



Media information
11 April 2023

THE ICON: BMW and TYDE develop innovative watercraft for emission-free urban mobility.

+++ BMW teams up with boat manufacturer TYDE +++ Pioneering solution for waterborne mobility +++ Mobility concept designed by Designworks showcases sustainable luxury at work +++

Munich. BMW is presenting THE ICON, a craft offering emission-free mobility on water. Developed in collaboration with boat manufacturer TYDE, this watercraft exemplifies an ecosystem underpinned by a holistic way of thinking that re-defines emission-free mobility and incorporates travel on water alongside transportation on the road.

Urban conurbations, in particular, are in need of new and more sustainable solutions that make sense for the people who live there. Boat manufacturer TYDE is responsible for the development and realisation of THE ICON. The design of the innovative watercraft was created in the studio of BMW Group subsidiary Designworks.

This novel concept sees BMW utilising existing technologies and knowledge to create an integrated solution offering sustainable premium mobility in urban areas. The many years of experience of the BMW i brand in electric mobility combines with the expertise of boat manufacturer TYDE. With a future-focused design and locally emission-free drive system, THE ICON also showcases a progressive interpretation of luxury in the form of responsible pleasure.

THE ICON once again demonstrates how BMW keeps re-thinking mobility. This approach spans the relentless expansion of electric mobility and shrinking of environmental footprints throughout the value chain. And it also includes getting involved in the field of urban transport management. Through its myriad co-operations with cities, universities, companies and organisations, and in the areas of politics and society, the BMW Group is working on solutions that will re-imagine urban mobility in a more sustainable form. Its aim is to use innovations to help meet the mobility needs of people and at the same time safeguard quality of life in urban areas.



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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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