



BMW OUTLOOK TO THE FUTURE OF PREMIUM MOBILITY.

宝马对未来高端出行的展望.

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BMW Brilliance Automotive

悦 创造奇迹



STRATEGY NUMBER ONE > NEXT DELIVERS THE FRAMEWORK TO FURTHER DEVELOP THE BUSINESS MODEL ALONG THE ENTIRE VALUE CHAIN.

宝马新一个百年的“第一战略”展现了我们在全价值链进一步拓展商业模式的战略框架。

STRATEGY NUMBER ONE NEXT



OUR FOUR VISION VEHICLES HAVE PROVIDED A GLIMPSE OF THE FUTURE.

宝马展望未来的四大车型.



ADVANCED DIGITALIZATION TECHNOLOGIES DISRUPT THE CAR BUSINESS.

先进的数字技术扰乱汽车行业.



**Connectivity
Infrastructure**



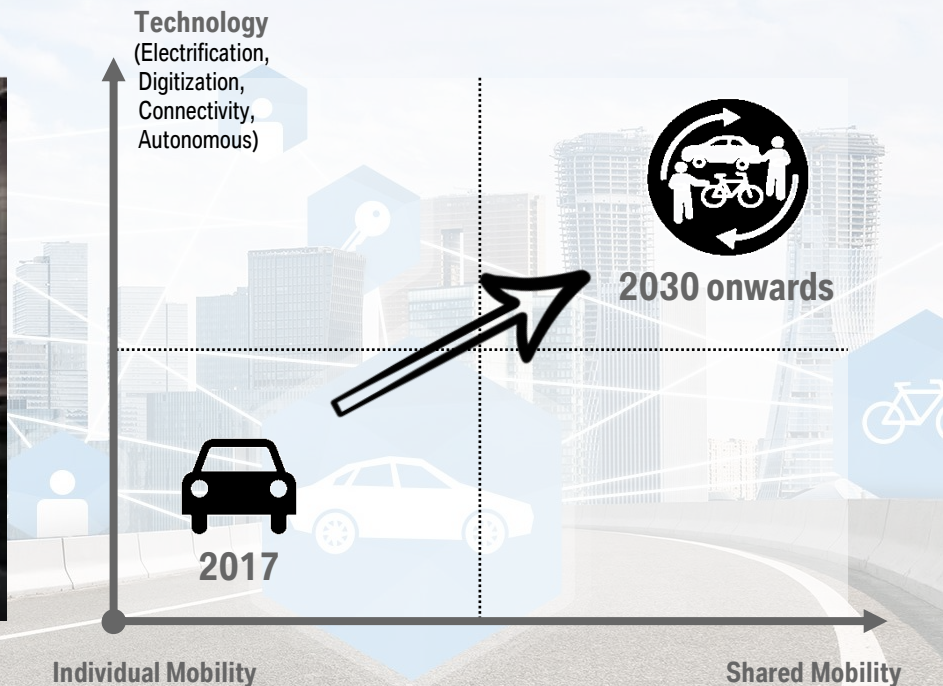
**Device-to-
Device
Communication**



**More
Decisions to
be Made by
Devices**

TECHNOLOGY WILL CHANGE MOBILITY FROM INDIVIDUAL TO SHARED.

技术推动出行方式由个人向共享转变。



DIGITALIZATION AND SHARED MOBILITY WILL NOT ELIMINATE THE DEMAND FOR PREMIUM.

数字化和共享出行不会削减市场对高端产品及服务的需求。



DATA BUSINESS IS BECOMING THE DOMINANT FORCE.

数据业务正在成为主导力量。

Data Generation Anytime, Anywhere...



Most Valued Companies of the World: Data Biz Companies



PRODUCTIVITY IS ALSO THE NAME OF THE DIGITAL GAME.

效率是数字化时代的代名词。



1st Industrial Revolution

Mechanical production facilities (water / steam power)

End of 18th century



2nd Industrial Revolution

Mass production based on the sequencing of tasks

Start of 20th century



3rd Industrial Revolution

Application of electronics and IT for further automation

Start of 1970s



4th Industrial Revolution

Intelligent connection of production facilities and systems (Cyber-Physical Systems)

Today

Productivity ↑

BIGGER OPPORTUNITIES MEAN BIGGER RISK EXPOSURE.

更多的机会也意味着更大的风险。



THANK YOU.

