



**THE NEW BMW i3.**  
**360° ELECTRIC.**



# Potential electric car customers have questions...

Do I need a Wallbox?

Who **installs** my Wallbox?

Can electric driving really be **emissions-free**?

Where is the next **public charging** station?

How can I **access** a public charging station?

What if I don't have a **private parking** space?

I sometimes need a car for **long-distance trips**!

What if I prefer the **train** instead of running into a traffic jam?

What if I run out of **power**?

Is my **range** sufficient to reach my destination?

Will my **battery** stay healthy?





# 360° ELECTRIC gives the answers. BMW i provides holistic mobility...



# BMW i provides holistic mobility.

## The holistic approach of 360° ELECTRIC.

### Home Charging

“Convenient charging at home”



### Public Charging

“On the road”



### Flexible Mobility

“A new mobile lifestyle”



### Assistance Services

“Provide assurance”





# BMW i Home Charging portfolio.

## Convenient and sustainable charging at home.

### Home Charging

“Convenient charging at home”

BMW i Wallbox

Installation Services

BMW Green Energy



### Public Charging

“On the road”



### Flexible Mobility

“A new mobile lifestyle”



### Assistance Services

“Provide assurance”



# BMW i Home Charging portfolio.

## Full package for convenient and sustainable charging at home.

Home Charging

Public Charging

Flexible Mobility

Assistance Services



BMW i Wallbox

Installation Service

BMW Green Energy



# BMW i Wallbox portfolio.

## Global supplier Schneider Electric.

Home Charging

Public Charging

Flexible Mobility

Assistance Services



### Wallbox Pure

Pricing  
£315\*\*

≤ 7.4 kW  
AC\*

Charging  
time 3hr\*

- ▶ Matches UK i3 Fast Charge Standard specification (32A)
- ▶ Tethered 4m cable
- ▶ Uses recycled materials
- ▶ BMW i Design / styling cues
- ▶ Hard-wired into house installation



### Wallbox Pro (The Future)

≤ 7.4 kW  
AC

Charging  
time  
<3h\*

Load Mgmt,  
Smart Home-  
, Solar-  
Ready,  
Metering

Touch  
display,  
Access  
control

UK  
release  
tbc

- ▶ Touch display
- ▶ Solar power connection
- ▶ Load management
- ▶ Smart home connection
- ▶ Multi user capability

\* Max. current, 0-80% SOC

\*\* Inclusive of UK Government Grant (£1020 without grant)

# Overview BMW Green Energy UK Offering.

**Home Charging**

**Public Charging**

**Flexible Mobility**

**Assistance Services**



- BMW i will offer a green electricity supply contract as part of 360° ELECTRIC. This is with Good Energy.

- Sold via a referral model, BMW will act as agent/broker

- Electricity supply includes charging and household electricity.

- Customers will be offered option to recharge the vehicle from 100% sustainable / renewable and emission free energy sources.

- Premium power from British certified and trusted sources.

- Award-winning customer service for a premium customer experience.

- Competitive pricing – same or less than the ‘Big 6’.



# BMW i provides holistic mobility.

## The holistic approach of 360° ELECTRIC.

### Home Charging

“Convenient charging at home”



### Public Charging

“On the road”



### Flexible Mobility

“A new mobile lifestyle”



### Assistance Services

“Provide assurance”



# BMW ChargeNow. Public Charging Access.

## Home Charging

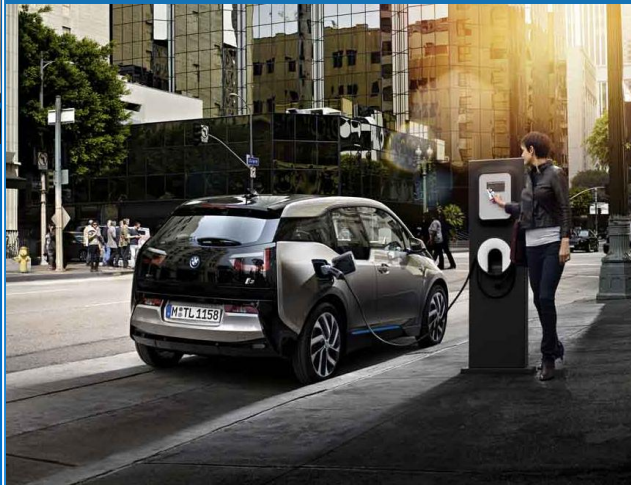
“Convenient charging at home”



