THE FUTURE OF SUSTAINABLE MOBILITY. LEADING (E)-MOBILITY INTO A NEW ERA.
The BMW Group is the most sustainable company in the automotive industry.

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

<table>
<thead>
<tr>
<th>Environment</th>
<th>Urbanisation</th>
<th>Politics and Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate change and the subsequent effects</td>
<td>By 2030, over 60% of the world population will live in cities</td>
<td>CO2 and fleet regulations, Restrictions on imports</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Economics</th>
<th>Culture</th>
<th>Customer Expectations</th>
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<td>Shortage of resources, increase in the price of fossil fuels</td>
<td>Sustainable mobility as part of a modern urban lifestyle; assumption of social responsibility</td>
<td>Changing values</td>
</tr>
</tbody>
</table>
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**

**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.

<table>
<thead>
<tr>
<th>BMW and MINI Drivers</th>
<th>Car-enabled Mobility</th>
<th>Car-related Mobility</th>
<th>Car-independent Mobility</th>
</tr>
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<tbody>
<tr>
<td>Connected Drive</td>
<td>BMW and MINI Drivers</td>
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<td>Mobile User</td>
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</table>
Evolution
Efficient combustion engines
Innovative technologies

Revolution
Alternative drive trains
Mobility services

STRATEGY NUMBER ONE – MANAGING THE TECHNOLOGICAL CHANGE TO REMAIN FUTURE PROOF.
SUSTAINABILITY DEFINES THE PRODUCT LIFE CYCLE.

Integrated approach of project i

- New vehicle concepts
- New materials and recycling
- Production concept of the future
- New electric drivetrain

- New processes
- Employees
- Pioneering design
- New customers
MINI E AND BMW ActiveE SERVE AS KEY LEARNING PROJECTS FOR THE BMW i3.
AN EXTREME LIGHTWEIGHT VEHICLE DUE TO ITS LIFEDRIVE ARCHITECTURE AND CFRP MATERIALS.
THE BMW i3 – THE MAIN USPs AS A CLEAR DIFFERENTIATION.

Generous Space
Light and airy interior with Lounge-Character

Purpose-built Architecture
Life-Drive architecture
Visual Light Weight Design (CFRP)

BMW i specific design
LED Headlights: as BMW i specified element

100% connectivity and driving assistant systems
with urban focus and BEV-specified functions

Innovative BEV-System
Full availability of AC/DC
Fast charging possibilities, Lit-up charging socket

Sustainable materials
Renewable primary products
GLOBAL WARMING POTENTIAL IN THE PRODUCT LIFE CYCLE SIGNIFICANTLY LOWER.

<table>
<thead>
<tr>
<th>CO₂eq</th>
<th>100%</th>
<th>66%</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW 118d</td>
<td>BMW i3 concept*</td>
<td>BMW i3 concept**</td>
<td></td>
</tr>
</tbody>
</table>

* 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 CO$_2$ (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 USPs AS A CLEAR DIFFERENTIATION.

**BMW EfficientDynamics Icon:**
Sports car performance with efficiency of a compact car

**Purpose-built Architecture:**
- Superior lightweight construction (CFRP)
- Optimal Weight Distribution

**Iconic sports car design:**
- Aerodynamic design
- Gull-wing doors
- LED headlights

**Innovative plug in hybrid system:**
- Front: BMW electric engine
- Rear: 3 cyl. high performance combustion engine

**BMW Connected Drive Icon:**
- Intelligent and Intuitive driver assistance

**Sustainable interior materials:**
- Olive tanned leather, recycled materials
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

FLEXIBLE MOBILITY
A new mobile lifestyle

PUBLIC CHARGING
On the road

360° ELECTRIC.
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.