

Media Information

26 August 2020

BMW Group Asia aims to #ElectrifYou with the new MINI Electric.

More than 500 electrified vehicles on the road.

Singapore. BMW Group Asia continues to electrify Singapore with the launch of the new MINI Electric. With two electric vehicles (EVs) consisting of the BMW i3 and MINI Electric, and six plug-in hybrid electric vehicles (PHEVs) from the BMW 225xe Active Tourer to the newest BMW X3 xDrive30e, BMW Group Asia now has the largest range of electrified vehicles in Singapore.

“This is an extremely momentous occasion for us as a new era of mobility is truly underway in the Lion City,” said Mr. Christopher Wehner, Managing Director, BMW Group Asia. “The journey to electrification is not a sprint, but a marathon, one that we began here in 2014 with the launch of the BMW i3 and BMW i8. We recognised the potential for electrified vehicles here and continued to introduce newer variants of the BMW i3, a comprehensive range of PHEVs, and an open-top hybrid sports car. We have sold more than 500 electrified vehicles in Singapore to date, and we expect this number to grow with the new MINI Electric and new PHEVs that are due to enter the market in the coming months.”

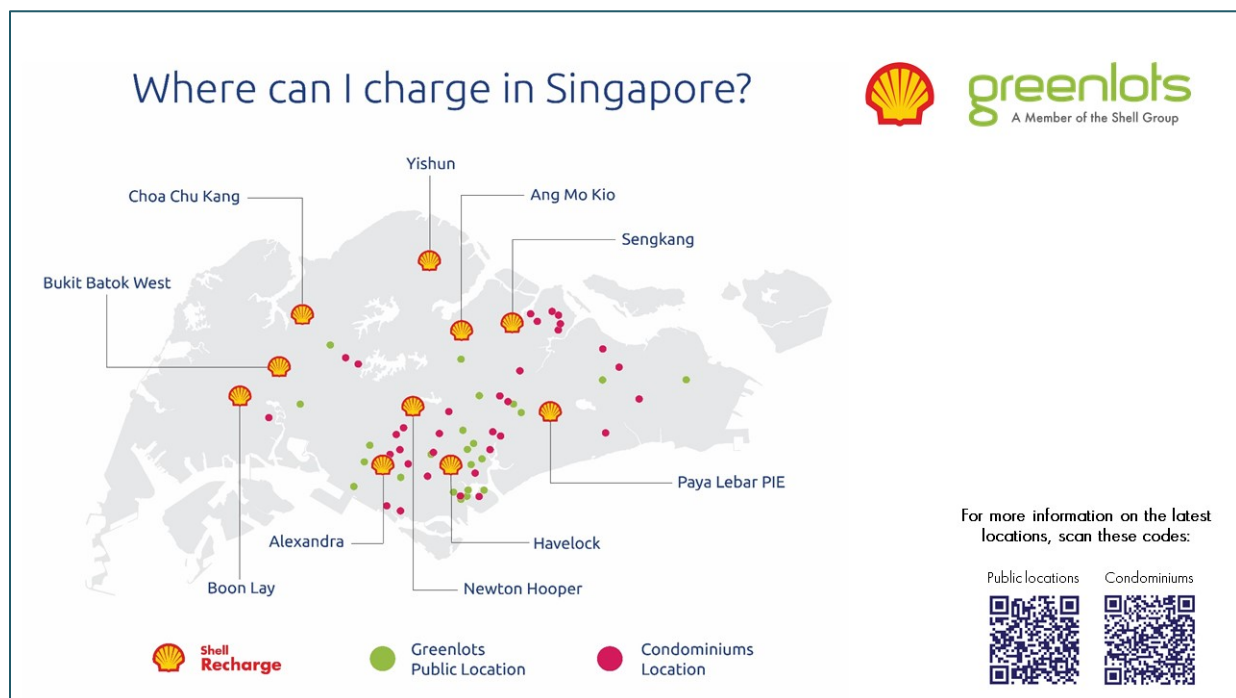
“The MINI of the future is finally here and we are confident it will shape the growing EV trend in Singapore,” said Mr. Kidd Yam, Head of MINI Asia. “From a global perspective, our strategy is centered on an emissions-free and sustainable future, and the new MINI Electric clearly demonstrates this commitment. Now with electrification, the unique MINI experience is amplified and taken up a notch to exciting new levels like no other. Doing our part for the environment has never been this fun behind the wheel!”

The charging experience.

