

Press Information  
21 November 2012

## **Hubject aims at connecting public charging infrastructure for electric vehicles across European borders.**

**Joint venture formed by the BMW Group, Bosch, Daimler, EnBW, RWE and Siemens presents portfolio of solutions.**

**Berlin.** Hubject GmbH, is a joint venture formed by the BMW Group, Bosch, Daimler, EnBW, RWE and Siemens, presents to industry experts the first commercial portfolio of solutions aimed at connecting public charging infrastructures in Europe. Operating a business and data platform the company offers providers of emobility services the opportunity to expand their product offering to include eRoaming. This service will allow drivers of electric vehicles to access all public chargepoints of the emerging European network under a single provider's contract.

In order for emobility to become an everyday service vehicle users need uncomplicated access to a public charging infrastructure. Outside of research projects Hubject is the first commercial provider to offer market players the possibility to communicate in a simple way and to promote eRoaming Europe-wide. Andreas Pfeiffer, Managing Director of Hubject GmbH, places emphasis on the added value this will create for end users: "By reducing barriers we are promoting customer acceptance of emobility. In the future emobility customers will be able to use the charging infrastructure of all Hubject partners across Europe under a single provider's contract. Our technology helps to make charging an electric car as simple as withdrawing money at cashpoints."

Providing services that are tailor-made to satisfy the different needs of the players active in the emerging market, Hubject delivers solutions for emobility providers (e.g. carsharing organisations or car electricity suppliers), operators of charging infrastructure and providers of geographical data.

End users can identify infrastructure that allows for uncomplicated charging through the compatibility label on each charging station of the network. The label contains a standardised QR code, which allows the user to initiate and terminate

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each charging transaction via the scanning functionality of a smartphone app. Other means of access such as RFID cards, smart charging cables or Plug & Charge via power line communication may also be used if offered by the operator of the charging station.

**About Hubject GmbH**

Hubject GmbH is a joint venture formed by the BMW Group, Bosch, Daimler, EnBW, RWE and Siemens based in Berlin. The company is developing a cross-industry business and data platform connecting infrastructure, service and mobility providers, thereby making a significant contribution towards the cross-provider usability of charging infrastructures across Europe.

**If you have any questions, please contact:**

Verena Stewens, Technology Communication  
Phone: +49-89-382-60816; E-mail: [verena.stewens@bmw.de](mailto:verena.stewens@bmw.de)  
Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

Name: Judith Schmerberg (responsible for the purposes of German Press Law)  
Phone: +49 30 788 93 200; Email: [presse@hsubject.com](mailto:presse@hsubject.com)  
Mobile: +49 151 182 143 05  
[www.hsubject.com](http://www.hsubject.com)

**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 29 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 eight years.

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