

BMW Group Nederland Public Relations

Persbericht

10 October 2017

BMW i CEO Convention Vision Full Electric 2030

Peter Bakker: “As a CEO you must include sustainability in all your decisions”. **CEOs of leading companies take a step towards fully sustainable mobility.**

Rijswijk. Businesses are faced with the challenge of making the cities of the future clean and smart by means of new technologies and innovations. In the coming years, we will all be looking for new ways to optimize energy efficiency and create emission free cities. Together with a group of frontrunners, BMW is making a clear statement by taking a step towards fully sustainable mobility through a considerably lower CO₂ emission.

For that purpose, various CEOs from prominent Dutch companies took part in the CEO Convention Vision Full Electric 2030 that was held early September at BMW Amsterdam. At the end of the convention, they subscribed to the claim to “take action now to be a leader in the field of fully electric mobility” by placing their signature on a 100% electric BMW i3. In this way, they subscribed to the need to take steps together towards fully sustainable mobility.

“It was my ambition to use this special meeting to give a powerful impulse to making Dutch society more sustainable”, Neil Fiorentinos, General Director of BMW Group Netherlands, says. “Mobility is changing dramatically. Autonomous vehicles, connectivity and car sharing will have a huge impact on what our world will look like in ten years’ time. In all these concepts for the future, electric mobility is the basis, and it is already making a major contribution to air quality and CO₂ reduction.”

Sustainability is the new standard.

In a keynote, Peter Bakker, president of the World Business Council for Sustainable Development, gave his vision on the developments in the field of sustainability from a world-wide perspective and insisted that those present had to act now and link themselves to the frontrunners in this field. “The times when you would do something good as something extra on top of your normal activities are a thing of the past. Today, as a CEO, you must include sustainability in all decisions that you take.”

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Blad 2

Erik Oostwegel, CEO, Royal HaskoningDHV:

“The trend is clear and as an innovative company we want to be a frontrunner when it comes to developments in the field of future sustainability and mobility. We give our customers advice about sustainable mobility and about the energy transition. In the case of electric driving, these two come together. With this transition to 100% fully electric mobility in 2021, we translate words into deeds, and this makes us very proud.”

Ruud Koornstra, National Energy Commissioner:

“If we want to, the Netherlands can be fully sustainable in fifteen years. That can be achieved by taking initiative, working together and by simply getting started. Mobility is an important area where a lot can be gained quite easily. The alternatives are available, so why wait any longer?”

Thijs Aarten, Managing Director Navigant (Ecofys):

“It is extremely important to show leadership when trying to make our world more sustainable. Electric transport is an important part of this. We must do this together and make sure that we eventually meet the requirements arising from the Treaty of Paris.”

Willem van der Leegte, president VDL Groep:

“Thanks to our leading position in Europe when it comes to electric public transport buses, developments involving electric trucks, energy storage systems based on battery re-use and the development of electric vehicles, sustainability is still high on the agenda.

VDL Groep is committed to responsibly using materials and reducing energy consumption and emissions. Our approach towards intelligent mobility also includes improving the use of electricity in heavy-duty mobility. Electric mobility is already available and lies at the heart of future mobility concepts that will have a major impact on our lives, such as autonomous driving and connectivity.”

“Now we see that the first companies, such as Royal HaskoningDHV recently, dare to say that they will switch to fully electric mobility, not in the near or distant future, but right now”, adds Fiorentinos. “This is inspiring, because if we want to make a difference in 2025 or 2030, we must take the first steps now.”

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The BMW Group and sustainability.

Sustainability is self-evident to BMW. Since 1999 BMW has been occupying a top position in the Dow Jones Sustainability Index as the most sustainable car manufacturer. Between 1995 and 2015, BMW managed to reduce the CO2 emission of new BMW models by 40%. In the Netherlands – pilot country and absolute frontrunner par excellence when it comes to fully electric mobility – we have been involved with innovative pilot projects and sustainable partnerships for many years. The future of mobility is based on four key aspects: autonomous vehicles, connectivity, electric mobility and car sharing. These form the basis for the solutions of tomorrow.

Traditionally, the success of the BMW Group is based on a long-term view and responsible entrepreneurship. The company has incorporated ecological and social sustainability in its entire value chain. Comprehensive product responsibility and sparing use of natural resources are an integral part of its strategy.

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