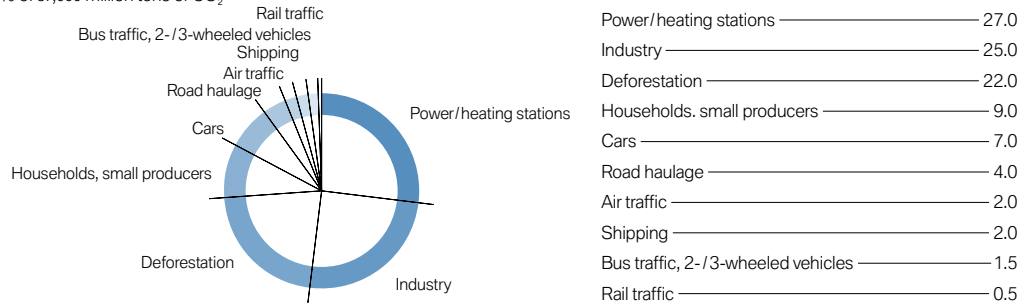


03 — Product responsibility

03.1 Understanding and embedding

Share of traffic sector in worldwide CO₂ emissions in 2004

in % of 37,000 million tons of CO₂



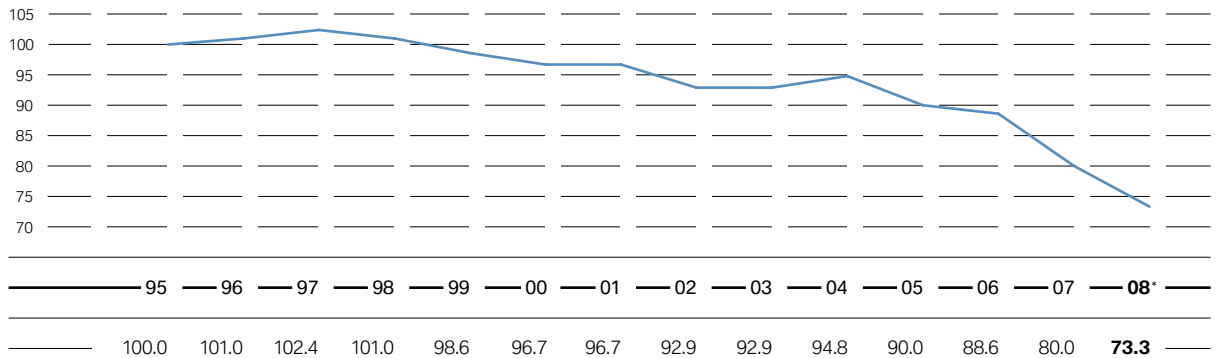
Sources: IPCC Fourth Assessment Report, WG III, 2007. World Business Council for Sustainable Development, 2004. Figures rounded.

03.2 Technologies for sustainable mobility

GRI Indicator A7
(Sector Supplement)

Development of CO₂ emissions of BMW Group cars in Europe (EU-15)

(Index: 1995 = 100; Basis: fleet consumption of newly registered cars in Europe (EU-15) measured on the basis of the New European Driving Cycle in accordance with the ACEA commitment)



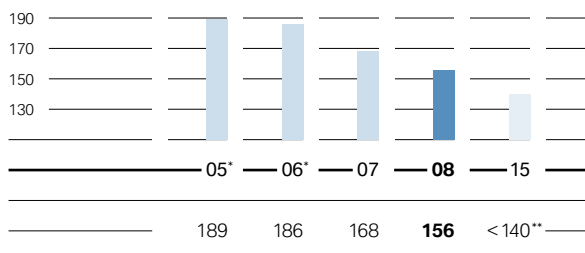
* CO₂ emissions of newly registered cars in Europe for 2008 stood at 154 grams CO₂ per kilometre driven (EU-15) and 156 grams CO₂ per kilometre driven (EU-27).

GRI Indicator A7
(Sector Supplement)

CO₂ emissions of BMW Group vehicles (EU-27)

Fleet consumption of newly registered vehicles in Europe (EU-15/EU-27) in the New European Driving Cycle

in grams CO₂/km



* Values for 2005 and 2006 refer to EU-15.

** The target is based on long-term production planning. The target for the introductory period 2012 to 2014 is to meet the EU's CO₂ emissions performance standards for passenger cars.



