

Media Information
28 May 2012

intercharge enables Europe-wide charging of electric vehicles.

Hubject GmbH's eRoaming platform goes live during the International Emobility Conference hosted by the German federal government.

Berlin. “Charge wherever you like”, this is the guiding principle of the intercharge brand, which was presented by Andreas Pfeiffer, Managing Director of Hubject GmbH, and senior representatives of the six shareholder companies at the conference held in Berlin. By creating intercharge the joint venture formed by BMW Group, BOSCH, Daimler AG, EnBW, RWE and Siemens has developed a customer-friendly and efficient approach to providing users of electric vehicles with an easy access to public charge stations throughout Europe.

Andreas Pfeiffer comments: “By starting the eRoaming platform we and our partners have provided the solution to a fundamental emobility issue. intercharge will enable all users of electric vehicles to charge easily and anywhere.” Thanks to the Europe-wide network of charging infrastructures connected via eRoaming users can charge their vehicles at all stations compatible with intercharge, all under a single contract. The only requirement is that their provider be connected to Hubject's eRoaming system. All charge stations allowing for a cross-provider use can be recognised by means of the intercharge symbol, which is fitted visibly to all charge points. Alongside partners from Germany and the Benelux countries a number of Austrian charging infrastructure operators have also already lent their support to Hubject GmbH's intercharge model.

At the International Emobility Conference Dr Herbert Diess, member of BMW's Board of Management responsible for Development and speaking on behalf of all shareholders of Hubject GmbH, today welcomed the start of the eRoaming platform: “It is our aim that users of electric vehicles can charge anywhere and easily. This joint initiative enables us to leave national and regional stand-alone solutions behind and to create a European network that connects the different charge point operators and is available to all users.” Together with Dr Herbert Diess, Dr Volkmar Denner (Robert Bosch GmbH, chairman of the Board of

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Management), Prof Dr Thomas Weber (Daimler AG, member of the Board of Management responsible for Group Research & Mercedes-Benz Cars Development), Dr Frank Mastiaux (EnBW AG, chairman of the Board of Management), Dr Arndt Neuhaus (RWE Deutschland AG, chairman of the Executive Board), Dirk John (Siemens AG, CEO of the Road and City Mobility Business Unit) Andreas Pfeiffer officially gave the green light for the platform to go into production.

About Hsubject GmbH

Hsubject GmbH is a joint venture formed by the BMW Group, Bosch, Daimler, EnBW, RWE and Siemens based in Berlin. The company operates a cross-industry business and IT platform connecting charging infrastructure, service and mobility providers. For further information please visit www.hsubject.com.



The intercharge symbol is used to identify all charging infrastructures that allow for a cross-provider use and in addition contains an integrated QR code enabling users to activate charging transactions by means of a freely available smartphone app.



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If you have any questions, please contact:

Verena Stewens, Technology Communication
Phone: +49-89-382-60816
E-Mail: verena.stewens@bmw.de
Internet: www.press.bmwgroup.com

Judith Schmerberg, Hsubject GmbH
Phone: +49-30-788 93 20 13
Mobile: +49 (0)151 182 143 05
E-Mail: presse@hsubject.com
Internet: www.hsubject.com

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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 eight years.

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