

Media Information

BMW trained specialized technicians on the new ActiveHybrid technology in Quito, Ecuador.

Panama. May 5th, 2010. BMW not only concerns itself with the creation of new innovative alternative and designs of solutions to achieve better efficiency and greater performance on its vehicles, it also knows that the proper functioning of the engine depends on good maintenance of it's vehicles.

Aware of this, BMW presented a training course on the technology of the ActiveHybrid for the aftersales department in Quito, Ecuador. The reason for this activity was the launch of the BMW X6 ActiveHybrid vehicles. The hybrid system of these cars is based on high voltage technology, therefore only well trained staff certified by BMW, can do an authorize work on this system.

The course was given by Orlando Calvo, from the 1st to the 5th of February. He made a general introduction and explained the proper procedure for the technical support and repair of the hybrids.

Adding to this training, specialist Marlon Mora, developed the seminar "Basic Fundamentals of the hybrid X6 and 7 Series" given from the 8th to the 10th of February. Besides knowing the components of the system the BMW hybrid cars, the participants learned the security procedures and rules to be followed when it comes to do mechanical work on the vehicles and minimize the risks of accidents involving the high voltage system.

At the end of the course, the 4 technicians who participated receive a certification with the title of "Authorized technician for working on hybrid vehicles".

Each BMW ActiveHybrid is: dynamic, agile, efficient, and responsible. A true BMW.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

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Information about BMW Group and their products, with texts and high definition pictures can be found at the Internet on the BMW Pressclub:
www.press.bmwgroup.com

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