



Media information

19th June 2023.

Platinum Services at Dublin Airport Launches All-New Electric Fleet in Partnership with BMW Group Ireland.

Platinum Services, Dublin Airport's premier 24-hour private terminal, has announced the move to a fully electric vehicle fleet in partnership with BMW Group Ireland. The fleet upgrade represents a significant investment in sustainable transportation and includes the installation of a suite of additional EV charging units for customers. The move reaffirms Platinum Services and Dublin Airport's commitment to reducing its carbon footprint while providing a premium, top-quality service to customers.

The new electric fleet comprises of state-of-the-art BMW i7 and iX vehicles which combine electric driving, unsurpassed levels of comfort for passengers and a top-end digital experience. With zero local emissions, the vehicles contribute to Platinum Services' and Dublin Airport's broader sustainability efforts. Of course it is not just tailpipe emissions that count, the reduction of CO2 emissions over the entire lifecycle of a vehicle a top priority for BMW on its journey to climate neutrality. For example, the BMW i7 is produced in Dingolfing, Germany where green energy is used along with an extensive use of recycled materials in the body of the car. In addition, BMW Group places great value on ensuring that raw materials for manufacturing are not only environmentally sourced, but also socially and ethically responsible. The Group also aims to create a closed and sustainable loop for the recyclable materials used in battery cells. To find out more visit [here](#).

In addition to its sustainability benefits, the new fleet offers a luxurious and comfortable passenger experience. The BMW i7's spacious interior and ergonomic design ensure a relaxing journey for passengers, while the advanced technology and features provide a seamless and enjoyable ride.

"We are thrilled to introduce our new electric fleet in partnership with BMW Ireland," said Ronan O'Donoghue, General Manager of Platinum Services. "This investment in sustainable and environmentally friendly transportation is a significant step forward for Platinum Services, and we are proud to contribute to Dublin Airport's ambitious broader sustainability efforts. We look forward to

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offering our customers a premium, top-quality service with the added benefits of luxury and comfort," he added.

Helen Westby, Managing Director, BMW Group Ireland said: "The introduction of an all-electric fleet of cars to Platinum Services is an important opportunity for us to showcase a truly premium electric experience to customers. Our ambition is to be the most sustainable premium car brand in the world, and partnerships with companies like Platinum Services provide a platform for us to do this with a wide audience in Ireland and internationally."

Platinum Services' all-new electric fleet represents a significant milestone in its ongoing commitment to sustainability and customer satisfaction. With zero emissions, energy efficiency, and a luxurious passenger experience, Platinum Services' electric fleet sets a new standard for premium transportation at Dublin Airport.

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About Platinum Services

Platinum Services, Dublin Airport's 24-hour private terminal is available to all passengers, no matter airline or class of ticket. Once here you will enjoy a VIP personalised treatment with private check-in, security screening, immigration, private suites for relaxation including complementary drinks and dining, and chauffeur-driven BMW to / from your aircraft.

About 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 provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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