

Media Information
16 October 2019

The rad°hub - Time to move.

+++ Dr. Nicolas Peter new rad°hub patron. BMW Group in dialogue with international visionaries and opinion leaders to shape future mobility in Smart Cities. +++

Munich. Since 2016, the rad°hub has provided a unique platform that ensures a lively exchange of views, creative moments, innovative ideas and inspiring connections. The aim of this dialogue-oriented format is to push boundaries, bring influencers with ideas together and encourage dialogue between visionary thinkers and opinion leaders from all over the world. Interdisciplinary exchange, both within and outside the company, creates a space for discussing the challenges of future mobility and developing a range of possible solutions together.

The rad°dialogue held at BMW Group Classic on 11 October brought together 50 visionaries who are already part of the rad°hub network. During the event, Peter Schwarzenbauer, member of the Board of Management of BMW AG responsible for Transformation Electro Mobility handed over patronage of the rad°hub to Dr. Nicolas Peter, member of the Board of Management of BMW AG responsible for Finance.

"An active and open dialogue with stakeholders from all facets of society is crucial to solving today's most complex challenges," stressed Nicolas Peter.

As the rad°dialogue got underway, it soon became clear how important a culture of open debate is for a lively and constructive exchange of views. Both members of the Board of Management of BMW AG answered questions in a Q&A session. All of those present were invited to participate in the discussion and had the opportunity to ask any question they could think of. The panel discussion that followed set the theme for the event: the smart city of the future. The city is where technological changes and social challenges have the greatest, most visible, impact – now, more than ever. Megacities are struggling with the various effects of rapid, far-reaching changes on living spaces, mobility, energy production and supply, digital connectivity, the working environment and social interaction. Four international experts from the fields of urban planning, market

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transformation and urban mobility shared their thoughts and perspectives on the future of urban living.

The members of the panel were:

- Ms Wang Lan, Professor of Department of Urban Planning, Tongji University Shanghai
- Mr Alex Mitchell, Senior Vice President Market Transformation and LA Cleantech Incubator (LACI)
- Mr Bas van Kooperen, Urban Planning City of Rotterdam
- Dr Thomas Becker, Vice President Urban Mobility BMW Group

Particular attention was devoted to regional differences in the challenges facing cities, as well as priorities for future development. The characteristics and established structures of each city must be considered, since there is unlikely to be a universal formula that works for all urban areas. Instead, the complex, interdependent demands will require systemic and interdisciplinary approaches. The aspects discussed by the panel were recorded by an illustrator and provided inspiration for follow-up workshops in visual form. Using a design-thinking approach, four groups covering the widest possible range of disciplines jointly developed ideas and solutions.

Peter Schwarzenbauer summed up: **"With rad^ohub we created a groundbreaking network where great ideas are born as well as new partnerships and collaborations all over the world."**

The rad^oinfluencers asked themselves questions such as: How can we secure a supply of energy that not only meets cities' growing needs, but can also keep up with the shift towards electric drive trains? What happens if the automation of road traffic fails to reduce congestion significantly, because the burden from transport logistics also increases as a result of automation? Do we need vehicles that can be used for both passenger transport and logistics or does it make sense to relocate one of those to the air? Are people prepared to have drones flying overhead and, if not, what would it take to

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achieve early adoption? For cities to implement changes swiftly, do we need more regulations or greater freedom?

For the majority of questions, one thing became clear: Everyone involved, including lawmakers, cities, urban planners, residents, commuters and companies, must join forces to find workable solutions. The thoughts and ideas developed during the work phases will be shared as results within the rad^ohub community and provide valuable input for the company. Over the past three years, more than 500 delegates have had the chance to attend a rad^ohub event in various destinations, including London, Munich, Los Angeles and Rotterdam.

#radhub

#NEXTChapter

#futureofmobility

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The BMW Group

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In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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