Experts (BMW Group):

* Dr Nicolas Peter, Senior Vice President BMW Group Sales Region Europe
* Adrian van Hooydonk, Senior Vice President BMW Group Design
* Dr Thomas Becker, Vice President Governmental and External Affairs, BMW Group
* Tony Douglas, Head of Strategy, BMW i Mobility Services
* Helmuth Wiesler, Project Leader BMW 330e
* Uwe Seitz, Project Leader BMW 225xe

Experts (partners):

* Rem Koolhaas, Architect and Founder of OMA
* Reinier de Graaf, Architect, partner at OMA and director of its research studio AMO
* Professor Wolf Kettler, Future Energy Center, Erasmus University
* Heleen Herbert, Chief Commercial Officer, Heijmans
* Paula Verhoeven, Director General Department of City Development - City of Rotterdam