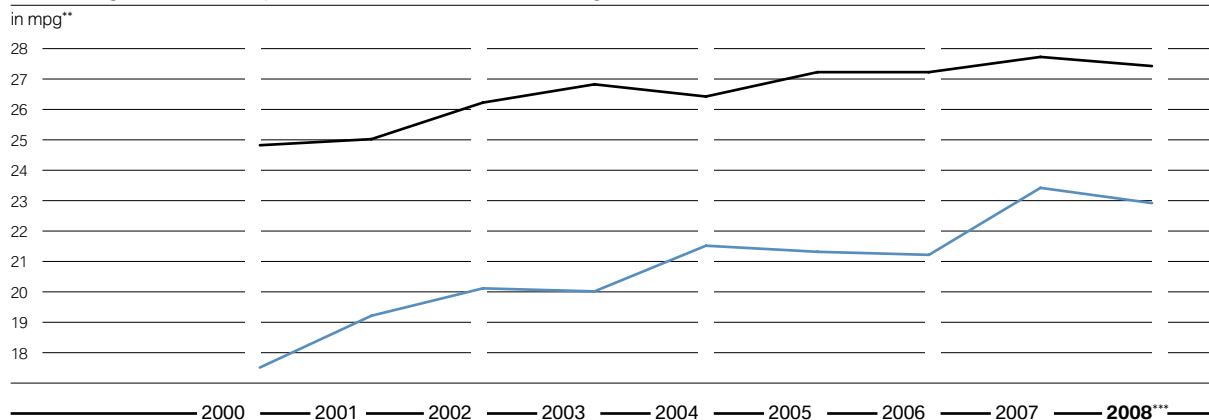
Fuel efficiency and CO₂ emissions of the most efficient and best-selling models in 2008*

	Combined in l/100 km	CO ₂ emissions in grams CO ₂ /km
Most efficient model:		
— MINI Cooper D**	3.9	104
Best-selling models in Germany:***		
— 1 st BMW 320d Touring	4.9 (5.8)	130 (150)
— 2 nd BMW 118d	4.5 (5.5)	119 (146)
Best-selling models in the EU:***		
— 1 st BMW 118d	4.5 (5.5)	119 (146)
— 2 nd BMW 320d Touring	4.9 (5.8)	130 (150)

* Values measured in accordance with the New European Driving Cycle (EU Directive; 80/1268/EEC in the relevant applicable version). Valid for vehicles with a European country specification.
 ** manual transmission
 *** Figures in brackets refer to automatic transmission.



Fuel savings of BMW Group vehicles sold in the US (according to CAFE*)



■ Fleet average of vehicles sold ■ Fleet average of light trucks sold

* CAFE: Corporate Average Fuel Economy
 ** mpg: miles per gallon
 *** preliminary figures

3 — Product responsibility



GRI Indicators A6, A7
(Sector Supplement)

Consumption and emissions data of BMW Group vehicles

Values measured in accordance with the New European Driving Cycle (EU Directive: 80/1268/EEC in the relevant applicable version). Valid for vehicles with a European country specification.

