Norbert Reithofer Quotes

Bmw, Environmental, Powerful, People, Average, Europe, Senior, Long, Years, Venture, Country, Premium, Mobility, Fuel, Play, Numbers, Hard Work, Opportunity, Eye, Management

BMW models are more powerful on average than competitors. This is precisely what we are aiming for: less fuel consumption and more driving pleasure.

~Norbert Reithofer

It isn't a given that the companies that provide mobility today will also be the ones to do so tomorrow. Every company has to work hard to make this happen.

~Norbert Reithofer

One doesn't have to be a large corporation to benefit from the advantages of volume. This can also be achieved through joint ventures.

~Norbert Reithofer

As far as I'm concerned, however, it is clear that the concept of premium will be increasingly defined through sustainability in the future.

~Norbert Reithofer

Prestige and premium will also play an important role in the future. But some people define these values differently today.

~Norbert Reithofer

Premium will increasingly be defined in terms of sustainability and environmental compatibility

~Norbert Reithofer

Size alone is not a key to success, as we have seen recently.

~Norbert Reithofer

We will continue to offer the most dynamic vehicles in the future. However, we have also made it our mission to be sustainable as a company.

~Norbert Reithofer

Naturally, we will continue to offer very powerful vehicles in the future. Nevertheless, no other manufacturer has reduced the CO2 emissions of its fleet as substantially as the BMW Group.

~Norbert Reithofer

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