###### BMW Group

###### Ireland.

###### Corporate Communications





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**BMW celebrates World EV Day as its electromobility strategy kicks into top gear**

* BMW Group reaffirms commitment to electromobility and sustainability to mark this year’s World EV Day
* BMW Group to offer among the most electrified models of any manufacturer in Ireland next year
* Twenty-five electrified BMW Group models to be offered by 2023 with more than half featuring a fully electric powertrain
* Ten million fully electric BMW Group vehicles to be on the road within 10 years
* MINI to feature an exclusively electric vehicle line-up by 2030
* Secondary first: up to 50 per cent use of secondary materials planned for vehicle production in the future
* Fifty per cent reduction in global CO2 use-phase emissions by 2030
* BMW i Vision Circular concept debuts at IAA Mobility 2021 and features 100 per cent use of secondary materials while being 100 per cent recyclable

BMW Group Ireland is today celebrating World EV Day by reaffirming its commitment to electromobility and the extensive sustainable practices that underpin its global business operation.

The rollout of the new BMW iX3, BMW iX and BMW i4 are an integral element of its plans, with three all-new models set to launch in Ireland between Q4, 2021 and Q1, 2022.

By 2022, BMW Group Ireland will offer 10 electrified models to customers, putting it at the top of the list for model availability not only among the premium segment but of all manufacturers represented in Ireland.

Having recently made its debut, The BMW iX3, features BMW’s fifth-generation eDrive system and which will offer up to 460km of range on the Worldwide Harmonized Light Vehicles Test Procedure (WLTP) cycle.

In December this year, BMW will also debut the iX in Ireland, a technology and design flagship built from the ground up for electric power. Available in two variants, the iX will offer up to 630km range and have the capacity to add 150 kilometres of range in just 10 minutes.

Next year, the BMW i4 will arrive in Ireland, this sporty all-electric Gran Coupé includes the first emissions-free offering from the BMW M high performance brand in the form of the M50, which will deliver 400kW of power, honed dynamics and a driving range of 510 kilometres.

In the coming years, BMW Group will launch a raft of other new battery electric models and by 2023 will have 25 electrified models available with more than half featuring a fully electric powertrain.

As early as 2030, at least half of global BMW Group sales are expected to be from   
fully electric vehicles, and within 10 years the company is set to have 10 million of these vehicles on the road.

The revolutionary new product portfolio in the years to come will include the Neue Klasse line-up, which will have a key focus on the use of secondary materials – an intrinsic element in the principles of a circular economy.

The MINI brand will be the first in the BMW Group stable to move to an exclusively electric vehicle line-up in 2030.

To date this year, 1501elecftrified BMW have been registered marking a 37% of all BMW’s sold in Ireland. Meanwhile 244 electrified MINI’s had been bought by customers which represents 46% of all MINI’s sales.

Sales of electrified BMW Group models to the end of July 2021 were up 114 per cent, underlining robust growth for the brand’s plug-in hybrid and fully electric models in the local market.

**Extensive C02 reduction targets set for the future**

In addition to its aggressive product rollout and vehicle roadmap of the future, the BMW Group is redoubling its already extensive efforts in the area of sustainability.

A core aim is to dramatically reduce vehicle utilisation C02 emissions, which account for 70 per cent of the BMW Group’s C02 footprint.

By 2030, the CO2 emissions per vehicle and kilometre driven will be at least halved from 2019 levels.

The commitment of all manufacturers in addressing climate change can best be compared when looking at the entire life cycle of a vehicle, including production and upstream supply chain. Here, the BMW Group is planning a reduction of CO2 emissions per vehicle of at least 40 per cent.

Since last year, 100 per cent of electricity purchased for the BMW Group’s plants worldwide has been from renewable energy sources.

The company also recycles 99 per cent of the 760,000 tonnes of material waste from the production of almost 2.5 million vehicles a year.

Targets are additionally in place for increasing the quantity of recycled materials used in vehicle production.

Currently, BMW Group vehicles on average are manufactured using almost 30 per cent recycled and reusable materials. With its ‘Secondary First’ approach, the BMW Group plans to raise this figure to 50 per cent.

**Sustainability at the heart of BMW iX3, iX and i4 production**

Production of the new BMW iX3, iX and i4 incorporates a high level of sustainability measures.

The amount of the raw material cobalt used in the high-voltage 80kWh battery of the iX3 has been reduced by around a third compared with the previous-generation battery in the BMW i3.

BMW Group adopted its own procurement process for the cobalt and lithium it supplies to the producers of the battery cells, part of which involves monitoring compliance with environmental and social standards.

Renewable energy is used both for the manufacture of the battery cells and in the production of the vehicle.   
  
The BMW-specific design principle that underpins the electric motor dispenses with the need for rare-earth metals in the rotor.

Extensive use of secondary raw materials in the manufacture of aluminium castings and thermoplastics for the iX3 further aids BMW Group in achieving its goals to significantly reduce CO2 emissions and promote the circular economy.

On the BMW iX, a high proportion of secondary aluminium and reused plastic also contribute to its resource-efficient production process.

The amount of secondary nickel used for the high-voltage battery in that model is already as high as 50 percent, with the battery housing containing up to 30 percent secondary aluminium.

The interior of the iX uses FSC-certified wood, leather tanned with olive leaf extracts and other natural materials. Recycled fishing nets are among the raw materials used for the floor coverings and mats.

Electricity used to produce both the BMW iX and i4 is generated via hydroelectric plants in Bavaria, which further supports BMW Group’s plan to significantly reduce its emissions during production.

**BMW i Vision Circular**

IAA Mobility 2021, which is currently underway in Munich, saw debut of the BMW i Vision Circular – a showpiece concept that looks ahead to a compact, all-electric vehicle for the year 2040 with a focus on sustainability and luxury.

It was designed according to circular economy principles across the board with the express aim to achieve 100 per cent recycled materials and 100 per cent recyclability.

The all-solid-state battery in the BMW i Vision Circular is also 100 per cent recyclable and manufactured almost entirely using materials from the recycling loop.

This battery achieves much higher energy density with significantly reduced use of the most valuable resources.

-ENDS-

**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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