## Public Charging

“On the road”

Access, billing & payment for  
public charging stations  
  
Park & charge offers over night



## Flexible Mobility

“A new mobile lifestyle”



## Assistance Services

“Provide assurance”





# BMW ChargeNow.

## Customer access to public charging stations.

Home Charging

Public Charging

Flexible Mobility

Assistance Services



### NAVIGATION SYSTEM.

- Nearest preferred partner charging stations are displayed in navigation system, BMW i App and Web with a star on the upper left corner of the POI.
- Dynamic indication of availability

### CHARGE NOW.

In cooperation with Chargemaster Plc, BMW i customers can access the largest nationwide network covering ca. 85% of the UK's charging points – including dealer charging points



### CHARGING STATION.

- £20 annual registration fee and PAYG billing for charge events
- Cashless payment & billing for charging.
- Monthly invoice and reporting, online self management
- Customer only has to manage parking payment (where applicable)

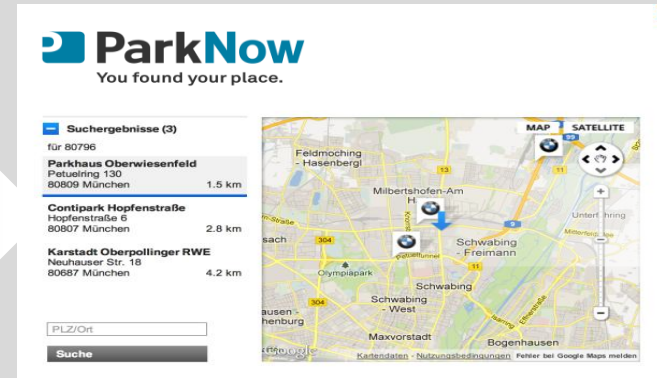
# ParkNow - Long Term. UK Feasibility Study.

Home Charging

Public Charging

Flexible Mobility

Assistance Services



## WHY.

- Some situations are expected where charging at home will not be possible.
- Customers without their own parking and charging infrastructure may not consider ownership of an electric vehicle feasible.
- ParkNow will potentially address any anxiety regarding charging the car in metropolitan areas.

## WHAT.

- ParkNow Long-term will be a home charging substitute – providing a parking space with a Charging station
- Potential to look at London, Birmingham, Manchester, Glasgow, Edinburgh in terms of feasibility.

## BENEFITS.

- Dedicated parking space with charging point
- Guaranteed safe locations and required technical standards for charging stations



# BMW i provides holistic mobility.

## The holistic approach of 360° ELECTRIC.

### Home Charging

“Convenient charging at home”



### Public Charging

“On the road”



### Flexible Mobility

“A new mobile lifestyle”



### Assistance Services

“Provide assurance”



# BMW i provides Flexible Mobility.

## The holistic approach of 360° ELECTRIC.

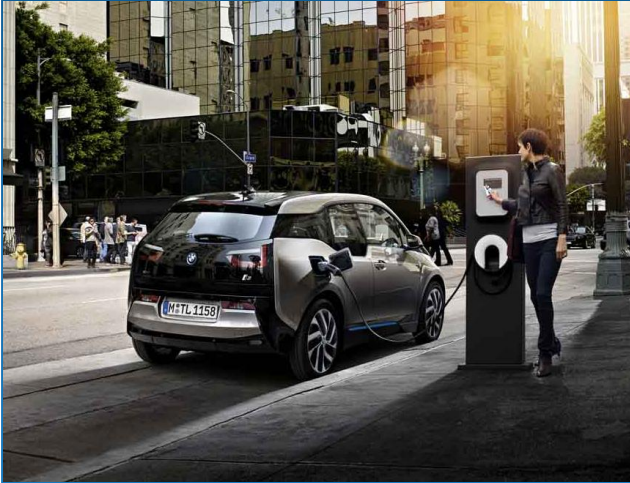
### Home Charging

“Convenient charging at home”



### Public Charging

“On the road”



### Flexible Mobility

“A new mobile lifestyle”

