

**BMW
GROUP**



Rolls-Royce
Motor Cars Limited

FINANCIAL ANALYSTS' MEETING

EVENING EVENT

project i, March 15th 2011



project i –
**ONE RESPONSE TO FUTURE CHALLENGES OF
SUSTAINABLE AND INDIVIDUAL MOBILITY**

ULRICH KRANZ, HEAD OF *project i*

project i, March 15th 2011

project i IS AN INITIATIVE OF THE BMW GROUP STRATEGY.

In the middle of 2007 the **BMW Group** established **Strategy Number One**. **Consistent profitability, sustainable growth** and **securing the independence** of the BMW Group are in the focus.

At the end of 2007 *project i* started with the mission to develop **sustainable and visionary concepts for mobility**.

The specific assignment was to **develop new and trendsetting products**, which fulfill the challenges and requirements of customers in an urban environment.

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project i serves a **think tank** with the freedom of “lateral thinking”, linked tightly with all departments of the BMW Group.

This results in **new** processes, **new** technologies, **new** vehicle concepts and a **new** approach to development, production and distribution.

MINI E AND BMW ActiveE SERVE AS KEY LEARNING PROJECTS OF OUR MEGACITY VEHICLE.



Use of renewable energy.



Market potential.



Transfer scenarios.



User behaviour.



Acceptance.



Demands of e-infrastructure.



Strengths and weaknesses.



MINI E

2010



BMW ActiveE

2011



Megacity Vehicle

2013

BMW i PERFECTLY BALANCES THE BMW BRAND PORTFOLIO.