Model*	Urban (l/100 km)	Extra-urban (l/100 km)	Combined (l/100 km)	CO ₂ emissions (g/km)	Model*	Urban (l/100 km)	Extra-urban (l/100 km)	Combined (l/100 km)	CO ₂ emissions (g/km)
BMW					BMW				
116i 3-door ⁴	7.9 (8.7)	5.1 (5.4)	6.1 (6.6)	143 (154)	330i xDrive Touring ⁴	11.2 (11.3)	6.6 (6.7)	8.3 (8.4)	193 (195)
116i 3-door ^{4,6}	7.9 (8.9)	5.1 (5.5)	6.1 (6.8)	143 (158)	335i Touring	13.4 (13.2)	6.9 (7.0)	9.3 (9.3)	222 (223)
118i 3-door ⁴	7.9 (8.7)	5.1 (5.4)	6.1 (6.6)	143 (154)	335i xDrive Touring	14.2 (13.9)	7.2 (7.4)	9.8 (9.8)	235 (235)
120i 3-door ⁴	8.6 (8.9)	5.4 (5.3)	6.6 (6.6)	153 (155)	318d Touring^{4,7}	5.8 (7.5)	4.2 (4.8)	4.8 (5.8)	125 (150)
130i 3-door ⁴	12.4 (12.5)	6.3 (6.2)	8.5 (8.5)	199 (199)	320d Touring^{4,7}	6.1 (7.5)	4.2 (4.8)	4.9 (5.8)	130 (150)
116d 3-door¹	5.3	3.9	4.4	118	320d xDrive Touring	6.9 (8.0)	4.8 (4.9)	5.6 (6.0)	146 (159)
118d 3-door⁴	5.4 (6.9)	4.0 (4.5)	4.5 (5.4)	119 (144)	325d Touring	7.8 (8.2)	4.8 (5.2)	5.9 (6.3)	155 (165)
120d 3-door⁴	6.1 (7.2)	4.1 (4.4)	4.8 (5.4)	128 (144)	330d Touring ⁴	7.5 (8.1)	5.0 (5.3)	5.9 (6.3)	155 (165)
123d 3-door⁴	6.5 (7.3)	4.4 (4.6)	5.2 (5.6)	138 (148)	330d xDrive Touring ⁴	8.4 (8.9)	5.6 (5.8)	6.6 (6.9)	174 (181)
116i 5-door ⁴	7.9 (8.7)	5.1 (5.4)	6.1 (6.6)	143 (154)	335d Touring ²	9.2	5.4	6.8	178
116i 5-door ^{4,6}	7.9 (8.9)	5.1 (5.5)	6.1 (6.8)	143 (158)	316i Coupé ^{1,4}	8.1	5.3	6.3	146
118i 5-door ⁴	7.9 (8.7)	5.1 (5.4)	6.1 (6.6)	143 (154)	320i Coupé ⁴	8.6 (9.3)	5.4 (5.3)	6.6 (6.8)	154 (159)
120i 5-door ⁴	8.6 (8.9)	5.4 (5.3)	6.6 (6.6)	153 (155)	325i Coupé ⁴	9.8 (10.0)	5.7 (5.9)	7.2 (7.4)	168 (174)
130i 5-door ⁴	12.4 (12.5)	6.3 (6.2)	8.5 (8.5)	199 (199)	325i xDrive Coupé ⁴	11.0 (11.1)	6.4 (6.5)	8.1 (8.2)	188 (192)
116d 5-door¹	5.3	3.9	4.4	118	330i Coupé ⁴	10.0 (10.2)	5.9 (5.9)	7.4 (7.5)	173 (175)
118d 5-door⁴	5.4 (6.9)	4.0 (4.5)	4.5 (5.4)	119 (144)	330i xDrive Coupé ⁴	11.1 (11.2)	6.5 (6.6)	8.2 (8.3)	191 (193)
120d 5-door⁴	6.1 (7.2)	4.1 (4.4)	4.8 (5.4)	128 (144)	335i Coupé	13.2 (12.5)	6.7 (6.7)	9.1 (8.8)	218 (210)
123d 5-door⁴	6.5 (7.3)	4.4 (4.6)	5.2 (5.6)	138 (148)	335i xDrive Coupé	14.1 (13.8)	7.1 (7.3)	9.7 (9.7)	232 (232)
120i Coupé ⁴	8.6 (8.9)	5.4 (5.3)	6.6 (6.6)	153 (155)	320d Coupé^{4,7}	6.0 (7.4)	4.1 (4.7)	4.8 (5.7)	128 (149)
125i Coupé ⁴	11.9 (11.7)	6.0 (6.2)	8.2 (8.2)	190 (190)	320d xDrive Coupé	6.7 (7.9)	4.6 (4.8)	5.4 (5.9)	143 (156)
135i Coupé	13.0 (13.2)	7.0 (6.9)	9.2 (9.2)	220 (221)	325d Coupé	7.6 (8.1)	4.6 (5.1)	5.7 (6.2)	153 (164)
118d Coupé⁴	5.4 (6.9)	4.0 (4.5)	4.5 (5.4)	119 (144)	330d Coupé ⁴	7.3 (8.0)	4.8 (5.2)	5.7 (6.2)	152 (164)
120d Coupé⁴	6.1 (7.2)	4.1 (4.4)	4.8 (5.4)	128 (144)	330d xDrive Coupé ⁴	8.3 (8.8)	5.5 (5.7)	6.5 (6.8)	171 (178)
123d Coupé⁴	6.5 (7.3)	4.4 (4.6)	5.2 (5.6)	138 (148)	335d Coupé ²	9.1	5.3	6.7	177
118i Convertible ⁴	8.5 (9.2)	5.5 (5.7)	6.8 (7.0)	159 (164)	M3 Coupé ³	17.9 (17.0)	9.2 (9.0)	12.4 (11.9)	295 (285)
120i Convertible ⁴	8.8 (9.4)	5.6 (5.6)	6.6 (6.8)	158 (163)	320i Convertible ⁴	8.8 (9.8)	5.6 (5.8)	6.8 (7.3)	159 (169)
125i Convertible ⁴	12.1 (11.9)	6.2 (6.4)	8.4 (8.4)	195 (195)	325i Convertible ⁴	10.2 (10.6)	5.9 (6.3)	7.5 (7.9)	176 (185)
