



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

BMW i.

Generate growth

- New target groups.
- New products and services.



Technologies/ customers

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

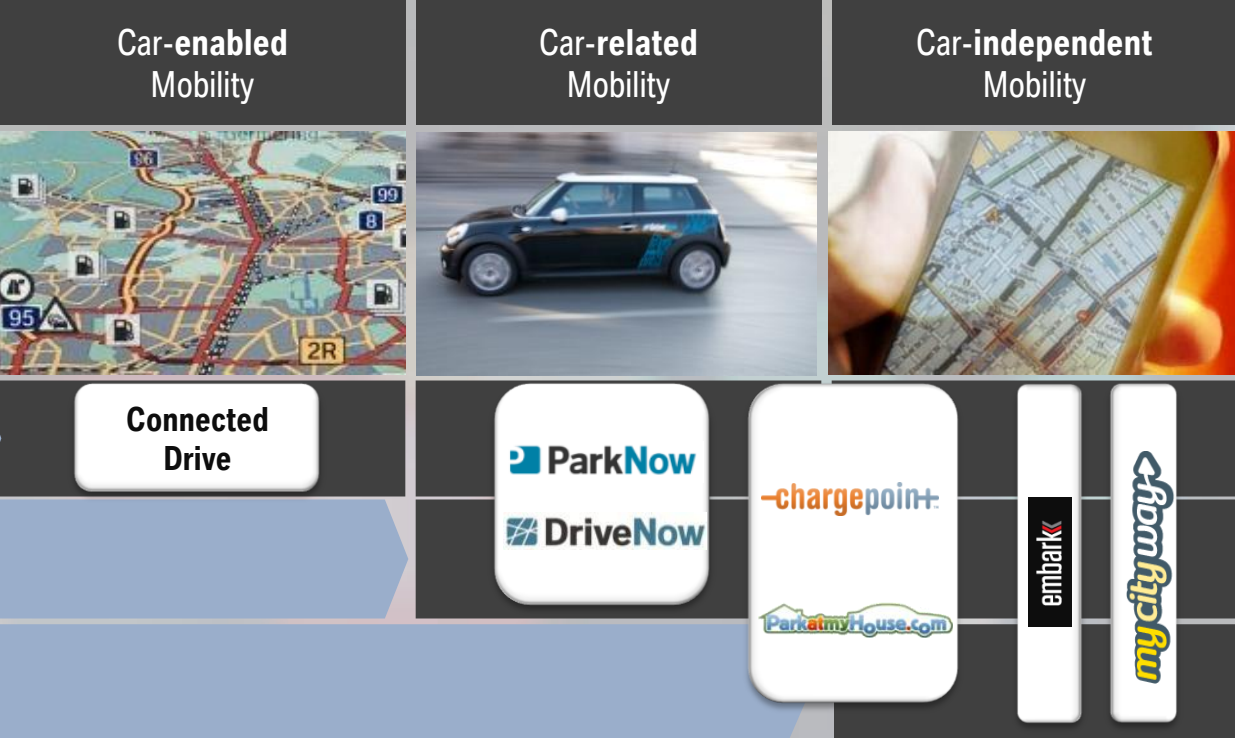


Shaping the future

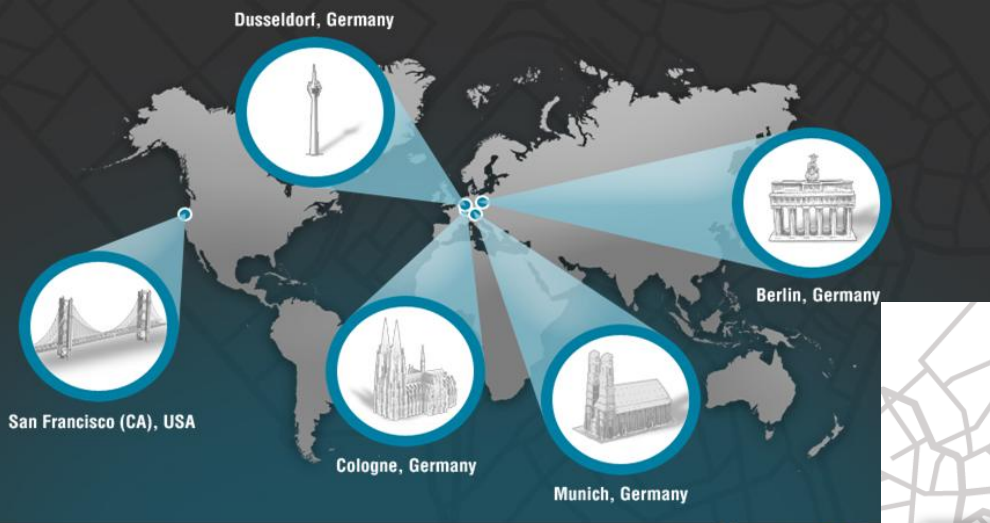
- Sharpen BMW image as sustainable and innovative brand.
- Differentiation from competition.
- Futureproof product portfolio.





