



Media Information
October 11th 2011

BMW i and Susanne Kaufmann Cosmetics Launch Purif-i. All-Natural Hand Sanitizer Becomes First Product Launched in Conjunction with the Visionary Sub-Brand.

Munich / New York. BMW announced a partnership today between BMW i, the sustainable and visionary sub-brand from BMW, and Susanne Kaufmann, the exclusive Austrian natural cosmetics brand, to launch the innovative product concept, "Purif-i", an all-natural hand sanitizer and moisturizer.

"BMW i and Susanne Kaufmann are two distinct brands that are committed to a sustainable future, where environmental responsibility and luxury can coexist," said Uwe Dreher, Central Marketing and Brand Manager for BMW i. "The unique collaboration between a natural cosmetics manufacturer and the BMW i mobility brand is an example of how nature and technology can work together and effectively enhance each other."

Purif-i will be presented to select customers and media in October and November of this year in New York, Berlin and Hong Kong. In New York, the product debuted at the BMW Guggenheim Lab, where a panel discussion had been focusing on the topic of "New Paths" in sustainability marketing. In Berlin, "New Paths" will be examined from the artistic aspect, while in Hong Kong, the discussion will focus on the topic of product retail.

Purif-i was created for the BMW i generation, a generation always in search of products that not only make life in megacities easier, but also minimize environmental impact. Purif-i is composed entirely of herbal extracts and a combination of intelligent, super active substances. It simultaneously sanitizes and softens hands, combining alcohol extracts from plants and liquid silk proteins that protect hands from drying out. Since it requires no water or a towel, it can be used anywhere, anytime.

Purif-i, created for BMW i is now on sale in stores and also available online at susannekaufmann.com.

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BMW i

BMW i stands for visionary vehicles and mobility services, inspirational design, and a new definition of premium that is based powerfully on sustainability. With BMW i the BMW Group is taking a holistic approach: tailored vehicle concepts, sustainability across the entire value-added chain plus supplementary mobility services make BMW i the new definition of individual mobility. Market rollout of the BMW i3 and BMW i8 is planned for 2013/2014. While the BMW i3 will have a purely electric drive, making it perfect for towns and cities, the interplay of electric motor and combustion engine in the BMW i8 plugin-hybrid will guarantee highly dynamic propulsion.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

SUSANNE KAUFMANN COSMETICS

Uncompromisingly natural, and consistently results-oriented, Susanne Kaufmann organic treats combine modern science with active ingredients from the world of Alpine flora to create one highly efficient skincare system. The purely natural, innovative products are created according to the strictest ecological principles in a small manufactory in the Bregenz Forest in Austria, and now have fans all over the world.