135i Convertible	13.3 (13.5)	7.1 (7.0)	9.4 (9.4)	224 (225)	330i Convertible ⁴	10.5 (11.1)	6.2 (6.5)	7.8 (8.2)	182 (190)
118d Convertible^{4,7}	5.8 (7.3)	4.4 (4.9)	4.9 (5.8)	129 (152)	335i Convertible	13.6 (12.8)	7.1 (7.0)	9.5 (9.1)	226 (217)
120d Convertible^{4,7}	6.4 (7.6)	4.3 (4.7)	5.1 (5.8)	134 (152)	320d Convertible^{4,7}	6.9 (7.7)	4.3 (5.0)	5.3 (6.0)	140 (157)
123d Convertible ⁴	6.7 (7.6)	4.6 (4.9)	5.4 (5.9)	144 (154)	325d Convertible	8.0 (8.3)	5.0 (5.3)	6.1 (6.4)	162 (170)
316i Sedan ⁴	8.1 (8.9)	5.3 (5.5)	6.3 (6.8)	146 (159)	330d Convertible ⁴	7.7 (8.2)	5.2 (5.4)	6.1 (6.4)	162 (170)
318i Sedan ⁴	8.1 (8.7)	5.3 (5.4)	6.3 (6.6)	146 (155)	M3 Convertible	18.7 (17.3)	9.6 (9.4)	12.9 (12.3)	309 (293)
320i Sedan ⁴	8.3 (9.3)	5.3 (5.3)	6.4 (6.8)	148 (159)	520i Sedan	9.2 (9.4)	5.4 (5.4)	6.7 (6.9)	162 (164)
325i Sedan ⁴	9.8 (10.0)	5.7 (5.9)	7.2 (7.4)	168 (174)	523i Sedan	10.4 (10.6)	5.8 (6.0)	7.5 (7.7)	177 (181)
325i xDrive Sedan ⁴	11.0 (11.1)	6.4 (6.5)	8.1 (8.2)	188 (192)	525i Sedan	10.6 (10.7)	5.8 (6.0)	7.6 (7.7)	179 (182)
330i Sedan ⁴	10.0 (10.2)	5.9 (5.9)	7.4 (7.5)	173 (175)	525i xDrive Sedan	11.6 (11.5)	6.4 (6.4)	8.3 (8.3)	196 (196)
330i xDrive Sedan ⁴	11.1 (11.2)	6.5 (6.6)	8.2 (8.3)	191 (193)	530i Sedan	11.2 (11.0)	6.0 (5.8)	7.9 (7.7)	186 (182)
335i Sedan	13.2 (13.1)	6.7 (6.9)	9.1 (9.2)	218 (221)	530i xDrive Sedan	11.9 (11.9)	6.4 (6.2)	8.4 (8.3)	198 (196)
335i xDrive Sedan	14.1 (13.8)	7.1 (7.3)	9.7 (9.7)	232 (232)	540i Sedan	15.8 (14.4)	7.4 (6.9)	10.5 (9.7)	250 (232)
316d Sedan^{1,4}	5.4	4.0	4.5	118	550i Sedan	16.6 (15.5)	7.6 (7.2)	10.9 (10.3)	260 (246)
318d Sedan^{4,7}	5.7 (7.3)	4.1 (4.6)	4.7 (5.6)	123 (148)	520d Sedan⁵	6.5 (7.5)	4.3 (4.6)	5.1 (5.6)	136 (149)
320d Sedan^{4,7}	6.0 (7.3)	4.1 (4.6)	4.8 (5.6)	128 (148)	525d Sedan	8.2 (8.5)	5.0 (5.3)	6.2 (6.5)	165 (172)
320d xDrive Sedan	6.7 (7.9)	4.6 (4.8)	5.4 (5.9)	143 (156)	525d xDrive Sedan	8.8 (9.1)	5.4 (5.6)	6.7 (6.9)	179 (183)
325d Sedan	7.6 (8.1)	4.6 (5.1)	5.7 (6.2)	153 (164)	530d Sedan	8.6 (9.1)	5.1 (5.2)	6.4 (6.6)	170 (176)
330d Sedan ⁴	7.3 (8.0)	4.8 (5.2)	5.7 (6.2)	152 (164)	530d xDrive Sedan	9.2 (9.6)	5.5 (5.5)	6.9 (7.0)	183 (186)
330d xDrive Sedan ⁴	8.3 (8.8)	5.5 (5.7)	6.5 (6.8)	171 (178)	535d Sedan ²	9.0	5.4	6.7	178
335d Sedan ²	9.1	5.3	6.7	177	M5 Sedan ³	21.7	10.2	14.4	344
M3 Sedan ³	17.9 (17.0)	9.2 (9.0)	12.4 (11.9)	295 (285)	520i Touring	9.4 (9.5)	5.6 (5.5)	6.9 (7.0)	166 (167)
316i Touring ^{1,4}	8.1	5.3	6.3	147	523i Touring	10.9 (10.9)	6.1 (6.2)	7.9 (7.9)	186 (186)
318i Touring ⁴	8.1 (8.9)	5.3 (5.6)	6.3 (6.8)	147 (159)	525i Touring	11.1 (11.0)	6.0 (6.1)	7.9 (7.9)	186 (186)
320i Touring ⁴	8.3 (9.5)	5.3 (5.5)	6.4 (7.0)	149 (164)	525i xDrive Touring	12.0 (11.8)	6.6 (6.7)	8.6 (8.6)	203 (204)
325i Touring ⁴	9.9 (10.2)	5.8 (6.1)	7.3 (7.6)	170 (178)	530i Touring	11.5 (11.4)	6.1 (5.9)	8.1 (7.9)	191 (187)
325i xDrive Touring ⁴	11.1 (11.2)	6.5 (6.6)	8.2 (8.3)	190 (194)	530i xDrive Touring	12.3 (12.4)	6.6 (6.4)	8.7 (8.6)	205 (204)
330i Touring ⁴	10.2 (10.7)	6.1 (6.2)	7.6 (7.9)	177 (184)	550i Touring	17.0 (16.1)	7.8 (7.5)	11.2 (10.7)	267 (254)
					520d Touring⁵	6.7 (7.7)	4.5 (4.7)	5.3 (5.8)	140 (154)

