



Media information  
19 February 2021

## **Social media campaign to celebrate 10 years of BMW i. With its holistic development strategy, BMW i, as the BMW Group's workshop for the future and innovation incubator, continues to set decisive impulses for sustainability.**

**Munich.** The pioneer in the field of sustainable mobility celebrates its anniversary. The BMW i brand was launched ten years ago. The official launch for the anniversary will take place on Sunday, 21 February 2021. At <https://www.bmw.com/en/innovation/bmw-i-10-year-anniversary.html> we will look back at the milestones of the first decade of BMW i - from the birth of the brand in 2011 to the BMW iX which will be launched soon. The tenth anniversary of the BMW i brand will also be the focus of a broad-based information campaign on the other social media channels of the BMW Group, which will continue until the International Motor Show (IAA) 2021.

BMW i stands for the transformation of individual mobility and plays a central role within the BMW Group as a future workshop and innovation driver for the entire company. The brand is characterised by a holistic approach to sustainability. The current progress in the future fields of D-ACES (Design, Autonomous, Connected, Electrified and Services/Shared) is closely linked to BMW i.

How strongly the role of BMW i as a pioneer of visionary mobility influences the vehicle development of the BMW Group is particularly evident in the anniversary year. Production of the BMW iX will begin in just a few months. The all-electric BMW i model is the BMW Group's new technology flagship in the areas of design, automated driving, connectivity, electric mobility and digital services. This will be followed just a little later by the world premiere of the BMW i4, which transfers the purely electric driving pleasure to the brand's core segment, the sporty premium mid-size class, for the first time.

Both models now feature fifth-generation BMW eDrive technology. This sets the standard in the competitive environment of electrified vehicles not only thanks to the outstanding efficiency of the electric drive and the long range achieved through state-of-the-art battery cell technology. The design principle of the engine, which makes it possible to dispense with rare earths, also shows how sustainability has become the central development goal of the BMW Group which goes far beyond locally emission-free driving. In addition, the use of raw

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materials obtained in accordance with strict environmental and social standards, an exceptionally high proportion of recycled and secondary materials and the use of electricity generated 100 per cent from renewable sources in the production of the model all contribute to the forward-looking character of the BMW iX.

Electric mobility will keep gaining importance in the future and develop into a significant driver for sustainable growth. The goal of the BMW Group is to offer 25 electrified models by 2023. In addition, the plan is to have more than seven million electrified vehicles on the road worldwide by 2030, two-thirds of which will be fully electric. As part of the model offensive the BMW Group is consistently pursuing, the next generation of the BMW 7 Series luxury sedans, for example, will be offered in a purely electric variant. Subsequently, the high-volume BMW 5 Series and BMW X1 series will also be launched with a fully electric drive.

Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the definition of taxes and other vehicle-related levies that are (also) based on CO<sub>2</sub> emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at [www.bmw.de/wltp](http://www.bmw.de/wltp) can be found.

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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