



Manuel Sattig, *project i*

THE FUTURE OF SUSTAINABLE MOBILITY. LEADING (E)-MOBILITY INTO A NEW ERA.

**BMW
GROUP**



IN 2012, THE BMW GROUP WAS RANKED SUPERSECTOR LEADER IN THE DOW JONES SUSTAINABILITY INDEX FOR THE 8TH TIME.

The BMW Group is the most sustainable company in the automotive industry.



Ecology



Economy



Society

THE FUTURE OF MOBILITY.



Environment

Climate change and the subsequent effects



Urbanisation

By 2030, over 60 % of world population will live in cities



Politics and Regulations

CO2 - and fleet regulations,
Restrictions on imports

DRIVING FACTORS

Economics

Shortage of resources, increase in the price of fossil fuels

Culture

Sustainable mobility as part of a modern urban lifestyle;
assumption of social responsibility

Customer Expectations

Changing values



THE BMW GROUP STRATEGY.

The BMW Group is the world's leading provider of premium products and premium services for individual mobility.



STRATEGIC OBJECTIVES OF BMW i AS DERIVED FROM THE CORPORATE STRATEGY NUMBER ONE.

BMW GROUP Number ONE

Growth

Shaping the future

Profitability

Access to new technologies/ customers

BMW i.

Generate growth

- New target groups.
- New products and services.



Technologies/ customers

- Pioneering technologies and design.
- Visionary services.
- New sales concepts.

