

Press release
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Palma de Mallorca: First electric mobility showcase of BMW Group

BMW Group AG and BMW Group Spain started in April 2018 the first stage of a pioneering electric mobility project in Palma de Mallorca. The goal is to turn the island into a reference in electromobility by creating a network of semi-fast destination chargers (up to 22 kW of power) at strategic points, making it easier for tourists to use individual sustainable transport. Some reference hotels, restaurants, sports centres and leisure ports have been selected.

Among the locations, one of the charging stations is located in the Real Club Náutico de Palma. It should be noted that the cars that BMW will use as VIP Shuttle in the Copa del Rey MAPFRE will be PHEV and EV, reinforcing the concept of 'electrified island'. For several years, BMW electrified cars have served for these tasks in the event.

At the end of 2018, around 100 charging points will be installed in 50 different locations with an average distance between them of 25 kilometres. As a result, two objectives will be achieved: to reinforce the existing infrastructure on the island and to make viable the rental of an electric vehicle for tourists.

"Thanks to this initiative, tourists may choose an electric car without range stress. BMW Group provides Premium individual mobility and thanks to this project we, once again, show a strong commitment to preserve the environment as an integral part of our strategy. This is also in line with the Balearic Government," said Guenther Seemann, CEO for BMW Group Spain and Portugal.

Today, 20% of the charging stations are already installed and a rapid evolution of the infrastructure is expected in the upcoming months, which will be part of ChargeNow project of BMW Group; it is the largest private charging network in the world with more than 130.000 spots in 29 countries.

Usage of this infrastructure is not limited only to BMW Group cars, but any plug-in hybrid or electric vehicle under the European standard with Mennekes connector can make use of it, reinforcing the company's commitment to 'zero emissions' mobility and the care of the environment.

With all lessons learned in this pilot project, it is expected to be extended to other islands in different countries, creating a new precedent in the commitment of future mobility as BMW Group has been doing for decades.

The BMW i3 was the first 100% production electric vehicle in the BMW Group. The company has been working with electric car prototypes since 1972 and is currently the world leader in electrified mobility with more than 100.000 vehicles sold in 2017. In 2018, the commitment of the BMW Group is to sell 140.000 EV / PHEV more.

In 2025, BMW Group will have 25 electrified vehicles in its range, 12 of which will be 100% electric.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group 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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

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

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