

TRANSFORMATION IN THE AUTOMOTIVE INDUSTRY

HSBC ENERGY TRANSITION EVENT, SEPTEMBER 29, 2020



BMW GROUP E-MOBILITY STRATEGY.

WHAT SETS US APART IN AN HIGHLY COMPETITIVE ENVIRONMENT?

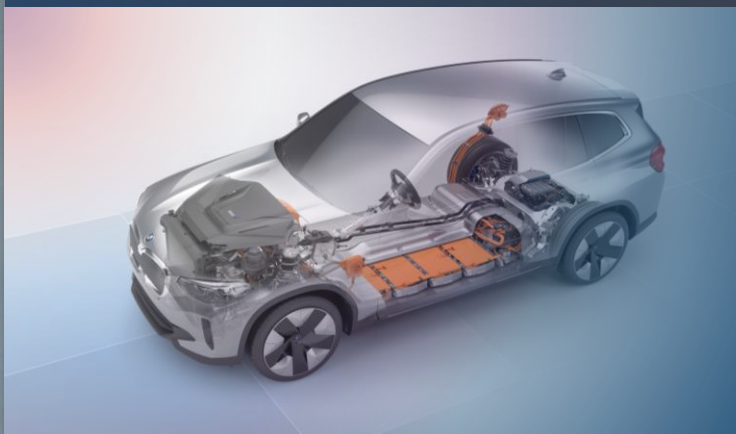
LONG-STANDING KNOW-HOW & EMOTIONAL PRODUCT PIPELINE. 1

- Launch of BMW i3 already in 2013
- We give customers the “Power of Choice” & produce flexibly
- Broad portfolio of highly efficient PHEVs and a whole range of emotional BEVs to be launched soon



HIGH VERTICAL INTEGRATION & SCALABLE PRODUCTION. 2

- Modular kit: flexible and scalable
- 5th Generation BMW edrive technology: Supreme efficiency leads to top-end range
- Highly integrated e-mobility value chain (development, purchasing and production)



WE OFFER A UNIQUE DIGITAL EXPERIENCE. 3

- Best digital maintained product across the entire lifecycle with remote software upgrade
- Intuitive and natural digital user interface and interaction
- Deep integration of 3rd party services & cooperation with tech players



POWER OF CHOICE.

OUR CUSTOMERS DECIDE WHAT IS RIGHT FOR THEIR NEEDS.



BMW X3. PETROL & DIESEL.



BMW X3 xDRIVE 30e.



BMW iX3.

VARIETY OF DRIVE TRAINS IN THE BMW X3.

BMW i. FROM “BORN ELECTRIC”. TO “ONE PLATFORM SERVES ALL”.

2013
“BORN ELECTRIC”.

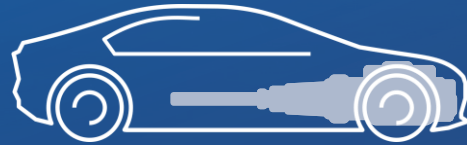


FROM
2021 ON.



**ONE PLATFORM
FITS ALL POWERTRAIN
DERIVATIVES**

COMBUSTION ENGINE.



PLUG-IN HYBRID.



PURE ELECTRIC.



THE GENERATION 5 MODULAR SYSTEM.

The GEN5 modular system ensures the implementation in the different vehicle architectures and drivetrains.

Combined Charging Unit (CCU).

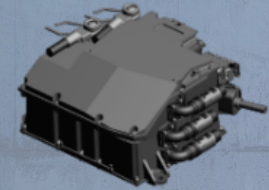


3.7 kW

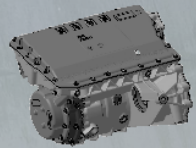
Scalable

11 kW

22 kW

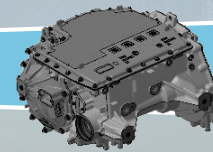


Electric drive unit & hybrid transmission.

