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
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.
project i is an initiative of the BMW Group strategy.

*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.

Innovate Driving Pleasure. 
Focus on Aesthetics. 
Boost Joy.

Performance – Thrilling Technology – Striking Experience – Unrivaled

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 sportscar
LifeDrive lightweight concept

Drivetrain
small combustion engine
plus electric motor
plug-in hybrid

Battery
Lithium-Ion Battery
Active Cooling

2+2 seats
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.
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 2013.
\textit{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
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.