

BMW Group and municipality of Rotterdam launch Electric City Drive project.

29 August 2018

BMW Group and municipality of Rotterdam launch Electric City Drive project. **More electric driving with PHEVs in centre of Rotterdam.**

Rijswijk. BMW Group and the municipality of Rotterdam will start a new pilot project called 'Electric City Drive'. The goal of this project is to encourage electric driving with a PHEV in the city centre – also see this [video](#). The so-called Plug-in Hybrid Electric Vehicles (PHEVs) have a combustion engine as well as an electric motor combined with a battery, that allows the car to drive a certain distance electrically. Just like all-electric vehicles, a PHEV can be charged via a charging station. When driving and charging electrically, the PHEV contributes to an improvement of air quality and a reduction of CO₂ emissions in the city centre.

The pilot applies to a specific area within Rotterdam and to owners of a BMW or MINI PHEV model who are often in the city centre due to living and/or working in and around Rotterdam.

They can sign up via rotterdam.nl/electric-city-drive.

The key research question is: how are drivers encouraged to use the all-electric mode of their PHEV and charge sufficiently within a specific geographical area in the city called the 'Electric City Drive area'?

In practice.

In practice, this is how it works: as soon as the car approaches the Electric City Drive area, the central display on the dashboard requests the driver to switch to the all-electric mode manually. For this pilot project a special Electric City Drive app was developed which is linked to the ConnectedDrive system of the BMW or MINI. The app registers how often the participant charges their car and drives emission-free within the Electric City Drive area and subsequently awards points based on various factors:

- the number of charges per 100 kilometers;
- the amount of charged kilowatt hours (kWh) per 100 kilometers;
- the percentage of emission-free kilometers within and outside of the Electric City Drive area;
- the percentage of trips made with the Electric City Drive app.

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Users can view the charging and electric driving statistics in the app and compare their results with those of other users.

The next steps.

The pilot project makes use of BMW and MINI PHEV models and an app that runs on the driver's smartphone. The mid-term goal is a scenario where the vehicle's software recognises an Electric City Drive area and the car switches to electric drive automatically. The adjustments to the software in the vehicle to make the app redundant are currently being tested. Moreover, a successful result of the pilot project in Rotterdam will enable any manufacturer to use the Electric City Drive technology by modifying the software of their PHEV models and – equally important – any city will be able to implement the concept.

The Electric City Drive project will run for four months, from September to December of this year. The research project is being carried out by the Erasmus University in Rotterdam. The pilot benefits both BMW Group and the municipality of Rotterdam in countless areas, such as the identification and elimination of the barriers which discourage PHEV drivers from driving electrically or charging.

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Noot voor de redactie

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BMW Group.

BMW Group is met de merken BMW, MINI, Rolls-Royce en BMW Motorrad wereldwijd de leidende fabrikant van premium auto's en motorfietsen en biedt ook premium financiële en mobiliteitsdiensten. Als internationaal concern maakt BMW Group gebruik van 31 productie- en assemblagevestigingen in veertien landen. Het wereldwijde verkoop- en distributienetwerk spreidt zich uit over meer dan 140 landen.

In 2017 verkocht BMW Group wereldwijd ruim 2.463.500 auto's en meer dan 164.000 motorfietsen – in Nederland is BMW Motorrad al acht jaar op rij marktleider. In 2016 bedroeg de winst voor belastingen € 9,67 miljard en de omzet € 94,16 miljard. Op 31 december 2016 bood de onderneming wereldwijd werk aan 124.729 medewerkers.

Het succes van BMW Group is van oudsher gebaseerd op langetermijndenken en verantwoord ondernemen. De onderneming heeft ecologische en sociale duurzaamheid in haar gehele waardeketen verankerd. Een allesomvattende productverantwoordelijkheid en spaarzaam omgaan met natuurlijke bronnen maken integraal deel uit van de strategie.

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