BMW Group  
Corporate and Governmental Affairs

Media Information  
27 September 2010

Bayerische

Motoren Werke

Aktiengesellschaft

Mailing address

BMW AG

80788 Munich

Tel.

 +49 89 382-14908

Website

www.bmwgroup.com

Project i goes online

The BMW Group launches website for project i, the think tank for the sustainable mobility of the future

**Munich.** At [www.project-i.com](http://www.project-i.com) the BMW Group has created an online platform for information and news concerning the sustainable mobility of the future.

For an international audience, the English-language website outlines how the BMW Group is mastering the challenges of sustainable mobility. It provides an in-depth, up-to-the-minute insight into the various approaches and solutions, from the basic vision of e-mobility, specific test vehicles such as the MINI E and the BMW ActiveE, right through to the revolutionary LifeDrive concept of the Megacity Vehicle. Emphasis is also given to another key aspect of sustainable mobility: The development of solutions and services for the customer needs of tomorrow.

In addition, the website offers an overview of the public discussion and general developments in the field of sustainable mobility. The page incorporates relevant voices from the web, video clips and blog posts from around the world.

Via the integrated Twitter channel ([www.twitter.com/bmwprojecti](http://www.twitter.com/bmwprojecti)) and Facebook page ([www.facebook.com/bmw.project.i](http://www.facebook.com/bmw.project.i)), users can subscribe to receive the latest news, contribute their own relevant links, and join in the discussion.

[www.project-i.com](http://www.project-i.com) is the official project i website.

If you have any further questions, please contact:

**Corporate and Governmental Affairs**

Martina Daschinger, Business and Finance Communications, Marketing  
Tel.: +49 89 382 14908, fax: +49 89 382 24418  
  
Marc Hassinger, Business and Finance Communications  
Tel.: +49 89 382 23362, fax: +49 89 382 24418

Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

Email: presse@bmw.de

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totaled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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 six years.