

# BMW Group

## Corporate and Governmental Affairs

Media Information  
October 2009

### **BMW Group again the Leader in Europe in the Reduction of Fuel Consumption and CO<sub>2</sub>.**

**A new study by the European Federation for Transport and Environment (T&E) once again confirms the positive impact of EfficientDynamics, with the BMW Group showing the greatest progress of all car makers in the European automobile market also in 2008.**

**Munich/Brussels.** EfficientDynamics is the most effective programme for reducing CO<sub>2</sub> emissions in road traffic. Achieving a reduction of average fuel consumption and CO<sub>2</sub> ratings by 10.2 per cent, the BMW Group has once again made the greatest progress in terms of efficiency of all car makers in the European automobile market in the year 2008.

This is the result of an analysis now submitted by the European Federation for Transport and Environment (T&E), clearly confirming – as in the two previous years – the outstanding performance of EfficientDynamics. Averaging CO<sub>2</sub> emissions of 154 grams per kilometre, BMW and MINI cars rank far ahead of all other premium manufacturers in terms of efficiency, outperforming even the largest European volume manufacturers as well as numerous other car makers with a clear focus in their product portfolio on small cars.

The BMW Group owes its leading position throughout Europe to the early and extensive use of efficiency-promoting technologies in all model series. Introducing features such as Brake Energy Regeneration, Auto Start Stop, a gearshift point indicator, active air flap control, tyres with reduced roll resistance, and ancillaries operating only on demand, BMW's and MINI's current models offer a particularly good balance of fuel economy and performance in their respective segments. The range of highly efficient models extends from the MINI Cooper D (80 kW/110 hp) with average fuel consumption according to the EU standard of 3.9 litres/100 kilometres (equal to 72.4 mpg imp) and a CO<sub>2</sub> rating of 104 grams per kilometre all the way to the BMW 730d (180 kW/245 hp)

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with average fuel consumption in the EU test cycle of 6.8 litres/100 km (equal to 41.5 mpg imp) and a CO<sub>2</sub> rating of 178 g/km.

The current T&E analysis makes particular reference to the broad-scale effect of EfficientDynamics. While other manufacturers offer technologies reducing fuel consumption and emissions only in special models and in some cases at extra cost, these technologies come as standard with both BMW and MINI throughout the entire range of models.

A further point noted by the non-partisan experts is that the reduction of average CO<sub>2</sub> ratings with BMW and MINI is by no means attributable merely to a shift in sales towards smaller models.

Rather, the technologies offered in the context of EfficientDynamics are featured consistently throughout all model series, enabling the BMW Group to offer models with outstandingly good fuel efficiency and CO<sub>2</sub> ratings also in higher vehicle segments. And in most cases this enhanced efficiency goes together with a significant increase in performance.

Forming an independent, non-partisan group of environmental and traffic associations from 23 European countries, the T&E is accompanying the automobile industry in adjusting to future EU rules and standards serving to limit CO<sub>2</sub> emissions.

From 1995 to 2008 the BMW Group reduced the average fuel consumption of its cars sold in Europe by a total of more than 25 per cent, thus outperforming the self-commitment made by the European Association of Automobile Manufacturers (ACEA) for its brands. Now, consistently continuing this development strategy, the BMW Group is setting the foundation for the fulfilment of future, even stricter legal regulations. Hence, the BMW Group does not face the risk of having to pay penalties as compensation for excessive CO<sub>2</sub> emissions.



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The supreme level of efficiency offered by the BMW Group and confirmed throughout Europe by the T&E study also comes out clearly on a national level: According to statistics published by the German Federal Motor Vehicle Authority, BMW and MINI cars registered in Germany in the year 2008 showed average CO<sub>2</sub> emissions of 158 grams per kilometre. This gives the BMW Group a significant lead far ahead of all other manufacturers in the premium segment – and at the same time the BMW Group remained clearly below the average figure of all vehicles registered in Germany of 165 grams per kilometre.

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