

Media Information
7 July 2014

BMW Group leads Bertelsmann Foundation's CRI Index 2013 Corporate Responsibility Index ranks BMW Group as best automotive manufacturer and best company overall.

Gütersloh/Munich, 7 July 2014. The BMW Group has been ranked not only as best automobile manufacturer, but also as top company by the Bertelsmann Foundation's first-ever large-scale Corporate Responsibility Index (CRI).

In the Corporate Responsibility Index (CRI) – currently the largest comparative study in Germany – the Bertelsmann Foundation has developed a tool that not only evaluates how responsible companies are, but also how this responsibility is rooted, practised and implemented within the company. A total of 169 companies participated in the study, which was conducted by the Bertelsmann Foundation in conjunction with concern GmbH and the University of Bayreuth.

The study found that the BMW Group represents best practice in product responsibility and integration of sustainability into all business processes. The report mentions in particular the company's holistic sustainability strategy, ambitious targets and tangible progress in CO₂ emissions and resource efficiency.

Ursula Mathar, head of Sustainability and Environmental Protection at the BMW Group, said: "We are delighted with our success in the Bertelsmann Foundation's CRI. The results confirm once again that we are on the right track with our strategy and measures."

Sustainability has played a pivotal role at the BMW Group for many years:

Since 2009, sustainability has been a clear corporate aim, playing a significant role in the BMW Group's management strategy. Every major project must be measured against the corporate sustainability target. The company's Board of Management drives sustainability at the BMW Group; all board members also sit on the Sustainability Board, which meets twice a year to assess the company's ongoing progress.

BMW Group employees are also heavily involved in the company's sustainability strategy. Awareness of specific aspects of sustainability has been raised, for

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example, through an interactive Web-Based Training (WBT) rolled out worldwide in 2013.

In recent years, the BMW Group has made substantial progress in virtually all core indicators concerning sustainability. The company also has ambitious plans for the years ahead, including a 50% reduction in the CO₂ emissions of its European new vehicle fleet by 2020 and a 45% decrease in resource consumption per vehicle in production, compared to 1995 levels.

Detailed information on sustainability at the BMW Group can be found in the current Sustainable Value Report 2013 at: <http://www.bmwgroup.com/responsibility>.

The Bertelsmann Foundation's complete CRI Corporate Responsibility Index 2013 is available at: <http://www.bertelsmann-stiftung.de/>.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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The Bertelsmann Stiftung

In keeping with the longstanding social commitment of its founder, Reinhard Mohn, the Bertelsmann Stiftung is dedicated to serving the common good. Our work is based on the conviction that competition and civic engagement are essential for social progress.

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