BMW Add-on Mobility

Car sharing offers  
e.g. DriveNow

ConnectedDrive  
Intermodal travel concepts



### Assistance Services

“Provide assurance”





# BMW Add-on Mobility solution.

## Helps to overcome range limitations.

Home Charging

Public Charging

**Flexible Mobility**

Assistance Services

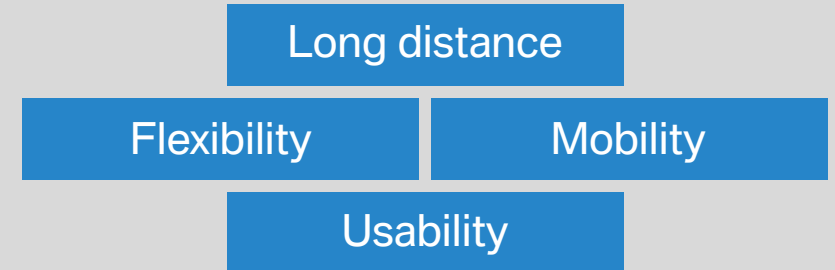
BMW i3

Mobility solutions

BMW Add-on Mobility



ALTERNATIVE VEHICLE



## Key characteristics of BMW Access.

- Sold as part of the BMW Electric Packages via BMW Financial Services UK
- Available for cash, leasing and loan customers, 700 Points per year
- During contract duration, customer has access to alternative vehicles for a pre-defined amount of days.
- Flexible mobility concept to suit customers' mobility and transportation needs.

# BMW i provides holistic mobility.

## The holistic approach of 360° ELECTRIC.

### Home Charging

“Convenient charging at home”



### Public Charging

“On the road”



### Flexible Mobility

“A new mobile lifestyle”



### Assistance Services

“Provide assurance”





# BMW i offers Assistance Services.

## The holistic approach of 360° ELECTRIC.

### Home Charging

“Convenient charging at home”



### Public Charging

“On the road”



### Flexible Mobility

“A new mobile lifestyle”



### Assistance Services

“Provide assurance”

BMW i ConnectedDrive for Navigation

BMW i Remote App

Mobility Assistance

Maintenance & Repair



# BMW i Assistance Services.

## BMW i ConnectedDrive Services for Navigation.

### Home Charging

### Public Charging

### Flexible Mobility

### Assistance Services

#### BEV off board Eco-Route based on:

- Driving style .
- Geographic conditions.
- Real Time Traffic Info etc.



#### Charging stations

- Dynamic update of charging station database.
- Static / dynamic info about availability.



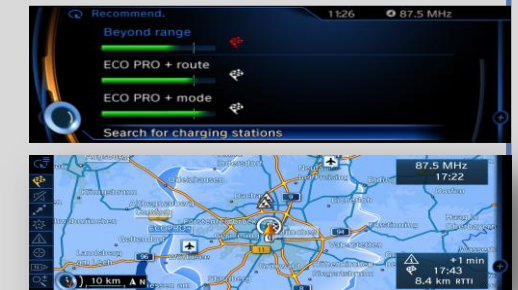
#### ConnectedMobility: Intermodality

- Timetable and connection of public transport system (UK Pilot)



#### Range Assistant

- Monitoring of the route planning.
- Assistant to maximise the range.
- Range Map.





# BMW i Assistance Services.

## BMW i ConnectedDrive Services for Navigation.

### Home Charging

### Public Charging

### Flexible Mobility

### Assistance Services

#### Vehicle status & Vehicle control

Range indication / Preconditioning

Status Checklist / Status icons

Vehicle Finder / Door lock / unlock

Sound horn / Flash lights

#### Charge Control

Start-charging

Week planer / State of charge

Deep discharge / Interruption of charging process



#### Navigation

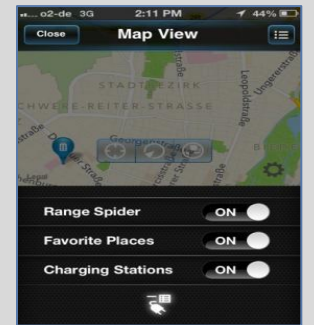
Range Map

Static - / dynamic information about charging stations

Search for charging stations / -POIs

Send POI/ charging station to car

Last Mile routing



#### Efficiency- and Community features

- Compare drive-style with the community

- Reduce insecurity regarding electric drive/ train electric drive / optimize consumption



