

Press release

July 13, 2020

## **Live discussion with CEO Jamie Reigle on Formula E at the FUTURE FORUM by BMW Welt.**

- **Virtual live event from the FUTURE FORUM by BMW Welt on July 16, 2020 at 4 pm (CET) on “Formula E – a pioneering racing series”.**
- **Jamie Reigle, CEO of Formula E, offers his latest insights and chats with experts, drivers and the community.**
- **Shortly before the season finale in Berlin: public live stream of the panel discussion on the pioneering spirit, innovations and technologies of Formula E.**

**Munich.** On July 16, 2020 at 4 pm (CET), BMW Welt is inviting fans to a virtual panel discussion about the ABB FIA Formula E Championship, the first race series for all-electric single-seater vehicles. This year, following the enforced break due to Covid-19, the series will resume from August 5 with a total of six races, all in Berlin. High-profile guests for this exclusive panel discussion will include Jamie Reigle, CEO of Formula E, Stefan Ponikva, Vice President Brand Experience BMW, Maximilian Günther, BMW i Andretti Motorsport Driver, Rupert Buchsteiner, Vice President at Magna International, Andreas Buchner, Head of Development High Voltage electric Machine and eDrive Unit, BMW Group, and Rudolf Dittrich, General Manager BMW Motorsport Vehicle Development. Anyone can take part in the event at the FUTURE FORUM by BMW Welt free of charge via social media channels or the BMW Welt website and get insights into the concept and vision of Formula E as well as its technical background and impact. The event will be hosted by Nicki Shields, TV presenter and journalist.

### **Formula E – the pioneer in motor racing.**

To kick off the event, Jamie Reigle will talk about the pioneering spirit of Formula E, followed by the first topic for the panel discussion: the vision and success factors of Formula E. The panel will then consider the following questions: How did Formula E come about? What is the basic concept of the platform? Are efficiency and energy management its success factors? What makes Formula E different from other race series and why are there so many familiar faces from the other race series? The panel will also look at the future of Formula E and the impact of Covid-19 on the motor racing industry.

The second part of the event will focus on the technology of the new race series: Why is Formula E an innovation lab for the BMW Group and an important player in

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the development of future mobility? How does BMW series production benefit from the rapid developments in Formula E and which specific product innovations can car owners expect to see in the future? The experts will then be available to take questions from online participants.

The discussions will be held in English. For more information on the event and the live stream go to <https://www.bmw-welt.com/futureforum>.

**The FUTURE FORUM by BMW Welt.**

The FUTURE FORUM by BMW Welt is dedicated to issues of the future. Since October 2019 it has been a new meeting place and a modern dialog platform for the movers and shakers of tomorrow. In May the focus was on the continuing electrification of our world, followed by events relating to the sounds of the future. During the rest of the year there will be more exciting live formats and live streams on topics such as future technologies, next generation and sustainability.

**The ABB FIA Formula E Championship.**

The ABB FIA Formula E Championship is the world's first race series for all-electric single-seater vehicles. Sitting in the cockpits and delivering exciting races on fascinating street courses in major cities are some of the best racing drivers in the world. Formula E comes to fans in city centers, bringing electric mobility directly to the people in shows packed with action and emotion and set in stunning locations. BMW i and Formula E have been partners right from the start. As an Official Vehicle Partner, BMW i has been providing the entire fleet of safety vehicles since the first season and has been actively involved in the development of the race series. BMW i Andretti Motorsport is currently competing in its second season as a works team.

**The dates at a glance:****Panel discussion “Formula E – a pioneering racing series”. Live stream from the FUTURE FORUM by BMW Welt at BMW Welt:****When:** July 16, 2020, from 4 (CET)**Where:** FUTURE FORUM by BMW Welt**Admission:** Livestream from the Future Forum, online on any BMW Welt social media channel or at <https://www.bmw-welt.com/futureforum>

## Corporate Communications

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**Experts:** Jamie Reigle, CEO of Formula E  
Stefan Ponikva, Vice President Brand Experience BMW  
Maximilian Günther, BMW i Andretti Motorsport Driver  
Rupert Buchsteiner, Vice President, Magna International  
Andreas Buchner, Head of Development High Voltage electric  
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**BMW Welt. The heart of all the BMW Group brands.**

BMW World welcomes over 3 million visitors each year. With its iconic architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round program of varied events covering culture, art and entertainment as well as popular event locations for over 400 external events per year. The various restaurants at BMW Welt offer a variety of culinary delights right up to Michelin star cuisine. In the Junior Campus, children and even the whole family can explore the city of the future and mobility of the future either independently or in exciting workshops.

**The BMW Group**

The BMW Group with its BMW, MINI, Rolls-Royce and BMW Motorrad brands is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019 the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. Profit before tax in the 2019 financial year was €7.118 billion on revenue of €104.210 billion. As of Tuesday, December 31, 2019, the company employed 126,016 people worldwide.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain,



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comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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