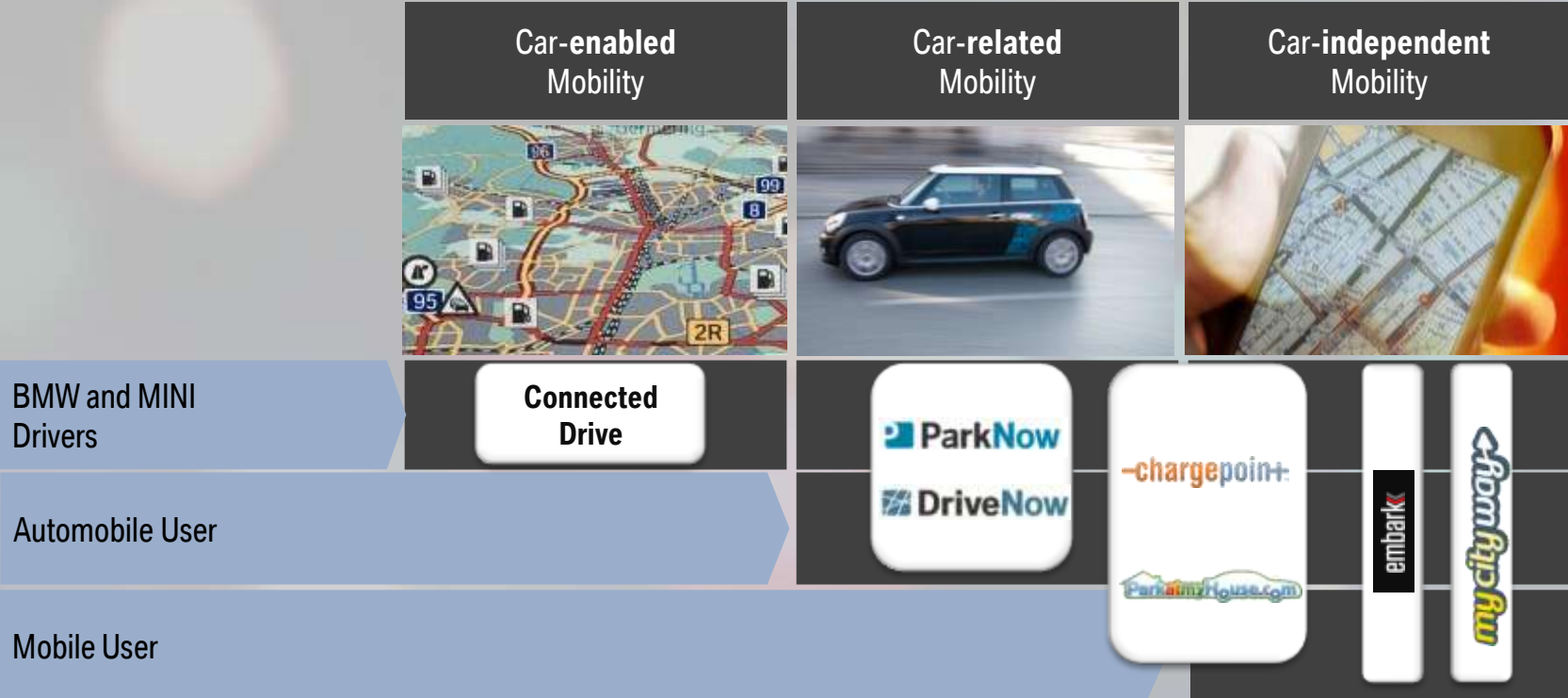


Shaping the future

- Sharpen BMW image as sustainable and innovative brand.
- Differentiation from competition.
- Futureproof product portfolio.



