



Media Information  
18 January 2013

## **BMW i seals global partnership deal for customer-friendly electric mobility.**

**Munich.** BMW i continues to forge ahead with its strategy for customer-friendly electric mobility, which has now led to it striking a far-reaching partnership with Schneider Electric and the electric mobility service provider The Mobility House (TMH). The partnership agreement includes checking the electrical installation in customers' homes, supplying and assembling the wallbox charging point, as well as maintenance and other services. This will allow future owners of a BMW i3 or BMW i8 to hook up their vehicle safely and quickly recharge it while at home or in the office.

The partnership arrangements help fulfil the overriding objective of providing customer-friendly and efficient charging facilities by the time the BMW i3 is launched that will allow for recharging in the comfort of the customer's own garage. The BMW i3 will be the first electric vehicle on the market to be purpose-designed as such from the outset, and is slated for launch in late 2013.

As Alexander Efthimiou, Head of Product Management for Electric Powertrain Modular Systems and After-Sales, is keen to explain: "With BMW i, we are adopting an all-embracing approach to electric mobility, meaning that we will be offering more than just the purchase of the BMW i3. Over the course of the numerous pilot tests we staged worldwide with electric vehicles, we listened to our customers very carefully, and will be able to offer them a '360° Electric' concept as soon as the i3 is launched, comprising solutions that cater to all the requirements of future electric motorists. We see the professional installation of the wallbox for charging the BMW i3 and i8 as one of the key factors for the successful marketing of electric vehicles. We are delighted to have Schneider Electric and The Mobility House, the two most internationally experienced partners in the field of electric mobility, on board to help implement our strategy."

"This alliance will see Schneider Electric offering BMW customers an efficient, customer-friendly and lasting infrastructure for charging," says Philippe Delorme,





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Executive Vice President, Partner Business at Schneider Electric. “BMW and Schneider Electric share the same vision for electric mobility, and we are certain that our collaboration together points the way ahead for the future.”

Thomas Raffeiner, CEO and founder of The Mobility House, is similarly convinced: “BMW i is turning electric mobility into a serious alternative for customers around the world. The systematic pursuit of an all-embracing approach when it comes to electric mobility will provide some much-needed stimulus in Germany and beyond, and will further increase the technology’s acceptance. With BMW as our partner, we are implementing this objective in the various markets and offering the customer a one-stop shop for tailor-made electric mobility solutions.”

#### **About BMW i**

BMW i stands for visionary vehicles and mobility services, inspirational design and a new interpretation of premium that is strongly defined by sustainability. With BMW i, the BMW Group takes an all-encompassing approach. With its tailor-made vehicle concepts, sustainability across the entire value chain and complementary mobility services, BMW i redefines the concept of individual mobility.

Further information about BMW i can be found at

[https://www.press.bmwgroup.com/pressclub/p/de/showTextTopic.html?left\\_menu\\_item=node\\_\\_6729](https://www.press.bmwgroup.com/pressclub/p/de/showTextTopic.html?left_menu_item=node__6729)

#### **About Schneider Electric**

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in energy and infrastructure, industrial processes, building automation, and data centres/networks, as well as a broad presence in residential applications. Focused on making energy safe, reliable, and efficient, the company’s 130,000 plus employees achieved sales of 22.4 billion euros in 2011, through an active commitment to help individuals and organizations “Make the most of their energy.”

For more about Schneider, go to [www.schneider-electric.com](http://www.schneider-electric.com).

#### **About The Mobility House**

The Mobility House (TMH) is an expanding supplier of electric mobility services in Europe. Its electric mobility portfolio comprises solutions for electric cars, charging infrastructures, renewable energies as fuel sources, access to public charging stations, plus other services besides. TMH offers tailor-made solutions for the automotive industry that allow electric cars to be charged safely and with eco-friendly energy, at the same time as enabling power suppliers to access the electric mobility market. TMH is known to consumers by the brand name ElectroDrive Europe.

For more about TMH, go to [www.mobilityhouse.com](http://www.mobilityhouse.com) and [www.electrodrive-europe.com](http://www.electrodrive-europe.com).



# BMW i Corporate Communications



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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 eight years.

Further information about the BMW Group can be found here:

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