Driving an electrified vehicle is not complete without the charging experience. BMW has worked closely with Greenlots, a member of the Shell group, since 2014, providing the first Home and Public Charging network in Singapore. The ChargeNow service by the BMW Group, powered by

Shell and Greenlots in Singapore, is available for maximum public charging convenience – charging stations in the ChargeNow network are displayed on the BMW ConnectedDrive and MINI ConnectedDrive in-vehicle navigation console, along with real-time status, pricing information, and turn-by-turn directions. Payment of the electric current used is via the ChargeNow card or the relevant smartphone app.

Shell is continuing to expand its charging network, with drivers currently able to access more than 100 public and private charging stations island-wide in 85 locations including 10 Shell stations.



Ms. Aarti Nagarajan, General Manager of Shell Retail Singapore said, “Our insights show that the biggest concerns for would-be EV driversⁱ is the perception of insufficient charging options; however, things are changing. Drivers need to feel confident that there are convenient and reliable means of recharging their vehicles when they are at home or on the move.

“Shell Recharge, our rapid charging solution at conveniently located Shell stations, enables drivers to charge their car from 0% to 80% in approximately 30 minutes, depending on the car model.

“At Shell, we are committed to creating new business models that help to drive efficiency, alongside providing a range of convenience services to improve the charging experience – this is

only the start of the journey and we will continue to accelerate the roll out of more charging posts as demand in the country grows.” Ms. Nagarajan added.

“Power of choice”: Effective approach for global sustainability.

The BMW Group provides a wide range of drive technologies to fit the diverse individual mobility needs of today’s society. Needs will vary depending on where an individual lives, how robust the charging infrastructure is, and what local emissions laws are in place. Therefore, the company believes in offering customers the power of choice to select the model and drivetrain that best suits their lifestyle. The BMW X3 is the first model available either with highly efficient petrol or diesel engines, a plug-in hybrid drive system, or all-electric drive system. The BMW X3 xDrive30e was launched in Singapore in March 2020, with the fully electric BMW iX3 coming in 2021.

Looking ahead to the near future.

Vehicles of the BMW and MINI brands featuring electrified drive systems are now offered in 74 markets worldwide, where more than 500,000 electrified vehicles were sold by 2019. By the end of 2021, this figure will probably rise to over a million. In spite of pandemic-related restrictions, more vehicles from the BMW Group were sold during the first half of 2020 than in the corresponding previous-year period.

BMW Group sustainability goals aim at putting more than seven million vehicles with electrified drive systems on the road worldwide by 2030, two thirds of them all-electric variants. As a result of the massive expansion of electric mobility, emissions produced by BMW Group vehicles per kilometre driven will be reduced by around 40 percent by the year 2030.

By 2023, the BMW Group aims to have a total of 25 electrified models on the road. More than half of them will be fully electric. In addition, electrified vehicles are expected to account for between 15% and 25% of the company’s global sales by 2025.

Three fully electric vehicles – the BMW iX3, BMW i4, and BMW iNEXT – are in the pipeline and are set to excite, exhilarate and electrify.

BMW iX3.

Full electric mobility makes its debut in the BMW brand’s product line-up as a Sports Activity Vehicle ushers in a new form of locally emission-free driving pleasure beyond the internal

combustion engine (ICE). The BMW iX3 is the first vehicle in the core brand's model range to be driven purely on electric power and the first to offer customers the Power of Choice – ICE, PHEV, or EV drivetrains. The arrival of the BMW iX3 represents the latest stage in the rollout of the BMW Group's electrification strategy. This is the first time a pure-electric drive system has been combined with the rugged characteristics, multi-faceted functionality and spaciousness, comfort and hallmark sporting ability of a BMW X model.

BMW Concept i4.

The BMW Group is opening a new chapter in its history with the unveiling of a pure-electric Gran Coupe. The BMW Concept i4 takes electric drive to the core of the BMW brand and heralds a new era in Sheer Driving Pleasure. The BMW Concept i4 represents a look ahead to the BMW i4, slated to enter production in 2021. It provides a whole new take on the dynamic excellence for which BMW is renowned and blends a modern, elegantly sporty design with the spaciousness and functionality of a four-door Gran Coupe – all while generating zero local emissions.

BMW iNEXT.

The BMW iNEXT combines ground-breaking design with the future areas of activity defined in the company's Strategy NUMBER ONE > NEXT – Autonomous Driving, Connectivity, Electrification, and Services (D+ACES) – and answers the question: “What will cars look like when they no longer have to be driven by a person, but still can be?” The interior can be a place for relaxation, interaction, entertainment, or concentration, as preferred. It is more like a comfortable and fashionably furnished “living space” on wheels – a new “Favourite Space”. A new design principle, referred to as “Shy Tech”, plays an especially important part in this. To preserve the high-end, yet cozy character of the rear compartment, and place its occupants centre-stage, the intelligent technology behind the operating controls is integrated out of sight. It only becomes visible and operable when required by the driver or passengers. The BMW iNEXT is also part of the customer's digital world and seamlessly integrated into the network that connects smart devices, smart home, and digital services.

