

Media Information

16 October 2018

Listen, learn, act: BMW Group Dialogues finale in Berlin.**+++ Worldwide “BMW Group Dialogues 2018” enter final round +++****Results of “Cities in Progress” survey published +++****++++ Participatory project “New Mobility Berlin” shows ways to improve urban mobility +++**

Munich/Berlin. The BMW Group dialogue series “Cities in Progress” has reached its final destination with a last stop in Berlin on 15 and 16 October 2018. At previous events in Los Angeles, Melbourne, Shenzhen and Rotterdam, attendees discussed issues on an equal footing, with a focus on listening and learning from each other. Initial projects were also launched.

Harald Krüger, Chairman of the Board of Management of BMW AG: “The BMW Group is shaping the future of urban mobility. We are working to turn our products and services into solutions for the challenges facing metropolitan areas worldwide. Our dialogues with city decision-makers play an important part in this.”

The focus here is on the core question of how mobility will evolve in our cities in the future. Demand for alternative mobility concepts is growing rapidly in big cities. Sustainable, connected and flexible methods of transport are increasingly competing with conventional vehicles.

To offer the right solutions for every scenario, the BMW Group is going directly to cities and talking to representatives from politics, business, institutes and universities, as well as residents.

Findings show that city dwellers expect mobility services and emission-free vehicles.

A study was also part of the event series. This included a quantitative online survey conducted by the BMW Group in Los Angeles, Melbourne, Shenzhen, Rotterdam and

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Berlin. In each city, 500 people of different ages and from different socioeconomic and cultural backgrounds were surveyed. Analysis of the results shows that

- the majority of stakeholders and other respondents (49%) expect the BMW Group to provide new mobility services in addition to its existing products and services,
- most stakeholders and respondents (45%) expect the BMW product portfolio to predominantly feature emission-free vehicles,
- city dwellers would like to see emission-free vehicle production (83% in Shenzhen, 62% in Los Angeles and 61% in Berlin).

Testing and scaling of sustainable mobility concepts in Berlin.

“The survey made the demands of future mobility quite clear,” summarised Dr.-Ing. Joachim Kolling, Head of Mobility and Energy Services BMW Group. “In Berlin, for example, the BMW Group has already launched various projects and initiatives, including the platform [New Mobility Berlin](#).”

The project, which will initially be launched in two districts of the Charlottenburg quarter of the city, will test different mobility options in collaboration with the Technical University of Berlin, the City Administration, local participants and residents.

Residents will have the opportunity to get to know the many different facets of new mobility services better. At the same time, the project also seeks to demonstrate and make the local population more aware of different ways to use public space.

As a next step, the Berlin City Administration will convert 120 parking spaces per year, up to 2021, into locally dispersed mobility points with charging infrastructure in Charlottenburg-Wilmersdorf.

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In this way, the findings of the “New Mobility Berlin” project are being systematically expanded. One of two converted spaces will be reserved exclusively for carsharing vehicles.

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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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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