Model*	Urban (l/100 km)	Extra-urban (l/100 km)	Combined (l/100 km)	CO ₂ emissions (g/km)
BMW				
525d Touring	8.4 (8.6)	5.2 (5.4)	6.4 (6.6)	171 (176)
525d xDrive Touring	9.1 (9.2)	5.6 (5.7)	6.9 (7.0)	184 (187)
530d Touring	8.8 (9.3)	5.3 (5.3)	6.6 (6.8)	176 (180)
530d xDrive Touring	9.6 (9.9)	5.8 (5.6)	7.2 (7.2)	192 (192)
535d Touring ²	9.2	5.6	6.9	182
M5 Touring ³	21.7	10.5	14.6	348
535i Gran Turismo ^{2,4}	12.3	6.9	8.9	209
550i Gran Turismo ^{2,4}	16.2	8.3	11.2	263
530d Gran Turismo ^{2,4}	8.1	5.6	6.5	173
630i Coupé	11.2 (11.0)	6.0 (5.8)	7.9 (7.7)	188 (184)
650i Coupé	17.8 (15.9)	8.1 (7.4)	11.7 (10.5)	279 (249)
635d Coupé ²	9.2	5.6	6.9	183
630i Convertible	11.8 (11.6)	6.3 (6.0)	8.3 (8.1)	198 (192)
650i Convertible	19.2 (16.5)	8.8 (7.7)	12.6 (10.9)	299 (258)
635d Convertible ²	9.6	5.8	7.2	190
M6 Coupé ³	21.4	10.2	14.3	342
M6 Convertible ³	22.0	10.6	14.7	352
740i ^{2,4}	13.8	7.6	9.9	232
740Li ^{2,4}	14.0	7.7	10.0	235
750i ^{2,4}	16.4	8.5	11.4	266
750Li ^{2,4}	16.4	8.5	11.4	266
750i xDrive ^{2,4}	17.1	8.9	11.9	278
750Li xDrive ^{2,4}	17.1	8.9	11.9	278
760i ^{2,4}	18.8	9.5	12.9	299
760Li ^{2,4}	18.9	9.6	13.0	303
730d ^{2,4}	9.0	5.5	6.8	178
730Li ^{2,4}	9.1	5.6	6.9	180
740d ^{2,4}	9.0	5.7	6.9	181
X1 xDrive28i ^{2,4}	13.0	7.3	9.4	219
X1 sDrive18d ^{1,4}	6.1	4.7	5.2	136
X1 xDrive18d ^{1,4}	6.7	5.1	5.7	150
X1 sDrive20d ^{1,4}	6.4	4.7	5.3	139
X1 xDrive20d ⁴	7.0 (7.7)	5.1 (5.4)	5.8 (6.2)	153 (164)
X1 sDrive23d ^{2,4}	7.8	5.5	6.3	167
X3 xDrive20i ¹	12.6	6.9	9.0	215
X3 xDrive25i	12.8 (13.1)	7.3 (7.4)	9.3 (9.5)	224 (228)
X3 xDrive30i	13.4 (13.3)	7.3 (7.6)	9.5 (9.7)	229 (233)
X3 xDrive18d ⁴	7.9	5.2	6.2	165
X3 xDrive20d ⁴	8.2 (8.3)	5.5 (5.8)	6.5 (6.7)	172 (178)
X3 xDrive30d	9.7 (9.9)	6.0 (6.4)	7.4 (7.7)	196 (206)
X3 xDrive35d ²	9.7	6.7	7.8	208
X5 xDrive30si ²	13.8	8.3	10.3	247
X5 xDrive48i ²	17.0	9.3	12.1	289
X5 xDrive30d ²	10.4	7.0	8.2	217
X5 xDrive35d ²	10.5	7.1	8.3	220
X5 M ^{2,4}	19.3	10.8	13.9	325
X6 xDrive35i ^{2,4}	14.9	8.9	11.1	259
X6 xDrive50i ^{2,4}	17.7	9.9	12.8	299
X6 xDrive30d ²	10.4	7.0	8.2	217
X6 xDrive35d ²	10.5	7.1	8.3	220
ActiveHybrid X6 ^{2,4}	10.8	9.4	9.9	231
X6 M ^{2,4}	19.3	10.8	13.9	325
MINI				
MINI One (55 kW/70 kW)	6.8 (9.0)	4.4 (5.0)	5.3 (6.5)	128 (155)
MINI One D	4.7	3.5	3.9	104
MINI Cooper	6.9 (9.1)	4.5 (5.0)	5.4 (6.5)	129 (156)
MINI Cooper D	4.7 (6.5)	3.5 (4.2)	3.9 (5.0)	104 (134)
MINI Cooper S ⁴	7.9 (9.5)	5.5 (5.7)	6.4 (7.1)	149 (165)
MINI John Cooper Works ¹	9.2	5.6	6.9	165
MINI Cooper Convertible	7.4 (9.3)	4.7 (5.2)	5.7 (6.7)	137 (161)
MINI Cooper S Convertible ⁴	8.1 (9.7)	5.7 (5.9)	6.6 (7.3)	153 (170)
MINI John Cooper Works Convertible ¹	9.3	5.8	7.1	169
MINI One Clubman	6.9 (9.1)	4.5 (5.1)	5.4 (6.6)	130 (158)
MINI Cooper Clubman	7.1 (9.2)	4.5 (5.1)	5.5 (6.6)	132 (159)
MINI Cooper D Clubman	4.9 (6.6)	3.6 (4.2)	4.1 (5.1)	109 (136)
MINI Cooper S Clubman ⁴	7.9 (9.6)	5.5 (5.8)	6.4 (7.2)	150 (168)
MINI John Cooper Works Clubman ¹	9.3	5.7	7.0	167
Rolls-Royce				
Rolls-Royce Phantom ²	23.2	11.3	15.7	377
Rolls-Royce Phantom extended Wheelbase ²	23.3	11.4	15.8	380
Rolls-Royce Phantom Drophead Coupé ²	23.2	11.3	15.7	377
Rolls-Royce Phantom Coupé ²	23.2	11.3	15.7	377
Rolls-Royce Ghost	20.5	9.6	13.6	317

