BMW Group
Corporate and Governmental Affairs

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Making BMW Group sustainability a personal experience

Efficient Dynamics pinball application for iPad and iPhone

**Munich.** As part of its “What´s next?” corporate campaign, the BMW Group has developed an exhibit that makes the company’s commitment to sustainability throughout the value chain come to life.

The pinball exhibit, a virtual version of the classic pinball game, was developed by the BMW Group for its sustainability exhibition, and can now be downloaded as a free application for the iPad and iPhone from the App Store. An online version of the game is also available at [www.bmwgroup.com/whatsnext](http://www.bmwgroup.com/whatsnext).

The application uses an interactive approach to help users understand the BMW Group’s strategies for reducing CO2 emissions. The object of the game is to collect CO2-reduction points by activating Efficient Dynamics technologies.

The various elements of the pinball game represent individual technologies which are activated by contact with the ball, thereby reducing CO2 emissions. Additional Efficient Dynamics measures come into play at different levels and a multi-ball function in Level 3 symbolises the incorporation of all measures into the vehicle fleet, maximising the emission-reducing effect.

Information on BMW Group Efficient Dynamics technologies can be accessed directly from the application.

The BMW Group sustainability exhibit features the Efficient Dynamics pinball machine, a virtual water cycle, a driving simulator and an application for optimising traffic flow and is currently on display in the Munich Airport’s Terminal 2 departure lounge.

Sustainability is an integral part of the BMW Group’s corporate strategy. The BMW Group’s Board of Management defined sustainability as one of the company’s core strategic principles back in 2000. Sustainability is firmly entrenched throughout the BMW Group’s entire value chain: from the development of fuel-saving and alternative vehicle concepts through clean production processes to environmentally-friendly recycling practices. The BMW Group accepts responsibility for its roughly 96,000 employees worldwide and is actively involved in social projects that extend beyond the gates of its plants.

The following links lead to the application:

[www.bmwgroup.com/whatsnext](http://www.bmwgroup.com/whatsnext)

[www.facebook.com/bmwgroupview](http://www.facebook.com/bmwgroupview)

Photos are available in our PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

If you have any questions, please contact:

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**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 totalled 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.