

Media Information  
19 December 2019

## **Delivered as promised: Half a million electrified BMW Group vehicles already on the roads**

- Next milestone: Doubling the number of electrified vehicles by end of 2021
- BMW 330e\* handed over at BMW Welt
- BMW iX3\*: new balance between range and battery size
- Comprehensive model offensive – also for electrified vehicles

**Munich.** As an e-mobility pioneer, the BMW Group has reached another electromobility milestone and already delivered half a million electrified cars to customers worldwide. Sebastian Mackensen, BMW Group Senior Vice President Market Germany, handed over the keys to a very special BMW 330e\* to its future owner at BMW Welt today.

"Half a million vehicles is the best proof: Our broad range of electrified vehicles is meeting exact customer needs. Now, we are stepping up the pace significantly: We aim to have one million electrified vehicles on the roads within two years. This is our contribution towards effective climate protection," said **Oliver Zipse, Chairman of the Board of Management of BMW AG.**

### **Comprehensive e-vehicle product offensive**

Next year, the BMW X3 will become the first BMW Group vehicle available with four different drive train variants: efficient diesel, petrol, plug-in hybrid and pure electric. The biggest market for the pure electric BMW iX3\* is China, where it will also be produced for the global market.

The BMW iX3\* will be the first to benefit from the ground-breaking fifth generation of our highly efficient BMW electric drive trains, which provide a new balance between range and battery size. The key lies in making the drive train substantially more efficient.

Our technology flagship, the BMW iNEXT – which will also be available from 2021 – will combine electromobility with highly automated driving. The fully electric BMW iNEXT will be produced on the same assembly line in Dingolfing as vehicles with combustion engines and plug-in hybrids.



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This will be followed in 2021 by the BMW i4, a pure electric Gran Coupé in the premium mid-size segment with strong emotional appeal. The BMW i4 will be produced at the main plant in Munich.

Thanks to its role as a visionary technology flagship and continuing sales success since its launch in 2013, the BMW i3 has acquired the status of an icon. The BMW Group will continue to further develop this vehicle and currently plans to extend production until 2024. Since late this year, the BMW Group's electrified model line-up has also been joined by a further pure electric vehicle, the MINI Electric\*. The more than 90,000 registered prospects indicate the high level of customer interest in the first pure electric MINI.

**Ambitious goals for electrified vehicle sales**

With 12 electrified vehicles currently, the BMW Group is one of the world's leading providers of electric mobility. The company has been the market leader for electrified vehicles in Germany since 2016 and also occupies a leading position in Europe and worldwide. The company has formulated clear goals for sales of electrified vehicles for the years ahead: A quarter of all vehicles sold in Europe should be electrified by 2021. This should reach a third by 2025 and half in 2030.

"We already offer an electrified drive train variant for most of our model line-up – from MINI to the BMW 7 Series. Our customers get to choose: Not just their preferred model, but also the drive train that suits them best," explained **Pieter Nota, member of the Board of Management of BMW AG responsible for Customer, Brands and Sales**. "This is the diversity our customers want and that can best meet their individual mobility needs."

**The Power of Choice**

The BMW Group model line-up offers highly efficient combustion engines as well as modern plug-in hybrids and pure electric drive trains. This "Power of Choice" enables the company to meet customers' varied needs and wants in different regions of the world. Depending on the drive train chosen, all current and future models deliver brand-specific driving pleasure. No matter which type of drive train the customer decides on: They can always expect a high level of efficiency and lower CO<sub>2</sub> emissions from the BMW Group.

### **Exclusive handover at BMW Welt**

A customer from Munich was in for a surprise when he came to collect his new vehicle. As part of a special and exclusive handover, the customer received the keys to his new BMW 330e\* from **Sebastian Mackensen, Senior Vice President Market**

**Germany:** The car in question was the BMW Group's 500,000th electrified vehicle. "For me, the BMW 330e – the plug-in hybrid 3 Series – combines the best of both worlds: For the most part, I can drive emission-free – especially in the city – but, on longer trips, I still have the flexible range of a combustion engine," explained the car's new owner, Florian Merk.

**Sebastian Mackensen** added: "I am very happy to celebrate the delivery of our 500,000th electrified vehicle here at BMW Welt. No one sells more electrified vehicles in Germany than we do. There are already about 60,000 electrified BMW and MINI models on German roads today. And in 2020 we will continue to launch additional models."

### **BMW Group possesses extensive electromobility know-how**

Thanks to its years of e-mobility experience, the BMW Group has acquired extensive and sound knowledge in this area. This provides the basis for the company to develop eDrive technology in-house, including the engine, power electronics and also the battery as well as the battery cells. This ensures BMW and MINI electrified vehicles still deliver brand-typical driving characteristics.

#### **\*Consumption and emission data:**

**BMW 330e Sedan:** fuel consumption combined: 1.9-1.6 l/100 km; power consumption combined: 15.4-14.8 kWh/100 km; CO2 emissions combined: 43-37 g/km

**MINI Cooper SE:** fuel consumption combined: 0.0 l/100 km, power consumption combined 16.8-14.8 kWh/100 km, CO2 emissions combined: 0 g/km

**BMW iX3** (preliminary data): fuel consumption combined: 0.0 l/100 km; power consumption combined: less than 20 kWh/100 km; CO2 emissions combined 0 g/km

## Corporate Communications

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If you have any questions, please contact:

**Corporate Communications**

Christina Hepe, Communications BMW Group Sales Global  
[christina.hepe@bmw.de](mailto:christina.hepe@bmw.de), Telephone: +49 89 382 38770

Micaela Sandstede, Market Communications Germany  
[Micaela.Sandstede@bmw.de](mailto:Micaela.Sandstede@bmw.de), Telephone: +49 89 382 62611

Wieland Bruch, Communications BMW i and Electromobility  
[Wieland.Bruch@bmw.de](mailto:Wieland.Bruch@bmw.de), Telephone: +49 89 382 72652

Christophe König, Communications BMW Brand and Marketing  
[christophe.koenig@bmw.de](mailto:christophe.koenig@bmw.de), Telephone: +49 89 382 56097

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
Email: [presse@bmwgroup.com](mailto:presse@bmwgroup.com)

**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 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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