* Vehicles with average CO₂ emissions of below / maximum 140 grams CO₂/km are highlighted.

Figures in brackets only valid for automatic transmissions.

¹ only available with manual transmission

² only available with automatic transmission

³ only with SMG Drivelogic, 7-speed

⁴ EU-5 series equipment

⁵ EU-5 series equipment for left-hand drive vehicles

⁶ variant with 1.6-litre cubic capacity

⁷ Consumption values for models with automatic transmission in right-hand drive vehicles vary.

Further information and constantly updated data for the vehicles is available on the Internet at www.bmw.com, www.mini.com and www.rolls-roycemotors.com.

As of September 2009

Values measured in accordance with the New European Driving Cycle (EU Directive: 80/1268/EEC in the relevant applicable version). Valid for vehicles with a European country specification.

3 — Product responsibility

GRI G3 Indicator EN26

Fuel efficiency enhancing technologies incorporated into BMW Group vehicles in Europe

(model-specific variations possible – as of September 2009)

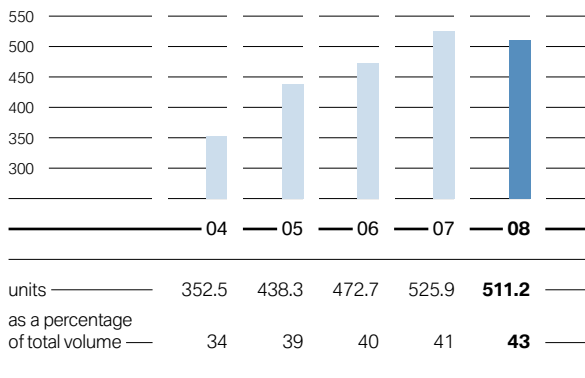
	BMW 1 Series	BMW 3 Series	BMW 5 Series	BMW 6 Series	BMW 7 Series	BMW X1	BMW X3	BMW X5	BMW X6	BMW Z4	MINI
High Precision Injection with lean operation	—	—	—	—	—	—	—	—	—	—	—
Fully variable valve train (VALVETRONIC in BMW models)	—	—	—	—	—	—	—	—	—	—	*
TwinPower turbo technology	—	—	—	—	—	—	—	—	—	—	—
Eight-speed automatic transmission	—	—	—	—	—	—	—	—	—	—	—
Auto Start Stop function (only for 4-cylinder manual transmission)	—	—	—	—	—	—	—	—	—	—	—
Brake Energy Regeneration	—	—	—	—	—	—	—	—	—	—	—
Electric steering assistance	—	—	—	—	—	—	—	—	—	—	—
Active aerodynamics (e.g. air flap control)	—	—	—	—	—	—	—	—	—	—	—
Gear shift indicator (only for manual transmission)	—	—	—	—	—	—	—	—	—	—	—
Reduced rolling resistance tyres	—	—	—	—	—	—	—	—	—	—	—
Demand-controlled fuel, coolant and oil pump	—	—	—	—	—	—	—	—	—	—	—

