



Manuel Sattig, BMW i

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

**BMW  
GROUP**



# 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

### Generate growth

- New target groups.
- New products and services.



## BMW i.

### Technologies/ customers

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

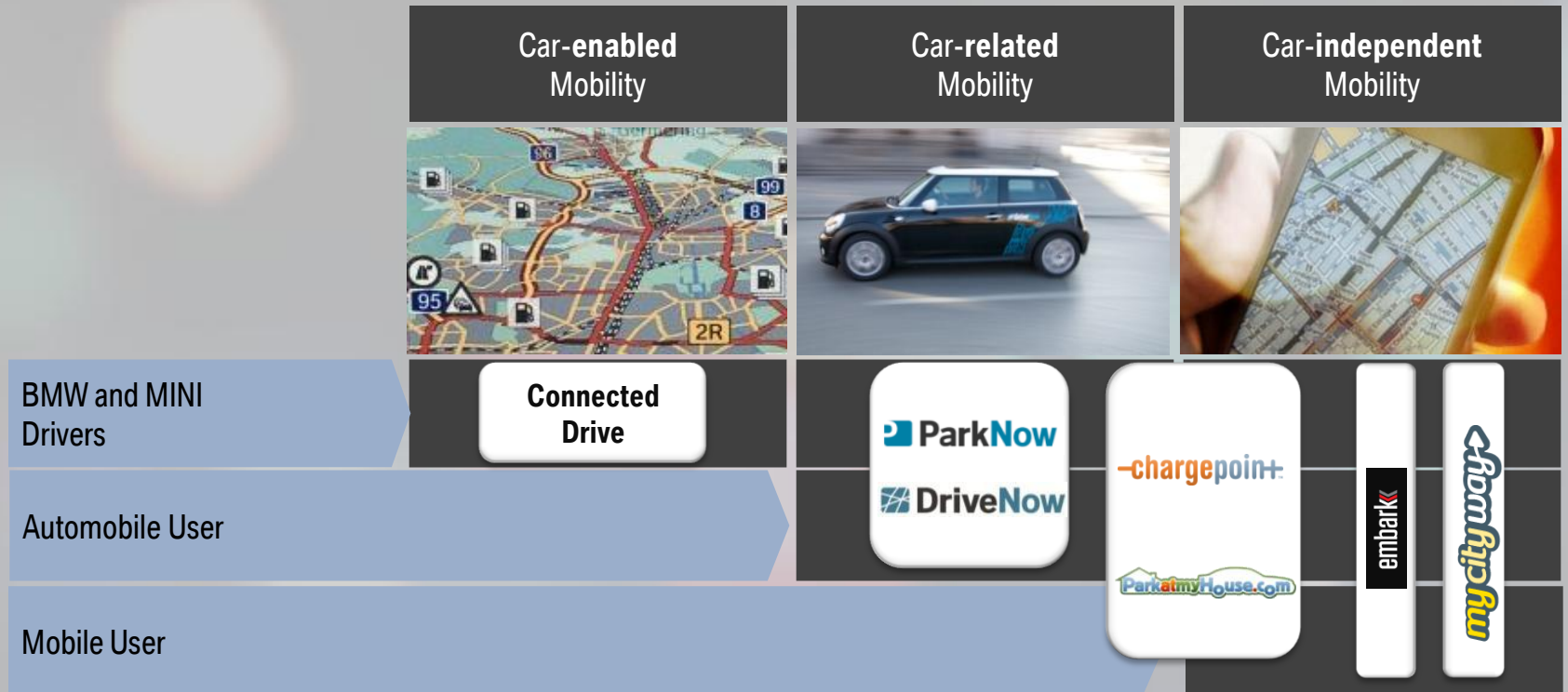


### Shaping the future

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

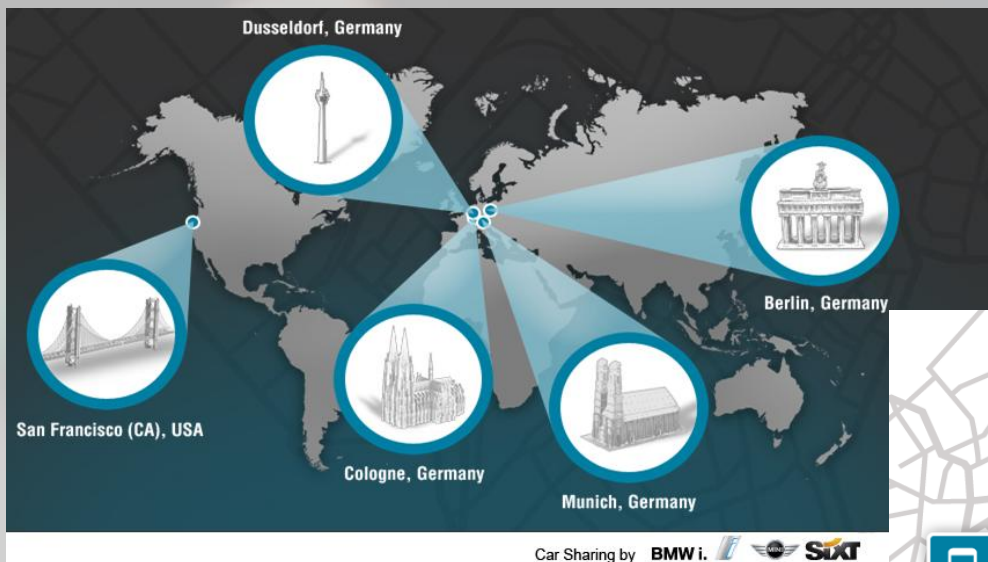


# BMW i A SUSTAINABLE MOBILITY PORTFOLIO COVERS CAR USER AND NON CAR USER, FOCUSING ON URBAN MOBILITY.





# DRIVENOW.



# FURTHER REDUCTION OF CO<sub>2</sub>-EMISSIONS THROUGH A STRATEGY INVOLVING BOTH EVOLUTION AND REVOLUTION.

## Evolution

Efficient combustion engines  
Innovative technologies



## Revolution

Alternative drive trains  
