

Press information  
15 March 2018

## **From vision to change: Electromobility at the BMW Museum.**

**The new temporary exhibition “BMW i. Visionary Mobility.” presents the mobility of tomorrow from 23 March.**

**Munich.** On 23 March 2018, the new temporary exhibition opens in the BMW Museum focusing on the BMW i brand and its protagonists BMW i3 and BMW i8. The title of the exhibition is “BMW i. Visionary Mobility.” and it will present visionary mobility and vehicle concepts over a period of 18 months. The exhibition pays tribute to the performance of this brand, which initially set benchmarks with the BMW i3 and BMW i8 and revolutionised individual local traffic in big cities with a large number of mobility services. A theme park of some 30 stations now demonstrates the diversity of electromobility, the aspects of sustainable choice of materials and the challenges of future, emission-free mobility. This takes the BMW Museum on new routes – for the first time, the history, the present and the future of mobility are united under one roof.

### **The story of the future.**

The thematic pathway through the new temporary exhibition begins at the origin of the need for alternative mobility concepts and its biggest sphere of action so far: in the urban space, particularly megacities. Impressive installations on the topic of resources and emissions highlight the challenges confronting our modern society and indicate the opportunities offered at the present time by electrification of mobility. A journey through history and the tradition of electromobility at BMW is also presented, starting with the modified BMW 1602 used during the summer Olympic Games in Munich through to today’s BMW i brand. An overview of the entrepreneurial milestones foregrounds the pioneering work that the BMW Group has carried out in the area of sustainable mobility. The exhibition has been staged on five platforms and it conveys a varied and informative impression of all the key focuses and facets of the BMW i brand.

### **Sustainability in every fibre.**

In the “Architecture and Power Unit” zone, visitors are initially introduced to the fundamentally new basic structure in vehicle construction – the LifeDrive cell. They are also provided with an introduction to the electric

Press information

Date 15 March 2018

Subject From vision to change: Electromobility in the BMW Museum.

Page 2

motor and high-voltage energy storage. The centrepiece for this is the “Megacity Vehicle” concept car first presented at the IAA International Motor Show. The BMW i3 was developed from this concept car. Following a 360° tour round the topic of sustainability, the visitor’s roadmap continues to the second platform that presents the fascinating BMW i design: drawings and information panels bring the process of creation to life. The issue of “sustainable design” also plays a role here, as does the associated design philosophy of the brand. The material platform follows on from this and visitors are astonished if they have never heard of terms like olive-tree leaves, eucalyptus, kenaf and PET in connection with vehicle construction. The recycling and dismantling process of these vehicles is also presented at this point to give fascinating insights into environmental protection measures at the BMW Group.

**Urban mobility in transformation.**

The penultimate thematic area takes our focus back to the urban living environment where car-sharing concepts, charge networks and app solutions for mobility services have long been established. The everyday lives of many people are inconceivable without these adjuncts. The latest developments such as BMW Connected highlight the trend towards networked and personalised driving. The Urban Lounge showcases various projects which will complement the product range of large service providers in big cities in future. The exhibition closes with an outlook on the future. The top platform entitled “Visionary Mobility” is dedicated to the further alignment of the BMW i brand and its pioneering performance in the area of autonomous driving. Aspects of artificial intelligence are also addressed here and particular emphasis is placed on the role played by employees in this transformation. After all, this is the key factor for success in advanced development of the innovative BMW i brand.

The new temporary exhibition “BMW i. Visionary Mobility.” will be presented in the bowl of the BMW Museum from 23 March 2018 to the scheduled likely finishing date of September 2019. Entry to the temporary exhibition is included in the standard ticket price.

Additional information can be found at: [www.bmw-museum.de](http://www.bmw-museum.de)

## Press information

Date 15 March 2018

Subject From vision to change: Electromobility in the BMW Museum.

Page 3

**For questions, please contact:****BMW Group Corporate and Governmental Affairs**

Anny Yen  
Communications and Events BMW Group Classic  
Phone: +49-89-382-72968  
mailto: [Anny.Yen@bmw.de](mailto:Anny.Yen@bmw.de)  
Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

**BMW Group Corporate and Governmental Affairs**

Stefan Behr  
Head of Marketing and PR BMW Group Classic  
Phone: +49-89-382-51376  
mailto: [Stefan.Behr@bmw.de](mailto:Stefan.Behr@bmw.de)  
Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

**BMW Museum – Hands-on history**

Visitors of all ages can explore the past, present and future of the BMW brand at BMW Welt, the BMW Museum and the BMW plant. The BMW Museum plays an important role in this. Since re-opening in 2008, it has been successfully presenting the history of BMW and offering a glimpse of the future. The museum also explores the theme of mobility for the benefit of younger visitors. The Junior Museum organizes a special program for children and young people, basing its educational concept on learning through play. The museum also has a history of its own: it is one of the oldest automobile museums in Germany, was built in 1973 and declared a historic monument in 1999.

**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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

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.

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

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>