

Presse-Information  
27. September 2012

**Paris Auto Show, September 27, 2012.**

Dr. Ian Robertson (HonDSc), Member of the Board of Management of BMW AG, Sales and Marketing.

Bonjour Mesdames et Messieurs and welcome to the BMW Group. I'm delighted to be back in Paris:

- a global centre of vanguard design with
- a true appreciation for premium products and
- a passion for sustainability.

This exclusive combination of qualities makes the BMW Group's range of vehicles right at home in the "City of Light".

Since 2007, every one of our vehicles has come with a set of Efficient Dynamics technologies as standard. This amounts to more than 5 million vehicles with CO<sub>2</sub>-reducing technologies on the road today. And these vehicles around me are leading the way in sustainable mobility.

For instance:

- Our flagship BMW ActiveHybrid 7 sets the standard for luxury and performance in its class with 158 grams CO<sub>2</sub>;
- BMW ActiveHybrid 5 captures BMW's "athlete in a suit" perfectly, whilst emitting only 149 grams CO<sub>2</sub>;
- The BMW ActiveHybrid 3 is the only hybrid in its class with a 6 cylinder engine, producing 340 horsepower and emitting only 139 grams of CO<sub>2</sub>;
- The ActiveHybrid 3's brother, the BMW 3 Series EfficientDynamics Edition, offers dynamic driving with a mere 109 grams CO<sub>2</sub>;
- Our CO<sub>2</sub> champion, the BMW 1 Series EfficientDynamics Edition, gives

customers sporty style in a compact form, emitting just 99 grams CO<sub>2</sub>;

- The new C Evolution scooter has manoeuvrability, a range of up to 100 kilometres, and zero emissions thanks to its electric powertrain.

Ladies and gentlemen, the BMW Group has already reduced its European fleet average CO<sub>2</sub> emissions by over 25% from 1995 to 2008. But we don't rest on our laurels. We've set an aggressive goal for 2020: to further reduce the average CO<sub>2</sub> emissions of our European fleet by 25% compared to 2008. EfficientDynamics lays the foundation for this next step.

How are we doing with our approach? Just a couple of weeks ago, the BMW Group was named the most sustainable auto company in the world for the eighth year in a row by the Dow Jones Sustainability Index. What's more, we were also once again named the top auto manufacturer for climate protection activities by the Carbon Disclosure Project in their Global 500 ranking.

We're confident that our approach is the right one. You can see this in the BMW Group's sales performance. In the year up to the end of August, we've delivered well over 1.1 million vehicles to customers worldwide. In September alone, we're expecting double-digit global growth. And here in France, we are experiencing steady growth year to date.

We continue to achieve record sales by further advancing our position as innovation leader. And as we did with the BMW X5 and BMW 1 Series, we are again redefining another segment — this time with the BMW Concept Active Tourer.

Ladies and gentlemen, the BMW Concept Active Tourer! Just one look and it is clear why it's being called the most aesthetic and dynamic vehicle in its segment. For BMW, being an innovation leader across segments demands two things:

- First, we will continue creating the dynamic and stylish vehicles we're known for; and

- Second, we will also focus on qualities that appeal to new customer groups.

In the Concept Active Tourer, we've blended:

- the signature driving dynamics and aesthetic approach that BMW customers want, with the comfort and functionality customers need.

This combination is unique to BMW.

The striking lines of the Concept Active Tourer are a progressive interpretation of BMW's iconic design language. Under the hood, the Concept Active Tourer is a plug-in hybrid. We've transferred cutting-edge technologies into this vehicle from BMW i. This connection is reflected in the eDrive badge.

As well, it will also take advantage of our brand new, 3 cylinder BMW TwinPower Turbo engine. The 1.5 litre power unit uses the same groundbreaking technology as our legendary six-cylinder TwinPower Turbo racer.

Because it's a BMW, you know the innovations extend to the whole vehicle. The interior is loaded with the latest communications and infotainment features thanks to BMW ConnectedDrive.

Elevating the passenger experience further is a new approach to the panorama roof using Suspended Particle Device technology. With the touch of a button, you can allow in as much light as you wish.

For rear seat passengers, we have created additional functionality with the Travel Comfort System. This clever clip-on track allows for folding tables or tablet computers to be fixed on the back of the front seats.

Every element of the Concept Active Tourer is focused squarely on the experience of each customer. We also know that customer experience extends beyond the vehicle. This is what inspired us to open the world's first BMW Brand Store earlier this year.

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Where did we open a store dedicated to a higher customer experience, progressive design, and luxury? Of course on Avenue George V, the heart of luxury retail in Paris! The BMW Store brings customers closer to the brand, creating an emotional connection right in the heart of Paris.

Speaking of emotions, I'm sure everyone here watched the summer Olympic Games. In addition to being the official automobile sponsor for the London 2012 Games, the BMW Group was also a National Olympic Team sponsor for a number of countries, including France.

Now, there were a lot of amazing athletes at the Games, but I know there's one Olympian in particular that caught the attention of everyone in France. And he's here with us today. Please join me in welcoming three time Olympic Gold medallist in the Men's Canoe Slalom, Tony Estanguet!

Thank you so much for joining us today, Tony. Three time Olympic Gold medallist, Tony Estanguet.

Thank you.

Bitte wenden Sie sich bei Rückfragen an:

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