

Press Release
22 June 2012

BMW i Born Electric Tour makes first stop in Rome.

The Palazzo delle Esposizioni in Rome marked the starting point for the worldwide tour of BMW i – the sub-brand of BMW which encompasses sustainable mobility. The full program is available at www.bmw-i.it.

Rome. The BMW Group inaugurated the BMW i Born Electric Tour at the Palazzo delle Esposizioni located at Via Nazionale 194 in Rome. The worldwide tour will go on to visit six other major cities over the next 12 months: Dusseldorf, Tokyo, New York, London, Paris, and Shanghai.

BMW i was introduced by the BMW Group last year and is now in the process of preparing for the launch of vehicles under the brand in coming years. The models will be characterized by extremely low environmental impact and designed for the express purpose of reconciling the demands for individual mobility and sustainability.

Two prototypes are being presented at the event: the BMW i3 Concept and the BMW i8 Concept. With its zero-emissions all-electric engine and a range of about 150 km, the BMW i3 Concept was designed expressly for city use. True to BMW, it also offers a dynamic driving experience.

“We are very proud,” stated Franz Jung, President and Managing Director of BMW Italia S.p.A., “that this world tour is starting out from Italy and from the city of Rome. This major urban city is predestined for innovative solutions and we wanted to confirm our commitment to sustainable mobility. Furthermore, we believe that the automobile represents an asset for society in terms of contributing to the creation of value, and at the same time, represents an irreplaceable means of individual mobility.”

The presentation in Rome is designed to demonstrate the BMW Group’s holistic approach to future mobility, not only in terms of products displayed, but also in terms of networking information, technologies, and transportation systems. The initiative also benefits from collaboration with the Italian architect and designer, Fabio Novembre. Through collaboration with the Officina Design and Triade, he will create his interpretation of the city and be the first of seven major world-class artists engaged to offer their visions of the urban context.

To underline the integrated approach of the event, other local designers and businesses working in the field of sustainable luxury goods, were selected to develop products representing “Next Premium”. For example the high-fashion eyeglass frames W-eye™, the Etcetera-Design furniture brand, jewellery designer Alice Visin, and the Italian Catellani & Smith brand of lamps.

The event in Rome is scheduled to cover four days from the 20th to 24th June. Yesterday, a series of workshops open to public provided a platform to exchange views with international experts including Jessica Scorpio (Getaround), Benoit Jacob (BMW i), Oriana Persico (AOS), Andrea Granelli (kanso.it), Federico Ferrazza (WIRED), Carlo Ratti (MIT), Francesco Lipari (OFL Architecture), Fabio Novembre and Joseph Grima (DOMUS). On 22 and 23 June, the exhibit will be open to the public from 10:00 a.m. to 5:30 p.m. The detailed program of meetings can be found at www.bmw-i.it.

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R.E.A.
MI 1403223

N. Reg. Impr.
MI 187982/1998

Codice fiscale
01934110154

Partita IVA
IT 12532500159



With BMW i, the BMW Group is consolidating its position as the most innovative and sustainable automobile manufacturer in the world and is responding to the challenges of the future in terms of eco-sustainable mobility. Together with its premium electric vehicles, BMW also offers a range of services for mobility. These are services aimed at optimizing the use of parking spaces, the utilization of navigation systems that can access local information, intermodal road maps, and car-sharing schemes such as DriveNow.

BMW i recently acquired an interest in MyCityWay and ParkatmyHouse web portals. ParkatmyHouse makes it possible for private persons to rent their personal parking space when it is not in use, via the internet or a specific smartphone application.

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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, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

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 seven years.

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