BMW i A SUSTAINABLE MOBILITY PORTFOLIO COVERS CAR USER AND NON CAR USER, FOCUSING ON URBAN MOBILITY.



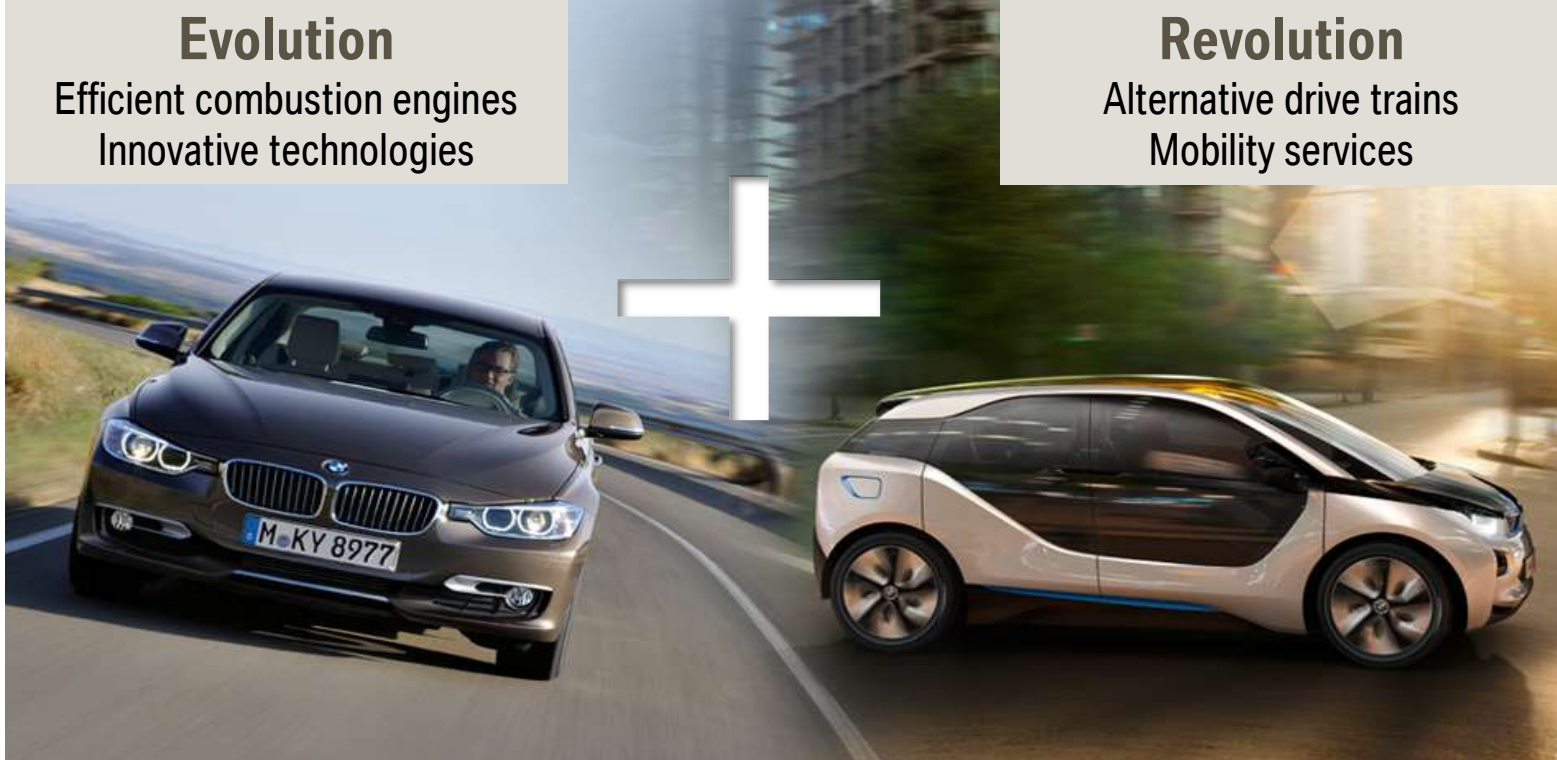
STRATEGY NUMBER ONE – MANAGING THE TECHNOLOGICAL CHANGE TO REMAIN FUTURE PROOF.