* System comparable to VALVETRONIC

GRI Indicator A4 (Sector Supplement)

Deliveries of BMW diesel automobiles

in 1,000 units and as a percentage of total volume



GRI Indicator A5 (Sector Supplement)

Compliance with emissions performance standards (as of autumn 2009)

Standard	Mandatory as of	Number of models	Degree of coverage
Euro 4 (EU-4)	1 Jan 2005	185	100
Euro 5 (EU-5)	1 Sept 2009*/1 Jan 2011**	90	about 48.6
Euro 6 (EU-6)	1 Sept 2014*/1 Sept 2015**	2***	about 1.1

* mandatory for new type approvals

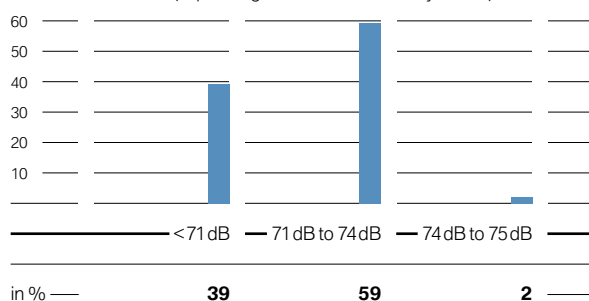
** mandatory for all new vehicle registrations

*** The BMW 330d with optional BMW BluePerformance technology and the BMW 730d BluePerformance (from September 2009) already comply with the EU-6 emissions performance standard.

GRI Indicator A8
(Sector Supplement)

Average noise emissions of BMW Group vehicles*

Share of models in % (of passenger cars sold in Germany in 2008)



All BMW Group vehicles comply with the legal requirements in dB(A) (referring to test procedures of the EG Directive 92/97/EG).

* Weighted market average for noise emissions (logarithmic average) for noise produced by accelerating while passing (values of type evaluation; in accordance with EU Directive 92/97/EG).

GRI G3 Indicator SO5

Cooperation among all stakeholders within the integrated approach

	Automotive industry and suppliers	Petroleum industry	Politics/ Infrastructure	Customer
Further develop efficient vehicle technologies and increase market share	■	■	■	■
Increase percentage of alternative fuels (blending)	■	■	■	■
Implement driver assistance systems, e.g. gear shift and efficiency indicators	■	■	■	■
Improve fuel efficiency	■	■	■	■
Enhance reduced rolling resistance tyres and increase market share	■	■	■	■
Tyre pressure control systems	■	■	■	■
Guarantee consistent legislation	■	■	■	■
Improve traffic infrastructure/management	■	■	■	■
Support research and development of new technologies	■	■	■	■
Support CO ₂ -based motor vehicle tax and CO ₂ labelling	■	■	■	■

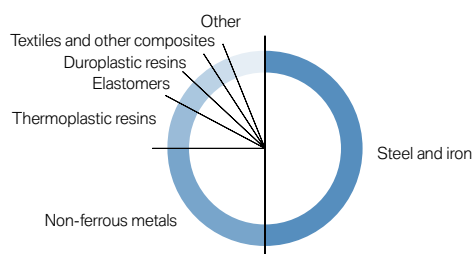
■ Responsibility ■ Support/cooperation

03.5 Recycling

GRI G3 Indicators EN1, EN2
GRI Indicator A10
(Sector Supplement)

Average distribution of materials in BMW Group vehicles

in % of total vehicle weight



Steel and iron	50
Non-ferrous metals	25
Thermoplastic resins	8
Elastomers*	4
Duroplastic resins	4
Textiles and other composites	3
Other	6