Timeline of electrified vehicle launches in Singapore.

- 2014: BMW i3 and BMW i8
- 2017: BMW i3 (94 Ah), PHEV range including BMW 225xe Active Tourer, BMW 330e, BMW 530e, BMW 740Le xDrive, and BMW X5 xDrive40e
- 2018: BMW i3 (94 Ah) LCI, BMW i3s (94 Ah), and BMW i8 Roadster

- 2019: BMW i3s (120 Ah) and BMW 745Le xDrive
- 2020: MINI Electric, BMW X3 xDrive30e, and BMW X5 xDrive45e
- 2021: BMW iX3

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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About Performance Motors Limited (PML)

Performance Motors Limited (PML) is a member of the Sime Darby Group and has been the dealer of BMW cars and BMW motorcycles in Singapore since 1979.

The PML showroom is located at 303 Alexandra Road, Singapore 159941.

Showroom opening hours are Monday to Saturday, 8am – 7pm; Sunday and Public Holiday, 10am – 6pm. For more enquiries, please call 1 800 2255 269.

PML has achieved various accolades in the area of sales achievement and service excellence in its 40-year history in the luxury segment.

2016 - PML recorded an all-time high for new car registrations and was named the 'Best Dealer in Sales – Importer Region B4' at BMW Group's Excellence in Sales Awards 2016. PML also won the 'Best Lifestyle Dealership' from BMW Group Asia. PML launched the Future Retail concept at the newly renovated BMW showroom at Sime Darby Performance Centre, which sets new standards in the automotive industry through the use of innovative digital tools and engaging retail environment. As a leading luxury car brand in Singapore, BMW remained the preferred limousine brand for the Singapore Airshow 2016, SMBC Singapore Open 2016 and Louis Vuitton High Jewellery Event 2016. BMW was also proudly designated as the limousine brand of choice for the Singapore Beach Polo Championship 2016, Singapore International Water Week 2016 and National Gallery Singapore Gala 2016.

2017 - PML continued to trailblaze and achieved yet another sterling record of high performance in a second consecutive year. PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific'. In addition, PML was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' and 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new BMW iPerformance models and an updated BMW i model saw PML cementing its position as the industry leader for plug-in hybrid electric vehicles (PHEVs) and electric vehicles (EVs) in Singapore. BMW was appointed the official car brand for numerous high-profile events including ASEAN Tourism Forum 2017, SMBC Singapore Open 2017, Singapore Yacht Show 2017, IMDEX Asia 2017, Miss Universe Singapore 2017 and Singapore International Energy Week 2017.

2018 – In another record-breaking year of new car registrations, PML had for the first time surpassed the 5,000-unit mark. BMW cars also continued to be the favoured limousines for various prestigious events throughout the year, namely SMBC Singapore Open 2018, Singapore Airshow 2018, 32nd ASEAN Summit and Singapore International Film Festival 2018.

2019 – Celebrating its 40th year of distributing BMW Cars and Motorcycles in Singapore, PML achieves yet another outstanding milestone, winning the honour to be appointed the preferred limousine provider for International Maritime Conference & Exhibition for Defence (IMDEX Asia) 2019, Singapore Convention Week 2019 and Singapore International Energy Week (SIEW) 2019. In an exclusive industry first, PML partners Lazada to launch the new BMW 1 series. And for the first time, BMWFestSG was immersed in the heart of Orchard Road area, where a myriad of activities delivered sheer driving pleasure to visitors.

About Shell in Singapore

As one of the world's leading energy companies, Shell plays a key role in meeting the world's growing energy demand in economically, environmentally and socially responsible ways. In Singapore, Shell employs more than 3,100 people and is one of the country's largest foreign investors. Shell has been in Singapore since 1891 and has businesses including trading and marketing of liquefied natural gas; manufacturing, trading, marketing and shipping of oil products and chemicals; and development of renewable energy solutions. For more information, visit www.shell.com.sg.

Acquired by Shell in January 2019, Greenlots, a wholly-owned subsidiary, is powering the future of electric transportation with industry-leading software and services that equip drivers, site hosts and network operators to efficiently deploy, manage, and leverage EV charging infrastructure at scale in 13 countries around the world.

ⁱ Research based on Shell EV Insights Poll, Singapore, 2019.