

Media Information

13 June 2012

BMW Group presents first BMW i Store worldwide in London Robertson: Further demonstration of commitment to electromobility

Munich/London: Today, the BMW Group presented its first BMW i Store worldwide in London, unveiling a showroom that offers a completely new brand experience focused on sustainable mobility. BMW i Park Lane will officially open its doors on 25th July.

The event to preview the new BMW i Store was hosted by Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW.

Ian Robertson said: "BMW i Park Lane marks a completely new approach. Situated next to BMW Park Lane and MINI Park Lane, it gives people a perfect opportunity to learn more about electromobility and get close to our future electric and plug-in hybrid BMW i vehicles. This is a further demonstration of our commitment to electromobility."

The opening of the new BMW i Store in the heart of London underscores the fact that customer needs are changing and that sustainable mobility is becoming an increasingly important part of the modern urban lifestyle. London was chosen as the venue for the first BMW i store because of its importance as Europe's leading megacity and its influence as a global trend-setter. London, like many other cities around the world, faces environmental and traffic congestion challenges that require innovative and sustainable mobility solutions.

Ian Robertson also presented an advanced version of the BMW i3 Concept with a revolutionary interior that uses sustainable natural materials. The BMW i3 Concept can be viewed at BMW i Park Lane, together with the BMW i8.

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The BMW i3 – the BMW Group’s first fully-electric series production vehicle – will be available to customers from late 2013 and the BMW i8 in 2014. In addition to the established sales channels through authorised dealers, new customer contact points such as a mobile sales force and online purchasing channels are under consideration.

In London, the BMW Group also presented for the first time in public the new BMW i Wallbox charger which has been specially created for BMW i models. The BMW i Wallbox has been designed to make home-charging particularly easy and efficient. Wallbox installation together with vehicle charging will be offered via selected BMW i partners.

Ian Robertson pointed out that most people still don’t have personal experience of what it means to drive or live with an electric car and therefore have many questions that need to be answered. He said: “The BMW i strategy addresses people’s e-mobility concerns with a holistic 360° approach”.

BMW i will support customers with a four-pillar package which includes:

- **Assistance Services** – Customers will be able to rely on services such as ConnectedDrive e-remote apps and future roadside services such as mobile recharging equipment
- **Public charging** – BMW i will partner with public charging providers in all countries where BMW i models are introduced
- **Home charging** with the BMW i Wallbox
- **Flexible mobility solutions** – Customers sometimes have mobility requirements which cannot be completely met by the range of an electric car. In such cases, BMW i will offer mobility options that enable longer distances to be covered – for example, through the loan on such occasions of a BMW powered by a conventional, fuel-efficient combustion engine.

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In June, BMW i will kick off its “Born Electric” worldwide tour. This international communications roadshow will start shortly in Rome and touch down in Japan, then going to the USA before returning to London in early 2013. It will also visit France and China in the first half of 2013. These global events will showcase mobility services, new sustainable materials and technological developments, lifestyle trends and a vision of premium sustainable mobility in the future.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 26 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide.

The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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