* such as tyres, seals

3 — Product responsibility

Status of objectives in the area of product responsibility*

Strategic objectives	Measures	Deadline	Status
Innovative technologies			
Reduction of CO ₂ emissions as the BMW Group's contribution to reducing CO ₂ emissions in the ACEA fleet average (i. e. of all European carmakers) to 140 grams CO ₂ /km for 2008	Introduction and refinement of innovative drive concepts based on the Efficient Dynamics concept: <ul style="list-style-type: none"> – consumption-optimised combustion engine technology with High Precision Injection in BMW 4-cylinder and 6-cylinder engines – Auto Start Stop function in large-scale BMW and MINI models – Brake energy regeneration in large-scale BMW and MINI models 	2008	From 1995 to 2008, the CO ₂ emissions of new BMW Group vehicles sold in Europe (EU-15) fell by close to 27%, which means that the BMW Group exceeded the target of the ACEA voluntary commitment. The average CO ₂ emissions of newly registered BMW Group vehicles in Europe (EU-27) were 156 grams CO ₂ /km in 2008.
	Hybrid drive cooperation with GM and Daimler	ongoing	The BMW ActiveHybrid X6 and BMW ActiveHybrid 7 will make their world debut at the 2009 IAA.
Diesel vehicles in the US/ Canada	Introduction of diesel vehicles with SCR technology (Selective Catalytic Reduction) in the US/ Canada	2008	In December 2008, the BMW Group launched diesel vehicles in the US and in Canada.
Promotion of biofuels	Contribution to introducing increased system-compatible amounts of biofuels in traffic	ongoing	All BMW Group vehicles can process the increased share of biofuels according to E10 and B7.
	Contribution to initiatives to evaluate biofuels by applying sustainability criteria in an international context	ongoing	Supporting the creation of minimum standards and internationally accepted certification procedures for sustainably produced biofuels.
Development of hydrogen infrastructure	Partnerships on global introduction of hydrogen as an energy source: both for technology and hydrogen infrastructure <ul style="list-style-type: none"> – Participation in demo projects to prove that hydrogen can be used safely in road traffic and that renewable energy sources can be used – Continued participation in the Clean Energy Partnership (CEP) project in Berlin 	ongoing	The BMW Group successfully proved the BMW Hydrogen 7's technical maturity and the safety of the vehicle concept in customer operations and as a part of the Clean Energy Partnership (CEP).
Product safety			
Increase in vehicle safety thanks to a wide range of driver assistance systems	Driver assistance systems providing high levels of safety, such as lane departure warning and Night Vision in a number of models	ongoing	With the launch of the new 7 Series, the BMW Group has expanded its active safety and driver assistance systems, thus making a major contribution to reducing the accident rate. Systems introduced in the new BMW 7 Series in winter 2008: Lane Departure Warning and Collision Warning, Side View, extended Night Vision system, which warns the driver of potential collisions with pedestrians, especially in the dark.
Product recycling			
Recovery of end-of-life vehicles	Continue to refine recovery systems	2008	No change in 2008
Environmental protection in service			
Reduction of products' environmental impact at each stage of the life cycle	Establish and enhance recovery systems for end-of-life parts from maintenance and repair in service garages in Western Europe and optimise recovery paths	2008	Completed in Italy and the Czech Republic
	Develop methods for a streamlined life cycle assessment approach, i. e. comprehensive assessment of material groups for a more efficient and faster accounting of entire vehicles	2009	Will probably be delayed to 2010, as data acquisition turned out to be a demanding process
	Determine the ideal product life cycle of vehicles with regard to technological, economical, ecological and legal criteria	2008	Project completed in 2009

* Previously published in the Sustainable Value Report 2007/2008

Status of objectives in the area of product responsibility*

Strategic objectives	Measures	Deadline	Status
Environmental protection in the service sector			
Inform markets about product responsibility requirements in accordance with environmental laws	Promote cooperation in matters of environmental protection in the retail organisations and expand the network of environmental officers in the individual sales markets	2008	Environmental officers appointed in all markets, training material developed to be sent out in the third quarter 2009.
	Global introduction to the dealer and service operations of one of the market-specific shop disposal systems that are recommended by the BMW Group as well as integration of related requirements in importer contracts	2008	Completed in Italy and the Czech Republic

* Previously published in the Sustainable Value Report 2007/2008

New objectives in the area of product responsibility

Strategic objectives	Measures	Deadline
Innovative technologies		
Compliance with the EU's CO ₂ emissions performance standards (average CO ₂ emissions of new cars sold in the EU of max. 140 grams CO ₂ /km) for 2015	– Further development of Efficient Dynamics technologies such as the thermoelectric generator or Auto Start Stop function in automatic-transmission models	2012
	– Reduction in fuel consumption of up to 20% compared to vehicles with combustion engines by applying hybrid technology	2010
Advancement in alternative drive technologies	Development of a series-produced electric car, the so-called Megacity Vehicle, in the context of project i	first half of the next decade
Product safety		
Increase vehicle safety by integrating active and passive safety systems	Development of preventive measures, particularly for passenger, partner and pedestrian protection	2015
Traffic management and mobility research		
Identify strategic challenges and develop options for guaranteeing future sustainable mobility	Completion and publication of the study "Future of Mobility – Scenarios for 2030" (follow-up study based on "Future of Mobility – Scenarios for 2025")	2010
Development and implementation of measures to increase traffic efficiency	– Operation and assessment of the second stage of the dynamic progressive signal system in Munich – Development of best-practice examples in cooperation with partners in the public sector; objectives: reduce traffic congestion, stoppages and fuel consumption by guaranteeing smoother traffic flow for all drivers	2009
Product recycling		
Use of recyclates in vehicles	Further determination of suitable components to be used as recyclates. At present, the percentage of approved plastic recyclates used currently accounts for up to 15%.	ongoing