

Media Information
February 20, 2019

BMW Group to expand global R&D network: Technology Office due to open in Tel Aviv in 2019.

BMW Group to open Technology Office in Israel

Tel Aviv is the centre of the country's startup scene

Cooperation with founders and universities planned

Munich. The BMW Group has been collaborating with Israeli firms from various technology fields for a number of years now. The company has now announced that it will open an office for trend and technology scouting in Israel. "Tel Aviv has one of the fastest growing startup scenes in the world - especially in the important future fields for us such as autonomous driving or connectivity", explained Klaus Fröhlich, Member of the Board of Management of BMW AG, Development. "By establishing a presence in Tel Aviv, we will secure even faster access to the relevant trends and technologies, be it with startups or universities." The BMW Group Technology Office in Tel Aviv is due to open in Israel's technology hotspot midway through 2019.

The small, agile team consisting of experts from various disciplines will network intensively with local startups, evaluate and drive forward relevant trends, technologies and innovations. The full spectrum of technology enterprises based in Israel will be considered and the team will also seek to set up joint research projects with universities.

In response to the announcement, the Israeli Minister of Economy and Industry, Eli Cohen, said: "The mobility and smart transportation sector is one of the fastest growing in the world. The opening of the BMW Group Technology Office in Israel is a vote of confidence in the Israeli innovative companies and ecosystem." Cohen added, "It is yet another proof that in this new era of the automotive industry, with the strong focus on innovative technologies, the state of Israel can and does play a key role."

In addition to the existing Technology Offices in the USA, China, Japan and South Korea, the Technology Office in Tel Aviv will be the fifth of its kind within the global R&D network of the BMW Group.

Media Information

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Subject BMW Group to expand global R&D network: Technology Office due to open in Tel Aviv in 2019.

Page 2

The company already today operates more than 20 R&D facilities in eight countries. Working closely with the central development departments in Munich, each individual location is instrumental in securing early access to trends and technologies in order to be able to shape future mobility and bring the best possible offers to our customers.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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Media Information

Date February 20, 2019

Subject BMW Group to expand global R&D network: Technology Office due to open in Tel Aviv in 2019.

Page 3