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



DRIVENOW.



Car Sharing by **BMW i.**  



FURTHER REDUCTION OF CO₂-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



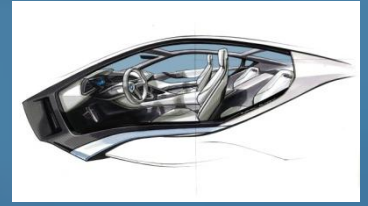
Innovative key-technologies:
CFRP & electric motor



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.

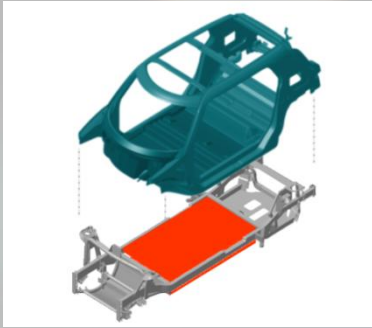
THE BMW i3 CONCEPT – THE MEGACITY VEHICLE



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.

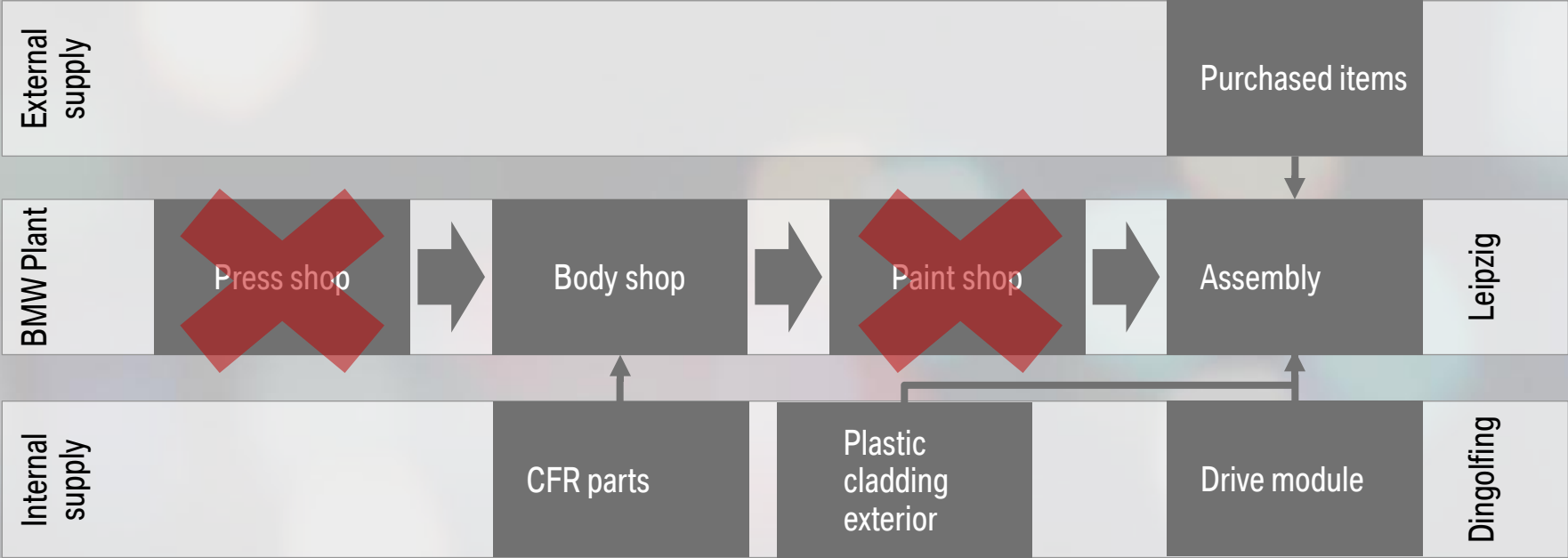


Energy storage system in underfloor section

- 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.

