



Press-Information  
02<sup>nd</sup> May 2012

## **Project Visio.M: Electric mass mobility for urban environments.**

**Munich.** Electric vehicles powered by electricity from renewable energy sources are an attractive option for mobility within the urban area and beyond. However, previous approaches lead to vehicles that either are too heavy and too expensive or do not meet mass-market safety requirements. Within the joint research project Visio.M scientists at the Technische Universitaet Muenchen (TUM), in cooperation with engineers from the automotive industry, will develop concepts to produce electric cars that are efficient, safe, and inexpensive. Lead manager of the project is BMW AG. The project has a total volume of 10.8 million euros and is funded by the German Federal Ministry for Education and Research (BMBF).

Electric cars are silent and cause no emissions where they go. Therefore, they are considered an important option for future individual mobility in urban areas and beyond. But on the way to mass production of electric vehicles, there are still significant technological hurdles to overcome. Previous small electric vehicles offer only a minimum level of vehicle safety and therefore are not mass-marketable. Electric cars that were derived from gasoline-powered models are usually too heavy and require large and expensive batteries.

Within the joint research project Visio.M well known companies of the German automotive industry, together with scientists from the Technische Universitaet Muenchen, explore how the price and safety of small, efficient electric vehicles can be brought to a level enabling them to achieve a significant share of the mass market. The mobility concept deriving from these visionaries will be a vehicle with a power of 15 kilowatts and a maximum curb weight of 400 kg (without battery), meeting the requirements of the European regulatory category L7e.

The consortium partners use the electric vehicle prototype MUTE developed by the TU Muenchen as their test carrier to explore innovations and new technologies for vehicle safety, propulsion, energy storage, and operational concepts for implementation under the framework requirements of large-scale production. Special attention is given to safety-related design issues.



Press-Information

Datum 02<sup>nd</sup> May 2012

Thema Project Visio.M

Seite 2

Despite minimal weight, Visio.M is expected to achieve a level of protection equal to that offered by conventional cars with combustion engines.

Participants in the Visio.M consortium are, in addition to the automotive companies BMW AG (lead manager) and Daimler AG, the Technische Universität München as a scientific partner, and Autoliv BV & Co. KG, the Federal Highway Research Institute (BAST), Continental Automotive GmbH, E.ON AG, Finepower GmbH, Hyve AG, IAV GmbH, InnoZ GmbH, Intermap Technologies GmbH, LION Smart GmbH, Neumayer Tekfor Holding GmbH, Siemens AG, Texas Instruments Germany GmbH and TÜV SÜD AG as industrial partners. The project is funded under the priority program "Key Technologies for Electric Mobility - STROM" of the Federal Ministry for Education and Research (BMBF).

**For questions please contact:****BMW Group Corporate and Governmental Affairs  
Technology Communication**

Ralph Huber  
Head of Technology Communication  
Phone: +49-89-382-68778  
Fax: +49-89-382-28567  
mailto: [Ralph.Huber@bmw.de](mailto:Ralph.Huber@bmw.de)  
Internet: [www.press.bmw.de](http://www.press.bmw.de)

**The BMW Group**

With its three brands – BMW, MINI, Husqvarna Motorcycles and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 25 production and assembly plants in 14 countries and a global sales network with representation in more than 140 countries.

During the financial year 2011, the BMW Group sold approximately 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for 2011 was € 7.38 billion on revenues amounting to € 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.



## Press-Information

Datum 02<sup>nd</sup> May 2012

Thema Project Visio.M

Seite 3

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last seven years.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>