

# BMW Nederland Corporate Communications

Persbericht

11 oktober 2021

Rotterdam en BMW Group blijven samen de toekomst van duurzame mobiliteit onderzoeken.

## **Rotterdam and BMW Group continue to explore the future of sustainable mobility together.**

**Cooperation since 2018 continues with renewed MoU until 2027 +++ new pilot projects to be rolled out in the field of sustainability, safety and accessibility +++ Rotterdam residents are extensively involved in mobility development.**

**Rijswijk.** Since signing a Memorandum of Understanding in 2018, both BMW and the city of Rotterdam work together towards a livable city, with a new balance between healthy space and future mobility. They collaborate on a number of different shared ambitions, such as improving sustainability, safety and accessibility. These shared ambitions provide a foundation for a unique partnership in which both parties exchange knowledge and explore the possibility of implementing innovative solutions which can be transferred to other cities.

Today, this partnership was affirmed, as alderman for Mobility Judith Bokhove and Pieter Nota, Member of the Board of Management of BMW AG, Customer, Brands, Sales, signed the renewed Memorandum of Understanding. As before, sustainable mobility is central to the new cooperation.

### **The future of mobility**

In addition to Rotterdam, BMW Group also has collaboration projects e.g. with Los Angeles, Munich, Berlin and Beijing to develop mobility and energy projects. Pieter Nota: "The city of Rotterdam is at the forefront of sustainable mobility. The BMW Group has been a pioneer in the field of electro mobility and sustainability and therefore sees Rotterdam as a valuable partner in this endeavour. Our cooperation has already resulted in the development of excellent concepts, such as the eDrive zones, which have been incorporated into the transport planning of more than one hundred European metropolitan areas. I very much welcome the continuation of our cooperation with the City of Rotterdam."

Alderman Judith Bokhove adds: "We involve Rotterdam residents extensively in the development of mobility. BMW helps us by allowing us to have a new way of accessing the driver's behavior and we are exploring how new technologies can be used for mobility in the city."

**Firma**  
BMW Nederland bv  
BMW Group Company

**Postadres**  
Postbus 5808  
2280 HV Rijswijk

**Bezoekadres**  
Einsteinlaan 5  
2289 CC Rijswijk

**Telefoon**  
(070) 41 33 222

**Fax**  
(070) 39 07 771

**Internet**  
[www.bmw.nl](http://www.bmw.nl)  
[www.mini.nl](http://www.mini.nl)

F001

Persbericht  
Datum 11 oktober 2021  
Onderwerp Rotterdam en BMW Group blijven samen de toekomst van duurzame mobiliteit onderzoeken.  
Blad 2

## **New projects.**

The first project the city set up with BMW Group, in cooperation with the Erasmus University, was Electric City Drive, to encourage plug-in hybrid drivers to switch electric mode in the inner city. By 2020, this pilot resulted in eDrive Zones which have now been rolled out in almost 100 (inner)cities throughout Europe. In these zones, the BMW plug-in hybrids automatically switch to electric driving mode while the drivers earn BMW points for every electric kilometer driven. The points can be redeemed for charging credit. This reward system also resulted from the pilot from 2018. Five new pilots are currently being rolled out, all of which are related to improving or boosting electric mobility, accessibility and safety:

- Encourage electromobility by facilitating charging and parking operations and making better use of charging stations. Key question: how do you convince drivers of electric cars to move their car to a parking spot when their car is sufficiently charged?
- Promote electromobility by better balancing supply and demand and supply by integrating the batteries of vehicles in the energy System. Key question: can charged electric cars be used as a buffer for the power grid for the times when many other electric vehicles need to be charged?
- Improve traffic safety, flow and efficiency by developing digital interfaces between cities and mobility participants. Key question: what effect do speed warnings and other in-car traffic directions have on the driving behaviour of motorists?
- Provide up-to-date information from vehicle sensors for better and more efficient city services in the field of road safety and traffic flow. Key question: how can aggregated and anonymized data from cars (e.g. potholes, road conditions) be used by the municipality to increase road safety or improve maintenance?
- Provide a smooth trip into the city by switching to other modes of transport. Key question: how can motorists be tempted to park their car in a P&R or car park on the outskirts of the city and continue the last-mile of their journey via public transport or sharing?

# BMW Nederland Corporate Communications

Datum 11 oktober 2021  
Onderwerp Rotterdam en BMW Group blijven samen de toekomst van duurzame mobiliteit onderzoeken.  
Blad 3

Rijswijk, 11 oktober 2021

---

Noot voor de redactie

**Informatie:**

BMW Group Nederland, Corporate Communications  
Andrew Mason  
Tel.: (070) 41 33 338  
[andrew.mason@bmw.nl](mailto:andrew.mason@bmw.nl) / [www.press.bmwgroup.nl](http://www.press.bmwgroup.nl)

Wilt u geen persberichten meer van ons ontvangen? Klik [hier](#)

Volg BMW Nederland op Facebook, Twitter, YouTube en Instagram.



**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 15 landen. Het wereldwijde verkoop- en distributienetwerk spreidt zich uit over meer dan 140 landen.

In 2020 verkocht BMW Group wereldwijd meer dan 2,3 miljoen auto's en meer dan 169.000 motorfietsen – in Nederland is BMW Motorrad al 11 jaar op rij marktleider. In 2019 bedroeg de winst voor belastingen € 7,118 miljard en de omzet € 104,210 miljard. Op 31 december 2019 bood de onderneming wereldwijd werk aan 126.016 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <https://www.facebook.com/BMW.Nederland>

Twitter: [https://twitter.com/BMWGroup\\_NL](https://twitter.com/BMWGroup_NL)

YouTube: <https://www.youtube.com/user/BMWnederland>

Instagram: <https://www.instagram.com/BMWnederland>

# **BMW**

## **Nederland**

### **Corporate Communications**

Persbericht  
Datum 11 oktober 2021  
Onderwerp Rotterdam en BMW Group blijven samen de toekomst van duurzame mobiliteit onderzoeken.  
Blad 4