Evolution

Efficient combustion engines
Innovative technologies

Revolution

Alternative drive trains
Mobility services



SUSTAINABILITY DEFINES THE PRODUCT LIFE CYCLE.

New vehicle concepts



New materials and recycling



Production concept of the future



New electric drivetrain



Integrated approach of project i

New processes



Employees



Pioneering design



New customers



MINI E AND BMW ActiveE SERVE AS KEY LEARNING PROJECTS FOR THE BMW i3.



Use of renewable energy.



Market-potential.



Transfer scenarios.



User behaviour.



Acceptance.



Demands of e-infrastructure.



Strengths and weaknesses.

MINI E

2009



BMW ActiveE

2011

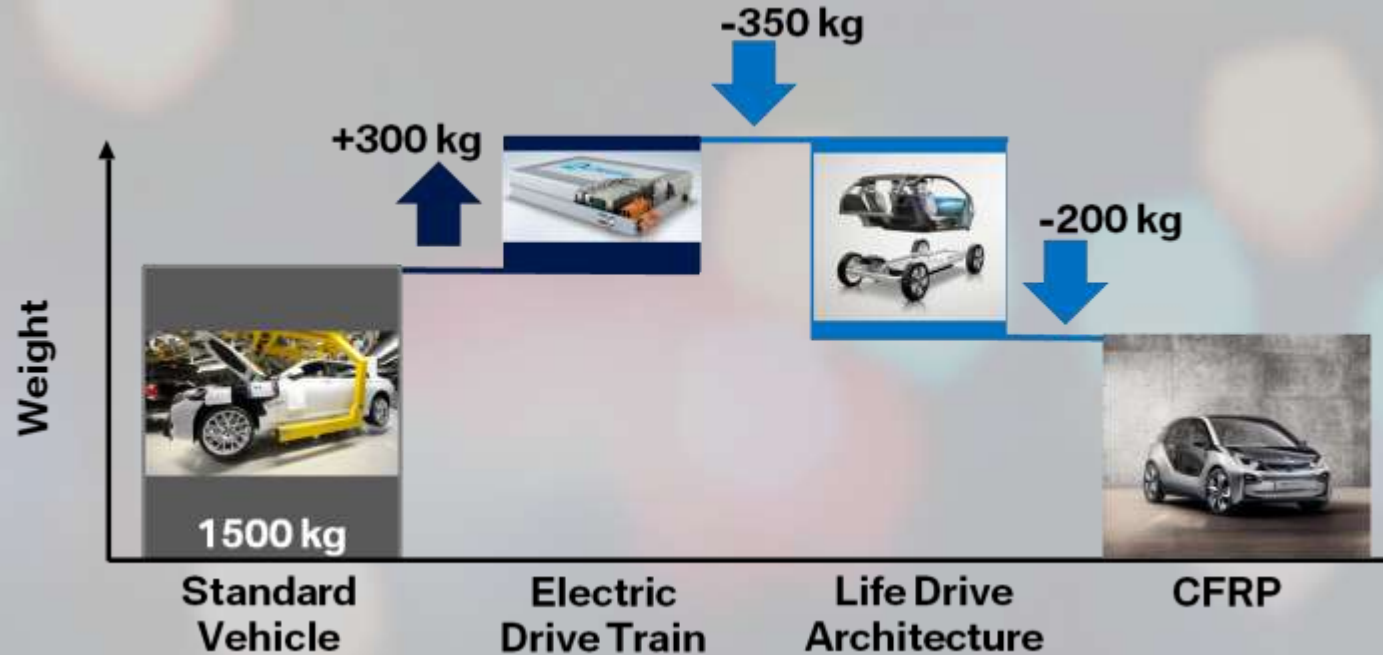


BMW i3

2013



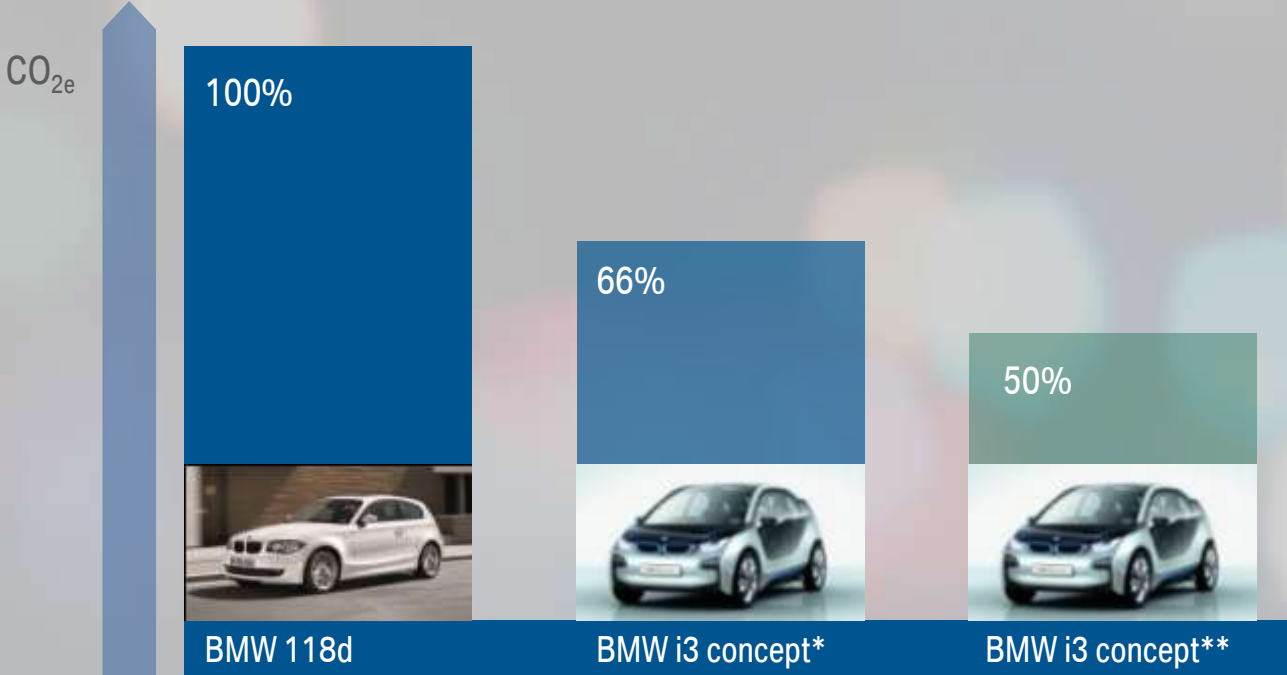
AN EXTREME LIGHTWEIGHT VEHICLE DUE TO ITS LIFEDRIVE ARCHITECTURE AND CFRP MATERIALS.



THE BMW i3 – THE MAIN USP_s AS A CLEAR DIFFERENTIATION.



GLOBAL WARMING POTENTIAL IN THE PRODUCT LIFE CYCLE SIGNIFICANTLY LOWER.



BMW 118d

BMW i3 concept*

BMW i3 concept**

* EU 25 electricity mix

** Electricity from renewable sources

80% OF THE ALUMINIUM USED IS EITHER RECYCLED OR PRODUCED WITH RENEWABLE ENERGY.

Secondary aluminium



2 kg CO_{2e}

Primary aluminium produced with renewable energy



5 kg CO_{2e}

Conventional primary aluminium



10 kg CO_{2e}

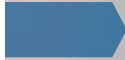
25% OF THE WEIGHT OF THERMOPLASTICS USED IS REPLACED BY RECYCLED/RENEWABLE RAW MATERIALS.