# BMW i Assistance Services.

## Mobility Assistance.

Home Charging

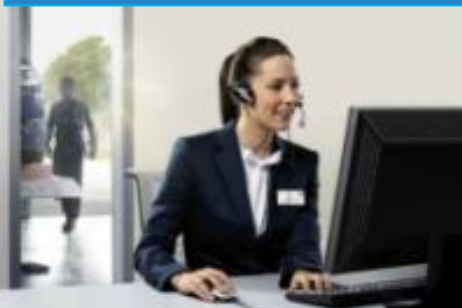
Public Charging

Flexible Mobility

Assistance Services

### BMW i Mobile Care

#### Help for self help



#### Phone support

Phone support with full fault diagnosis to identify the problem, resolve if possible or assign to the appropriate support partner.

#### Roadside Assistance



#### General vehicle support

Roadside support for any technical vehicle problems

#### Charging Assistance



#### Assistance@Home

Home support service or recovery to your local BMW i Service Dealer

#### Assistance@Street

Recovery to next charging station, your destination or your closest BMW i Service Dealer.

#### Deep Discharging

Assistance for deep discharging battery incidents.



# BMW i Assistance Services.

## Service, Maintenance and Replacement Mobility.



**BMW i Service Inclusive**



**Shuttle service  
Replacement Vehicle  
Taxi\***



**Vehicle collection  
& Delivery\***

\* Services according to UK replacement mobility scope. Replacement mobility may not be an electric or BMW Group Vehicle

# BMW i Assistance Services. Service Inclusive Packages.

Home Charging

Public Charging

Flexible Mobility

Assistance Services

## BMW i Service Inclusive Packages

BEV / REX packages scope	Service Inclusive	Service Inclusive Plus
• <u>Oil Service (REX only)</u>	X	X
• Service Vehicle Check	X	X
• Service Micro Filter	X	X
• <u>Service Fuel Filter (REX only)</u>	X	X
• <u>Service Spark Plugs (REX only)</u>	X	X
• Service Brake Fluid	X	X
• Front Brakes (discs & pads)		X
• Rear Brakes (discs & pads)		X
• Wiper Blades <b>(once/year)</b>		X



# BMW i Assistance Services.

## Service Inclusive Pricing.



Retail

Service  
Inclusive

Service  
Inclusive  
Plus

BMW i3 & REX  
(5yr / 60k)

£375

£1,280

# BMW i provides solutions.

## The holistic approach of 360° ELECTRIC.

### Home Charging

“Convenient charging at home”

Charging systems

Installation Services

BMW Green Energy

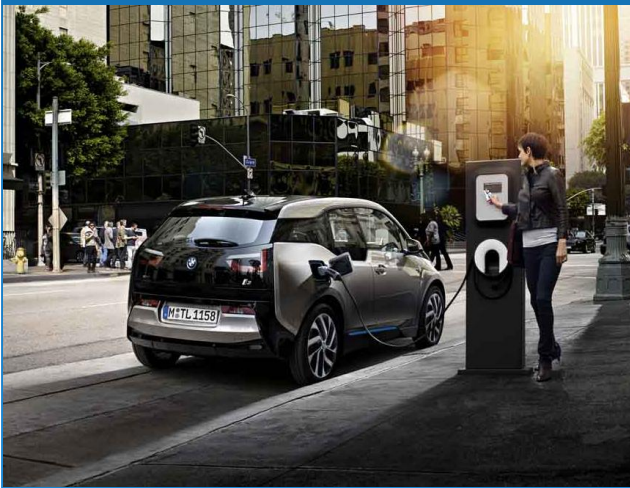


### Public Charging

“On the road”

Access, billing & payment at  
public charging stations

Park & charge offers over night



### Flexible Mobility

“A new mobile lifestyle”

BMW Add-on Mobility

Car sharing offers  
e.g. DriveNow

ConnectedDrive  
Intermodal travel concepts



### Assistance Services

“Provide assurance”

BMW i ConnectedDrive for  
Navigation

BMW i Remote App

Mobility Assistance

Maintenance & Repair





# Thank you for your attention.

