

Press Release
November 20, 2020

BMW Group founds company: IDEALworks GmbH to develop and distribute innovative robots and management software for logistics solutions

- Further development and distribution of in-house developed Smart Transport Robot, STR
- Third generation of STR to launch end of 2020

Munich. The BMW Group breaks new ground in the field of logistics as it founds IDEALworks GmbH – a fully-owned subsidiary headquartered in Munich. The aim is to become a leading supplier of autonomous robotics solutions in the logistics sector. The name "IDEAL" stands for **I**ndustry **D**riven **E**ngineering for **A**utonomous **L**ogistics.

“In founding IDEALworks, we are creating a new business segment for our logistics solutions. In recent years, our logistics innovation team has been working in depth on the digitalization and automatization of production logistics and has developed some unique solutions. The Smart Transport Robot, STR, in particular has met with great response and has seen demand from both within and outside of the BMW Group. Founding IDEALworks GmbH is now the logical next step for the BMW Group as a driver of innovation,” explained **Milan Nedeljković, the member of the Board of Management of BMW AG responsible for Production, to mark its foundation.**

“We are entering completely new terrain with IDEALworks GmbH. Up until now, our development has focused on automotive production and its logistics,” said Jimmy Nassif, CTO IDEALworks GmbH. He continued: “Our perspective is changing now. We are becoming a provider of logistics robotics beyond the automotive industry. We are preparing some innovations for the coming months.”

Since 2015, the innovations team from BMW Group Logistics has been working on future-focused industry 4.0 solutions in the fields of virtual reality, augmented reality, in- and outdoor logistics robots, paperless logistics and smart devices. Many of these

solutions are already in series production at BMW Group production locations. In 2019, BMW Group Logistics received the prestigious Deutscher Logistik Preis [German Logistics Award]. The Smart Transport Robot and its management software were also recognized as part of this award.

IDEALworks GmbH launches its first product with the Smart Transport Robot

The Smart Transport Robot, STR, was developed in 2015 in collaboration with the Fraunhofer Institute. The flat, autonomous and mobile robots can transport goods weighing up to one ton to their destination. They independently calculate the best route and move freely around the space using the SLAM (Simultaneous Localization and Mapping) navigation method. The SLAM algorithm does not require permanent navigation transmitters to be installed in buildings and can therefore be set up quickly in a new environment without requiring any structural adjustments. An integrated battery module from the BMW i3 is able to supply the STR with power for at least an entire shift. The third generation of the STR will be rolled out at the end of 2020. Currently, more than 130 STRs are already in series production at several different BMW Group production sites.

Successful pilot projects in the non-automotive sector

"With the Smart Transport Robot, we have launched a highly competitive product. From October onwards, we have been carrying out pilot projects at companies from a wide range of industries. These trials show just how robust and versatile the STR is," explained Markus Bauer, COO IDEALworks GmbH. "The success of the pilot project and the resulting demand for the STR were decisive in founding IDEALworks GmbH. We want to develop IDEALworks into a top player among the providers of industrial logistics robots in the long term," Bauer continued.

The new company IDEALworks GmbH is located in Munich.

Unternehmenskommunikation

Presse-Information

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In its initial phase, the team consists of around 30 experts from a wide range of fields and nationalities.

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E-Mail: Julian.Friedrich@bmw.deInternet: www.press.bmw.deE-Mail: presse@bmw.de**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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 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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