Information



- The company is a charter member of the U.S. Environmental Protection Agency's (EPA) National Environmental Achievement Track, which recognizes companies for their environmental stewardship and performance



# Advertisement



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



# Motto

- «The Ultimate Driving Machine»
- «Sheer Driving Pleasure».

