

Media Information  
5 June 2019

## **Breakthrough for more sustainable rubber production. BMW Group joins Executive Committee of newly-founded Global Platform for Sustainable Natural Rubber (GPSNR).**

**Munich.** In conjunction with representatives of social institutions, NGOs and the rubber processing industry, the BMW Group established the independent Global Platform for Sustainable Natural Rubber (GPSNR) at an inaugural meeting in Singapore in March. The aim is to make the entire rubber value chain verifiably sustainable. The automotive industry is one of the world's largest consumers of natural rubber.

Rubber is made from the latex milk collected from rubber trees. In most cases, cultivation takes place in monocultures in Southeast Asia, across an area spanning more than eight million hectares. Over 80 percent of natural rubber is grown on very small farms – making it difficult to monitor social and environmental growing conditions.

The BMW Group only purchases natural rubber indirectly. However, since transparency and sustainability throughout the value chain are an integral part of the company's philosophy, it has taken steps over the years requiring greater sustainability from tyre manufacturers. The BMW Group alone needs around 24,000 tons of natural rubber per year for vehicle tyres.

All GPSNR founding members have also committed to improve social and environmental conditions for cultivation and urge their business partners towards more sustainability. Additional measures will be implemented to combat deforestation and ensure greater supply chain transparency.

The Global Platform for Sustainable Natural Rubber was initiated by the CEOs of the Tyre Industry Project (TIP), a forum created by the World Business Council for Sustainable Development (WBCSD). Over 200 of the world's leading companies work together in the WBCSD to drive progress in the field of sustainable development. More than 40 organisations and institutions are currently participating in the GPSNR – primarily tyre manufacturers, suppliers, the automotive industry and NGOs committed to the environment and improving working conditions at international level. The BMW Group is the only automobile company also represented on the Executive Committee.



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Date 14 March 2019

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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.

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