



Media information
21 September 2016

Nomination for the German Future Prize 2016.

A team from BMW and Osram recommended for the German Federal President's prestigious technology and innovation award.

Munich. The team from BMW und Osram was nominated today for the German Future Prize for the project "Laser light technology for the automobile – with safety and foresight into the future". The prize is given in acknowledgement of outstanding innovations in the areas of technology, engineering or natural science. Together, the two companies have developed a light source and a high beam laser technology for the automobile, already featured in the BMW i8 (since 2014) and the BMW 7 Series (since 2015). "Besides stringent project management, the willingness to implement and the constant strengthening of the customer-supplier relationship to form a lasting and resilient partnership played a significant role," explains Christian Amann, head of Light Systems at BMW. Carsten Setzer, head of the Automotive Lamps division at Osram and project team spokesman, adds: "We are very pleased about this nomination and the award that comes with being "among the best". Both of our teams were early to recognise the potential of the innovation and were able to realise the shared vision within a short time".

Brighter light enhances road safety.

In interplay with other driver assistant functions and with luminous ranges of 600 metres, laser light technology significantly enhances the driver's field of vision at night, thus increasing traffic safety. At the same time, BMW and Osram have developed an integrated safety system that prevents the emission of blue laser light in the event of a malfunction, an accident or manual manipulation. This is guaranteed by several redundant safety mechanisms.

Highly promising perspectives.

The sustainable and successful establishment of laser technology in road traffic requires a high degree of utilisation. Therefore, the current developments of BMW and Osram in the field of light technology for automobiles are aimed at reducing costs and the simplification of modular construction. At the same time, both companies are working on the interplay between safety, comfort, energy efficiency and design. For this purpose, Osram has already developed further generations of laser technology, which are shortly also to be installed in other

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vehicle models. BMW plans to equip several vehicle series being revised over the next few years with laser light.

Competence and trust as the basis for top innovations.

BMW is the leading premium car manufacturer, Osram the leading supplier in the area of automotive lighting. Both companies have realised that the joint development in the field of automotive light technology and the synergetic bundling of each core competence both lead to exceptional results faster and more accurately.

Contest between outstanding technologies.

Each year, the German Future Prize honours outstanding innovations in a national performance comparison – for the 20th time in 2016. Objective of the prize is to draw public attention to the innovation potential that exists in Germany and to illustrate the connection between technical innovation and the creation of jobs.

On 30 November, Federal President Joachim Gauck will honour one of the nominated teams with the German Future Prize 2016.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

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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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