BRINGING A REVOLUTION TO LIFE.
BMW i INNOVATION DAYS 2013.

ENERGY AND RESPONSIBILITY.
SUSTAINABILITY PLAYS A MAIN ROLE FOR BMW GROUP – AND EVEN MORE SO FOR BMW i.

The BMW Group is the most sustainable company in the automotive industry.

Environment  Economy  Society
PRODUCTION CONCEPT DECISION BASED BOTH ON SUSTAINABILITY AND PROFITABILITY.
NEW PRODUCTION CONCEPT.

External supply

Internal supply

BMW Plant

Press shop

Body shop

Paint shop

Assembly

Dingolfing

Leipzig

CFR parts

Plastic cladding exterior

Drive module
PRODUCTION OF BMW i MODELS IN LEIPZIG IS SETTING BENCHMARKS IN THE AUTOMOTIVE INDUSTRY.

- 50% energy
- 70% water
100% renewable energy
GLOBAL WARMING POTENTIAL IN THE PRODUCT LIFE CYCLE SIGNIFICANTLY LOWER.

$\text{CO}_2e$

100%

BMW 118d
GLOBAL WARMING POTENTIAL IN THE PRODUCT LIFE CYCLE SIGNIFICANTLY LOWER.

BMW 118d

BMW i3 concept*

* EU 25 electricity mix
GLOBAL WARMING POTENTIAL IN THE PRODUCT LIFE CYCLE SIGNIFICANTLY LOWER.

BMW 118d: 100%
BMW i3 concept*: 66%
BMW i3 concept**: 50%

* EU 25 electricity mix
** Electricity from renewable sources
50% LESS CO₂ (EQUIVALENT) EMISSIONS IN BMW i CFRP PRODUCTION COMPARED TO CONVENTIONAL CFRP PRODUCTION.

Joint venture SGL-ACF
Moses Lake
Carbon fibre

BMW production network
Landshut and Dingolfing
Components

BMW production network
Leipzig
BMW i production
BMW PLANT LEIPZIG – BMW i PRODUCTION WITH WIND ENERGY.

100 % GREEN ENERGY FOR BMW i PRODUCTION.

4 wind energy plant à 2,5 MW

Average energy output/ year: 26 GWh/ a

Hub height 140 m + blade length 50 m
BMW PLANT LEIPZIG – BMW i PRODUCTION WITH WIND ENERGY.

Dr. Reithofer, Annual Press Conference
March 19, 2013

“We are revolutionizing how cars are made.“

– 100 % green energy
– LEED Gold Certificate
  (Leadership in Energy and Environmental Design)
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PRODUCTION.
RETHINKING THE WAY WE LAYOUT AND BUILD CARS. WHY?

BMW typical handling and performance

Clean Production

Optimum integration of electric drive train

Visionary design language

More freedom in design features

LIFE DRIVE

CFRP as an highly innovative technologie

Easy updates with evolving technologies

Social sustainability

Optimum safety concept for passengers and battery
CONVENTIONAL PRODUCTION CONCEPT.
NEW PRODUCTION CONCEPT.
BMW HAS MORE THAN 10 YEARS EXPERIENCE IN CARBON FIBRE PRODUCTION AND ASSEMBLY.

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BMW GROUP AND SGL ACF “OWN” ALL CFK PRODUCTION STEPS.

CARBON FIBERS

PAN Precursor → Oxidation Carbonization → Surface Treatment

TEXTILES

Carbon Fibers (Spool) → Recycled CFRP → Non-Crimp fabrics (Rolls)

PREFORMS

Stacking (Build up of layers) → Preforming → Cutting (Blanking in the tool)

CFRP-COMPONENTS

Tailoring (brining several individual preforms together) → Resin Transfer Molding (resin injection) → Machining CNC/Water-Jet

Moses Lake, USA  Wackersdorf, Germany  Landshut/Leipzig, Germany
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BATTERY AND CHARGING.
THE MINI E AND BMW ACTIVEE SERVE AS KEY LEARNING PROJECTS FOR ELECTRIFIED SERIES PRODUCTS SUCH AS THE BMW i3.
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SAFETY AND SERVICE.
WHY LIFEDRIVE?

Many advantages
- Easy to create variants.
- Weight reduction by lightweight design.
- Specific structure to house the battery.
- Optimum integration of eDrive powertrain
- Low centre of gravity - good rollover resistance.
- Optimum safety concept.
FRONTAL IMPACT.

Impact energy is distributed optimally through the Drive and Life modules.

High-strength CFRP passenger cell remains almost free of deformation:
- Survival cell remains intact.
- Doors do not get jammed.

Rear-mounted motor allows low crash pulse and therefore low occupant loading in a frontal crash.
REAR IMPACT.

Impact energy is absorbed mainly by the Drive module.

Impact-resistant rear end structure protects high-voltage components.
SIDE IMPACT.

Honeycomb-elements in the sill absorb the impact energy and divert it over the Drive module.

High-strength CFRP passenger cell allows major reduction in intrusion and therefore provides a good basis for occupant protection.
HIGH-VOLTAGE BATTERY (HVS) IMPACT.

Intrusion of pole is stopped before reaching the HVS.

Optimum position of the HVS outside the deformation zones.
“[we] had the opportunity to confirm in standardised cutting tests that the rescue of passengers from a crashed BMW i3 is similar to a conventional vehicle.”

Munich Municipal Fire Brigade, March 2013
SAFETY.

The BMW i safety is on eye-level with conventional BMW.
SERVICE.

The BMW i total repair costs will be on eye-level with conventional BMW.