**Performance – Thrilling
Technology – Striking
Experience – Unrivalled**



**Innovate Driving Pleasure.
Focus on Aesthetics.
Boost Joy.**



**Visionary Mobility.
Inspiring Design.
Next Premium.**



BMW i3

Vehicle

Purpose Design
LifeDrive lightweight concept

4-seater

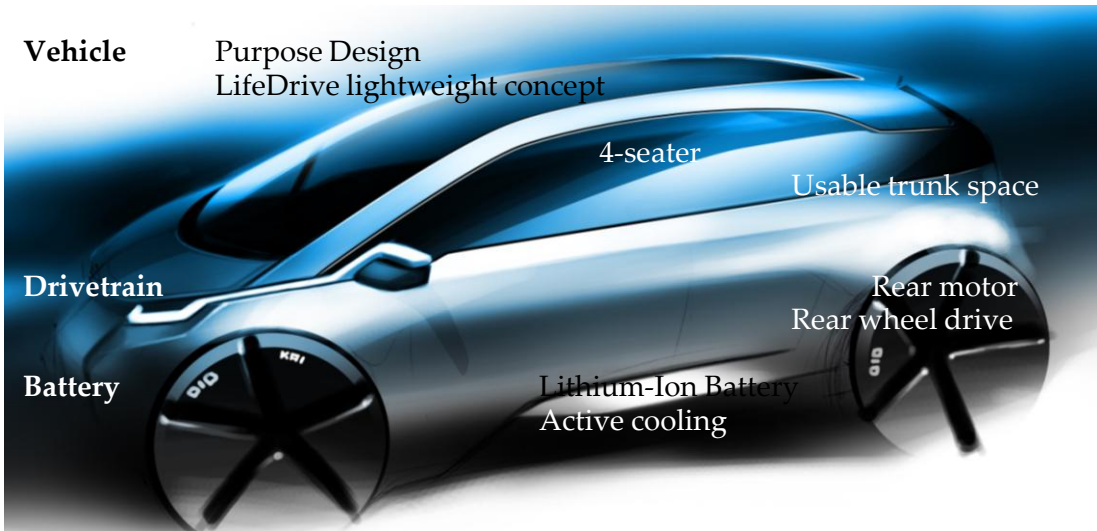
Usable trunk space

Drivetrain

Rear motor
Rear wheel drive

Battery

Lithium-Ion Battery
Active cooling



BMW i8

Vehicle

Purpose Design sports car
LifeDrive lightweight concept

2+2 seats

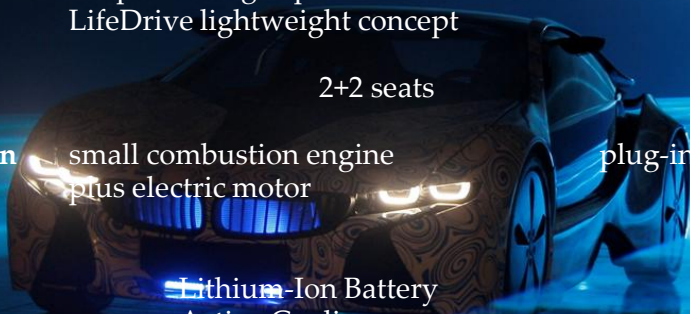
Drivetrain

small combustion engine
plus electric motor

plug-in hybrid

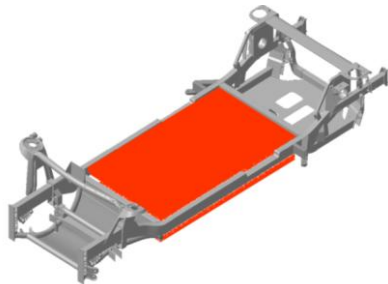
Battery

Lithium-Ion Battery
Active Cooling



LIFEDRIVE ARCHITECTURE

LifeDrive architecture allows ideal integration of the electric drivetrain and breaks the weight spiral for electric vehicles.



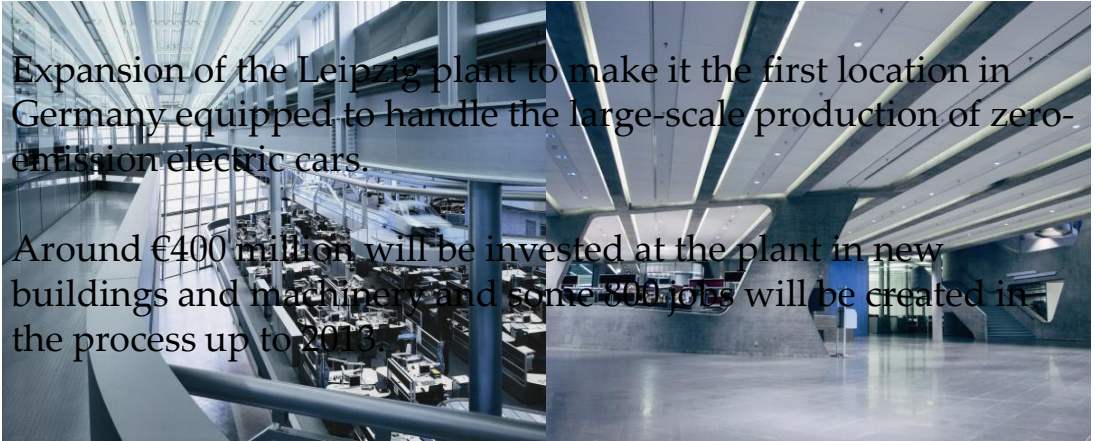
BMW GROUP BUILDS MOBILITY OF THE FUTURE IN LEIPZIG.



BMW GROUP BUILDS MOBILITY OF THE FUTURE IN LEIPZIG.

Expansion of the Leipzig plant to make it the first location in Germany equipped to handle the large-scale production of zero-emission electric cars.

Around €400 million will be invested at the plant in new buildings and machinery and some 800 jobs will be created in the process up to 2018.



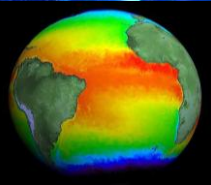
project i IS THE BMW GROUP'S LEADING DIVISION AIMING FOR HIGHLY SUSTAINABLE PRODUCTION TARGETS.



-70%
water usage



-50%
energy
requirements



100%
of the energy
comes from
renewable sources

PLANT NETWORK.



SGL
AUTOMOTIVE CARBON FIBERS

JV



Moses Lake,
Washington State

Carbon fiber

The BMW Group and the joint venture set up with the SGL Group are investing a total of €530 million in the project.

A total of over 1,000 jobs will be created as a result of the investment.



BMW GROUP   



Leipzig

CFRP fabrication
MCV assembly

SGL
AUTOMOTIVE CARBON FIBERS

JV



Wackersdorf




CFRP alignment + recycling


BMW GROUP   



Landshut

CFRP fabrication

BMW GROUP   



Dingolfing

Drive production