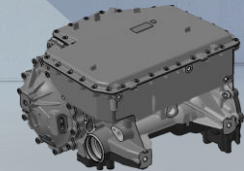


BEV entry
90 kW

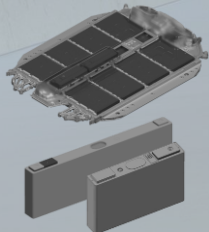
Scalable



BEV
Performance
> 300 kW

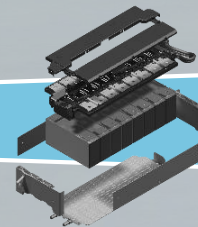
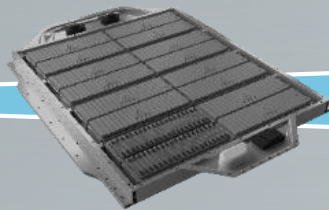


Battery & battery cell.

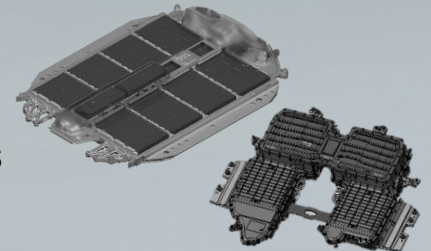


SUV
type cars

Scalable



Sedan
type cars



Vehicle architectures



PHEV & BEV

Flexible modular system

OUR CLEAR ROADMAP.

AT LEAST 25 ELECTRIFIED MODELS BY 2023 INCLUDING AT LEAST 13 FULLY ELECTRIC CARS.

FULLY ELECTRIC.



BMW i3
60 Ah / 22 kWh



BMW i3
94 Ah/33 kWh



BMW i3, BMW i3s
94 Ah/33 kWh



BMW i3, BMW i3s
120 Ah/42 kWh



MINI Electric



BMW iX3*



BMW i4*



BMW iNEXT*



BMW iX1**

BMW i5**

BMW i7**

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023



BMW i8 Coupe



BMW X5
xDrive40e



BMW 740e,
Le, Le xDrive



BMW X1 xDrive
25Le (CN only)



BMW i8 Roadster



BMW 745e,
Le, Le xDrive



BMW 330e



BMW X1 xDrive25e



BMW 530
Le China



BMW 330e



BMW 530e



BMW i8 Coupé



BMW 225xe



BMW 530e, xDrive



BMW 330e xDrive Touring



BMW 225xe



MINI Cooper S E
Countryman ALL4



BMW 530Le
(CN only)



BMW X3 xDrive30e



BMW X5
xDrive45e



BMW X2 xDrive25e



BMW X1 xDrive 25Le (CN only)



BMW 530e, xDrive Touring

PLUG-IN HYBRID.

*Vision/Concept cars

**Schematic illustration of future launch dates

BMW iNEXT. HIGHLIGHTS.

Zero emissions

Progressive & confident SAV design
Frameless doors, new kidney design as sensor shield

Modern & spacious living space on wheels

Shy Tech technology, new iconic form language,
luxurious craftsmanship

Integral part of the digital world

Visual BMW Intelligent Personal Assistant

Best in segment aerodynamics

**Made for long
distance driving**

600+ km WLTP e-range, 300 miles EPA

Powerful electric ride

First AWD-BEV

LEADING PROVIDER OF ELECTRIFIED CARS.

MORE THAN 146,000 UNITS SOLD IN 2019.

GLOBAL SALES. ELECTRIFIED CARS.



Global xEV (BEV + PHEV) SALES H1 2020:
61,652 (+3.4%)



ROADMAP.

EUROPEAN NEW VEHICLE FLEET.

2021
25% ELECTRIFIED.

2025
33% ELECTRIFIED.

2030
50% ELECTRIFIED.

EUROPEAN SALES H1 2020.

11% INCREASE ON PREVIOUS YEAR.
11% ELECTRIFIED.

IN-HOUSE DEVELOPMENT & PRODUCTION OF KEY COMPONENTS AT BMW GROUP.

SUCCESS FACTORS OF BMW GROUP E-MOBILITY STRATEGY.

Flexibility in the choice of technologies and suppliers.

In-house know-how in core technologies.

Modular kit: flexible and scalable.

Highly integrated e-mobility value chain
(development, purchasing and production).

WE ARE PREPARED.

