BMW GROUP THE NEXT 100 YEARS

Corporate Communications

Media Information
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BMW Group pose les jalons de la mobilité future

- Le Président Harald Krüger: Le Développement Durable est dans nos gènes tout comme le Plaisir de Conduire
- Capacité d'innovation garante de la mobilité "Made in Germany"
- Déploiement de l'électro-mobilité à haute vitesse
- Le dernier cri des Diesel Euro 6 réduisent émissions et CO2
- BMW Group supporte le renouvellement de la flotte Européenne et offre gratuitement en Allemagne une mise à niveau des Diesel Euro 5

Munich. Sheer driving pleasure, BMW i, EfficientDynamics: at the BMW Group, emotion and sustainability go hand in hand. The company's strength as an innovator and its consistent future focus will ensure the success of premium mobility "Made in Germany". From electric powertrains to cutting-edge, low-emission, low-carbon diesel solutions that meet Euro 6 standards, the BMW Group sets the technological benchmark.

"Sustainability is as much a part of us as Sheer Driving Pleasure. With BMW i, we were the first German manufacturer to make a clear commitment to electric mobility," BMW AG Management Board Chairman **Harald Krüger** explained. "But as well as emotion and pleasure, we are convinced that future mobility must be sustainable mobility. We are driving the transition as hard and as fast as possible and have launched more electrified vehicles than any of our established competitors."

However, electrification is not the only sustainable drive solution: "Future mobility will definitely depend on state-of-the-art diesels as well," said Krüger, "because environmental protection has several dimensions: one of them is the fight against climate change."

Modern, efficient diesel engines ensure lower CO2 emissions and therefore make an important contribution to protecting the environment. In addition, when it comes to many unwanted emissions, diesels are just as clean or even cleaner than petrol

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 Munich

Telephone
+49 89-382-24118

Internet
www.bmwgroup.com

engines. This can certainly be said of particulate, hydrocarbon and carbon monoxide emissions, meaning that three of the four major diesel pollutant issues have been resolved and no longer have any adverse effect on air quality. This is why the BMW Group is calling for objective discussions based on facts and scientific evidence.

In this context, the BMW Group supports the comprehensive measures of the "National Diesel Forum" aimed at further improving air quality in cities.

- In addition to these measures, the BMW Group is preparing an EU-wide fleet-renewal campaign which will have a positive impact on resources, the climate and the environment as a whole. Initially until 31 December 2017, owners of diesel vehicles that meet Euro 4 standards or less will be granted an environment bonus of up to €2,000 (amount dependent on model bought) when they trade in their vehicle and purchase a new BMW or MINI. Their chosen replacement must be either a BMW i3, a plug-in hybrid or a Euro 6-standard vehicle with CO2 emissions of up to 130 grams per kilometer (in the NEDC). This special campaign will begin soon, certainly before the end of August. The bonus is in addition to any other government incentives.
- Averaged across the fleet, BMW Group diesel vehicles emit 40% less NOX than the German average, as reported by the Germany Federal Environment agency in April 2017. These excellent figures are true for both our Euro 5 and Euro 6 vehicles. In addition, experience gained through actual on-road driving between 2010 and 2015 means the BMW Group can offer an additional optimisation of the exhaust-treatment system for 225,000 of the Euro 5 models currently on the road in Germany – at no extra cost to the customer, of course.
- Furthermore, the BMW Group is investing in the Sustainable Urban Mobility fund and is using the opportunities offered by digitalisation to support major cities to better handle increased traffic volumes, thereby reducing emissions. Based on projects like the strategic partnership with Hamburg on

the roll-out of electric mobility and the research project “City2Share” with Munich and Hamburg, the BMW Group is intensifying its dialogue with municipal authorities in order to establish better conditions for increased electric mobility and car-sharing.

With regard to the current diesel debate, Krüger said, “For almost two years now, diesel technology which is cutting-edge, highly efficient and popular with customers has been deliberately and publicly discredited. This has caused tremendous uncertainty among millions of drivers and it’s not going to get us anywhere. The German automotive industry will remain strong in innovation: we will provide tomorrow’s mobility solutions.”

The BMW Group has repeatedly made clear that its exhaust treatment technologies are very different from others available in the market and the company continues to seek true competition in this area. The company categorically rejects allegations made by some media of non-compliant technology employed in diesel exhaust-treatment systems. “Investigations by authorities at home and abroad confirm that vehicles by the BMW Group are not rigged for testing purposes,” Krüger explained.

In addition to the ongoing optimisation of the internal combustion engine, the BMW Group is forging ahead with the roll-out of electric mobility. Moving forward, flexible vehicle architectures and manufacturing facilities will allow the BMW Group to decide at short notice which models and volumes to produce with what type of drive: highly efficient combustion-powered, plug-in hybrid or fully electric.

In 2017, the BMW Group expects sales of its electrified vehicles to exceed 100,000 for the first time in a single year, with the all-electric BMW i3, BMW i8, BMW iPerformance plug-in hybrids and the plug-in hybrid MINI Countryman all contributing to the figures. The company’s electrified range currently comprises nine electrified vehicles and will be further complemented in 2018 by the all-new BMW i8 Roadster. Shortly after that, battery-only solutions will be rolled out across

the BMW Group's core brands, with Plant Oxford starting production of the battery-powered MINI in 2019, and the battery-only BMW X3 following in 2020. The following year, 2021, will see the launch of the BMW Group's new technology spearhead: the all-electric BMW iNEXT. This will be manufactured at Plant Dingolfing – a decision that underscores the importance of Germany as a base for future technologies and a centre of excellence for electric mobility.

For questions please contact:

Corporate Communications

Max-Morten Borgmann, Business and Finance Communications
Telephone: +49 89 382-24118, Fax: +49 89 382-24418
Max-Morten.Borgmann@bmwgroup.com

Michael Rebstock, Business and Finance Communications
Telephone: +49 89 382-20470, Telefax: +49 89 382-24418
Michael.Rebstock@bmwgroup.com

Internet: www.press.bmwgroup.com
e-mail: presse@bmw.de

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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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