Recycled materials



Savings
80 kg CO_{2e}

Renewable raw materials



Savings
40 kg CO_{2e}

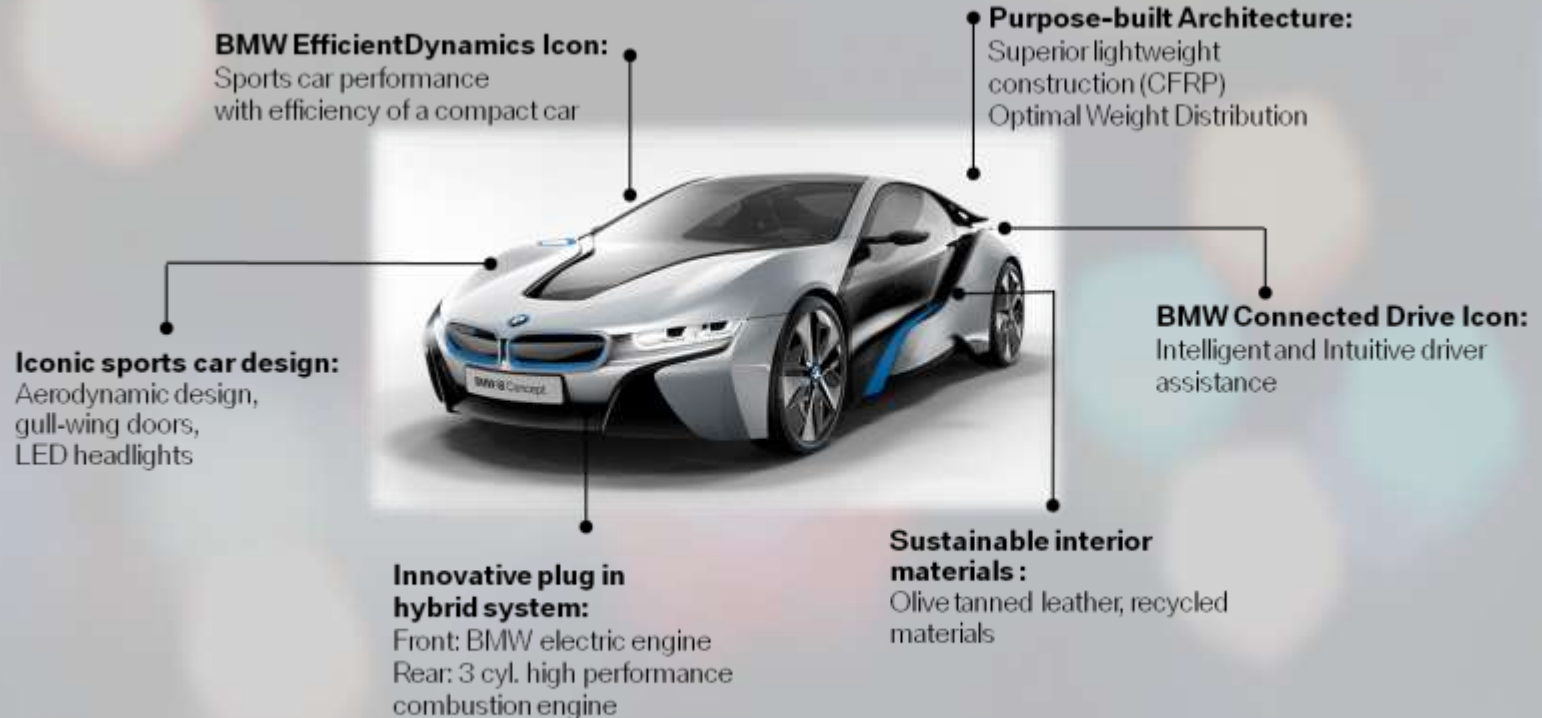
50% LESS CO₂ (EQUIVALENT) EMISSIONS IN BMW i CFRP PRODUCTION COMPARED TO CONVENTIONAL CFRP PRODUCTION.



THE BMW i8 CONCEPT – THE MOST PROGRESSIVE SPORTSCAR.



THE BMW i8 – THE MAIN USP_s AS A CLEAR DIFFERENTIATION.



THE TWO BOOKENDS OF THE PRODUCT PORTFOLIO SERVE THE MOBILITY NEEDS IN MEGACITIES.

Mobility needs

Megacity
escape



Megacity commuting



Megacity
traffic

PRODUCTION OF BMW i MODELS IN LEIPZIG IS SETTING BENCHMARKS IN THE AUTOMOTIVE INDUSTRY.

– 50% energy



– 70% water



100%
renewable energy



BMW i WILL PROVIDE FLEXIBLE MOBILITY.

ASSISTANCE SERVICES

Provide Assurance



HOME CHARGING

Convenient charging at home



360° ELECTRIC.

FLEXIBLE MOBILITY

A new mobile lifestyle



PUBLIC CHARGING

On the road



E-MOBILITY IS FAR MORE THAN JUST ZERO EMISSION.



Sustainable.

Efficient and without concession.

Indispensable.

Simple and flexible.

Alters the driving experience.



THANK YOU VERY MUCH.

