

BMW Group Brazil to inaugurate the biggest electric highway in Latin America.

A 100% electric drive will now be possible connecting São Paulo and Rio de Janeiro, the two Brazilian mega cities, distant 430 km from each other.

São Paulo, 23rd July, 2018 — Brazil is a country well known for its nature, football and music. With a local automotive alternative energetic source based on the use of sugar cane ethanol, flex fuel powertrains the country also presents a good aspect for electrified vehicles: Energy generation based on hydropower plants. The country is now also about to go one-step beyond on the electrification era.

The biggest electric highway with charging stations for electrified vehicles in Latin America will start to operate this Monday, 23rd, at Presidente Dutra highway, in Brazil. As per a BMW Group Brazil initiative, on a joint-operation with EDP, a company that operates in all areas of the electric sector, the charging stations will now allow, for the very first time, a full electric trip from the capitals of São Paulo and Rio de Janeiro states in Brazil.

With a total of € 250.000 of investments from both companies, necessary to install all six fast charging stations, all located at Ipiranga Service Stations, the project will connect around 430km from both cities. Within the intent to assure total autonomy for electrified vehicles, all charging stations are located with a maximum of 122 kilometers from each other. Estimated time to charge a full electric vehicle with a 22KW battery is 25 minutes to reach 80% of the charge. The charging could be made for until 2 vehicles at the same time per location. From now, it will be only a plug and charge device with no service signing or payment.

The charging stations are located at the following cities:

- Guararema (SP)
- São José dos Campos (SP)
- Guaratinguetá (SP)
- Queluz (SP)
- Piraí (RJ) – On both ways of the highway

After presenting the first turbo flex engine in the Brazilian market, BMW Group Brazil also led the pioneer initiative to sell electrified cars in the country, with the BMW i3 and the BMW i8 available at the local market since 2014. Company has also a leading position for the installation of electrification infrastructure, being responsible, with other strategic partners, to install around charging 100 points in the country.

“The future of premium mobility is electrified, connected, shared and autonomous. We bring to Brazil the global technology reality on products and services in order to sustain the leadership on developing new technologies”, says Helder Boavida, President and CEO of BMW Group Brazil.

Local National Electric Energy Agency (ANEEL) just approved a specific policy that allows predictability to the segment and forecasts the possibility of free negotiation for charging stations prices. At this electric highway, the operation will all be free of charge free for 2018. Both companies will still agree on next steps and costs to be implemented from 2019. As a reference, when comparing to a car that makes 10 kilometers per liter, with a gasoline powertrain, the fuel cost using an electric source is equal to 20% of the total cost to reach the same distance.

Innovation leader on the energetic sector, EDP is the Brazilian pioneer to create projects for smart cities, and solar energy generation distribution, using blockchain technology. It also developed the first Smart Grids lab in Latin America.

“To connect both of the biggest Brazilian megacities with this electric highway is a significant milestone on adopting a technology that will mark the future of mobility. EDP, recently elected as one of the top innovative companies in the Brazilian electric segment, interprets this partnership with BMW as a leading move for the transition to a low carbon economy”, says Miguel Setas, president for EDP Brasil.

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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10,655 billion on revenues amounting to € 98,678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

The BMW Group production network

Strong customer demand and the launch of new models resulted in very high capacity utilisation for the BMW Group's production network in 2017. With 2,505,741 vehicles produced for the BMW, MINI and Rolls-Royce brands, production volumes reached a new all-time high. This figure included 2,123,947 BMW, 378,486 MINI and 3,308 Rolls-Royce units. The company's German plants, which produced more than one million vehicles, are responsible for roughly half of production volumes.

With its unparalleled flexibility, the leading-edge production system is in excellent shape for the future. Based on Strategy NUMBER ONE > NEXT, it is characterised by a high level of efficiency and robust processes. The BMW Group's production expertise represents a decisive competitive advantage and contributes to the profitability of the company and its sustainable success.

Quality and speed of reaction are key factors in the BMW production system, as well as flexibility. Digitalisation, standardised modular concepts and intelligent composite construction testify to the high level of expertise within the production network. At the same time, the production system offers a very high level of customisation and allows customer specifications to be modified up until six days before delivery.

For further information please contact:

Corporate Communications - BMW Group Mexico, Latin America and the Caribbean.

Vladimir Mello

vladimir.mello@bmw.com.mx

Juan Bernardo Vázquez Mellado

bernardo.vazquezmellado@bmw.com

Zolveing Zúñiga

zolveing.zuniga@bmw.com.mx

Edgar Téllez

edgar.tellez@bmw.com.mx

Tania Gómora

tania.gomora@bmw.com.mx

Corporate Communications - Planta San Luis Potosí (Mexico)

Christine Graeber

Christine.graeber@bmw.com

Elizabeth Arreguín

elizabeth.arreguin@bmw.com.mx

Allan Díaz

allan.diaz@partner.bmw.com.mx



México, Latinoamérica y el Caribe.



Regional PR Agency - Porter Novelli

Martha Reséndiz Tel: 52 5 5010 3210 martha.resendiz@porternovelli.mx
Claudia Ledezma Tel: 52 5 5010 3279 claudia.ledezma@porternovelli.mx
Pablo Durán Tel: 52 5 5010 3214 pablo.duran@porternovelli.mx

www.press.bmwgroup.com/mx.html

BMW TV: <http://www.bmw.tv/web/com/video.do>

BMW Youtube channel: <http://www.youtube.com/user/BMW>