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.
THE FUTURE OF MOBILITY.

DRIVING FACTORS

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

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 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.

| BMW and MINI Drivers | Connected Drive | Car-enabled Mobility | Car-related Mobility | Car-independent Mobility | Automobile User | Mobile User | DriveNow | ParkNow | ChargePoint | entpark | Stadtrad |
STRAATEGY NUMBER ONE – MANAGING THE TECHNOLOGICAL CHANGE TO REMAIN FUTURE PROOF.

**Evolution**
- Efficient combustion engines
- Innovative technologies

**Revolution**
- Alternative drive trains
- Mobility services
**SUSTAINABILITY DEFINES THE PRODUCT LIFE CYCLE.**

<table>
<thead>
<tr>
<th>New vehicle concepts</th>
<th>New materials and recycling</th>
<th>Production concept of the future</th>
<th>New electric drivetrain</th>
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**Integrated approach of project i**

<table>
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<tr>
<th>New processes</th>
<th>Employees</th>
<th>Pioneering design</th>
<th>New customers</th>
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<td><img src="image5.png" alt="Image" /></td>
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</table>
MINI E AND BMW ActiveE SERVE AS KEY LEARNING PROJECTS FOR THE BMW i3.

- Use of renewable energy.
- Market-potential.
- Transfer scenarios.
- User behaviour.
- Acceptance.
- Demands of e-infrastructure.
- Strengths and weaknesses.

MINI E 2009

BMW ActiveE 2011

BMW i3 2013

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

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

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

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

- **BMW 118d**: 100%
- **BMW i3 concept** (EU 25 electricity mix): 66%
- **BMW i3 concept** (Electricity from renewable sources): 50%
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**: 80 kg CO$_{2e}$
- **Renewable raw materials**: 40 kg CO$_{2e}$
50% LESS CO₂ (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

BMW i3

BMW i8
PRODUCTION OF BMW i MODELS IN LEIPZIG IS SETTING BENCHMARKS IN THE AUTOMOTIVE INDUSTRY.
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.