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

DRIVING FACTORS

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

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 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/crustomers

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’s A SUSTAINABLE MOBILITY PORTFOLIO COVERS CAR USER AND NON-CAR USER, FOCUSING ON URBAN MOBILITY.

<table>
<thead>
<tr>
<th>BMW and MINI Drivers</th>
<th>Connected Drive</th>
<th>Car-enabled Mobility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile User</td>
<td>ParkNow</td>
<td>Car-related Mobility</td>
</tr>
<tr>
<td>Mobile User</td>
<td>DriveNow</td>
<td>Car-independent Mobility</td>
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<td>chargepoint</td>
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DRIVENOW.
FURTHER REDUCTION OF CO$_2$-EMISSIONS THROUGH A STRATEGY INVOLVING BOTH EVOLUTION AND REVOLUTION.
BMW i BORN ELECTRIC - A HOLISTIC APPROACH WHERE SUSTAINABILITY DEFINES THE PRODUCT LIFE CYCLE.

BMW i vehicles

Innovative key-technologies: CFRP & electric motor

New sub-brand

Visionary design language

New sales models

360 Electric

Customer related e-mobility services

Connectivity
OVER 21 MILLION ELECTRIC KILOMETERS WITH REAL USERS OF THE MINI E AND BMW ActiveE LEADING UP TO BMW i.

MINI E (2009-2012)

16 million kilometers
~600 vehicles

High satisfaction of mobility needs.

Range was rarely the limiting factor.

Most users charge 2-3 times per week and charging events decreased during usage.

BMW ActiveE (2011-2014)

5 million kilometers
~1.000 vehicles

Adequate vehicle.

High interest of purchase.

Joy of driving and one-pedal-feeling.

BMW i3 and BMW i8

BMW i is more than just an electric car.

BMW i offers 360° ELECTRIC.

BMW i delivers joy of driving.
THE BMW i3 CONCEPT – THE MEGACITY VEHICLE
THE BMW i8 CONCEPT – THE MOST PROGRESSIVE SPORTSCAR.
Execution of overall vehicle concept according to Life/Drive principle

- Easy to create variants.
- Weight reduction through lightweight design.
- Specific structure to house the battery.

Energy storage system in underfloor section

- Low centre of gravity - good rollover resistance.
- Crash-protected area.

THE LIFE DRIVE ARCHITECTURE ALLOWS AN IDEAL INTEGRATION OF THE ELECTRIC DRIVETRAIN.
NEW PRODUCTION CONCEPT.

External supply

BMW Plant

Press shop

Body shop

Paint shop

Assembly

Leipzig

Internal supply

CFR parts

Plastic cladding exterior

Drive module

Dingolfing

Purchased items
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

FLEXIBLE MOBILITY
A new mobile lifestyle

PUBLIC CHARGING
On the road

360° ELECTRIC.
Research project:
- B2U evaluation
- Residential application (30 kWh)
- Building peak shaving
- Solar photovoltaic firming
- Support EV charging (direct DC charging)

- Uninterruptable power
- Grid services
- Integration of stationary storage into a Smart Home environment

INVESTIGATION ON HOW STATIONARY STORAGE CAN SUPPORT E-MOBILITY ECOSYSTEM AT HOME.
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.