

Persbericht

14 oktober 2021

BMW and MINI dealers make sustainability tangible for the customer.

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Signing of Dealer Sustainability Covenant +++ Every BMW and MINI sales outlet commits to six sustainability goals +++ Agreement between dealers +++ Various measures make sustainability tangible for customers in the showroom.

Rijswijk. On Thursday evening October 7th, 2021 the management of the entire Dutch BMW and MINI dealer organisation met at BMW Welt in Munich to sign the so-called Dealer Sustainability Covenant. This covenant serves on the one hand as an extension of BMW Group's sustainability strategy and on the other hand as a means to make sustainability tangible for customers in the showroom.

The dealer organisation of BMW Group Netherlands consists of 12 dealer groups which have 52 sales outlets in total throughout the country. By signing, each BMW and MINI outlet commits to six sustainability goals:

- 'Erkend Duurzaam Plus' (Acknowledged Sustainable Plus) certified by 2021;
- Use of only 100% green electricity and at least CO2 compensated gas by 2021;
- Each new, electric BMW or MINI is fully charged with 100% green power on delivery to the customer (if capacity permits);
- Proactively informing the customer and relationships about the sustainable performance of BMW Group and its own organisation;
- Offering electric replacement transport;
- Participating in or setting up a socially responsible initiative annually.

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Each year, the sustainable development of all outlets is evaluated on the basis of the joint ambitions and where possible brought to a higher level.

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The first Dealer Sustainability Covenant worldwide.

What makes this Sustainability Covenant extra special is that it is signed as an agreement between the dealers – independent of BMW Group and BMW Group Netherlands. The Netherlands is also the first market in which the dealers have made such agreements among themselves.

In view of this special situation, Pieter Nota (Member of the Board of Management of BMW AG for Customer, Brands, Sales), Jean-Philippe Parain (Senior Vice President Sales Region Europe) and Stefanie Wurst (CEO BMW Group Netherlands) were also present at the signing event in Munich. "I respect our dealers enormously," says Stefanie Wurst. "They are entrepreneurs, take risks and contribute to society. They take sustainability very seriously and understand the importance of the BMW Group sustainability strategy. With the signing of the Dealer Sustainability Covenant, we can work with them to continue our strategic course towards sustainable mobility in the future. This is also a first step, what will follow are various sustainability training courses that help the sales colleagues explain this important theme to the customers."

BMW Group sustainability strategy.

With the new sustainability strategy (announced in mid-2020), BMW Group sets itself clear targets for CO2 reduction until 2030. These goals extend throughout the life cycle: from the supply chain, through production to the end of the use phase. The goal is 50% reduction of global CO2 emissions during the use phase by 2030 and more than 40% reduction of CO2 emissions throughout the life cycle. As part of this comprehensive approach to sustainability, BMW Group also aims to significantly increase the proportion of recycled materials in its cars. On average, BMW Group vehicles now consist of about 30 percent recycled and reusable materials. With the '[Secondary First](#)' approach, BMW Group wants to increase this share to 50 percent.

Rijswijk, Tuesday 12 oktober 2021

BMW Nederland Corporate Communications

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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 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.

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