Mobility services



# 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



## BORN ELECTRIC

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

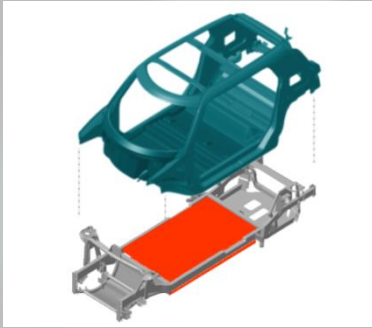




# THE BMW i8 CONCEPT – THE MOST PROGRESSIVE SPORTSCAR.



# PURPOSE-BUILT DESIGN – THE LIFEDRIVE CONCEPT.



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.



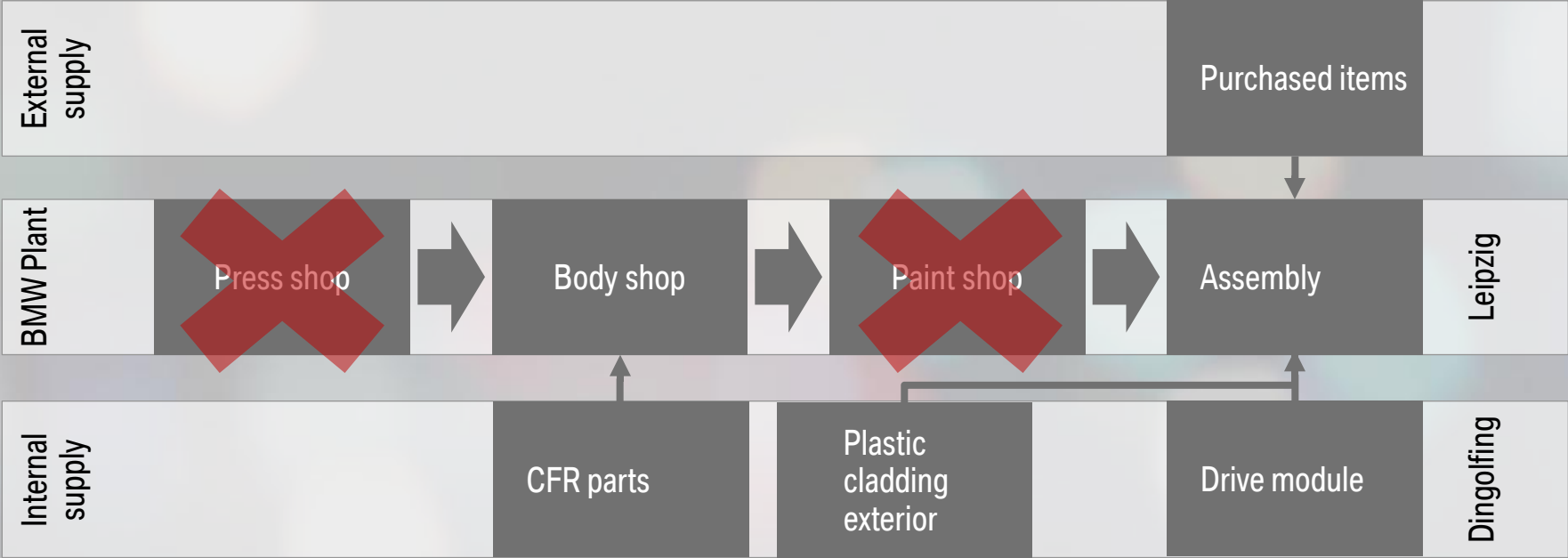
Energy storage system in underfloor section

- 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.



# 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



# BMW GROUP TECH OFFICE USA - HOME ENERGY STORAGE SYSTEM.



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

## 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



# 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.

