



Media Information  
13 October, 2016

### **The new 2017 BMW 5 Series Saloon.**

- Unique in its class for technology, structure and materials.
- A newly developed modular engine range featuring a lightweight, thermodynamic, all-aluminium construction.
- Improved efficiency across the range of engines and the introduction of a new Plug-in-Hybrid model.
- Increased agility and precise handling thanks to the redesigned chassis and intelligent engineering.
- Stylish exterior design enhancements for a more elegant finish.
- An upgraded driver-focused interior with sophisticated design elements to enhance interior ambience.
- Innovative and cutting edge features including driver assistance technologies, Gesture Control, Remote Parking and the BMW Display key.
- On sale from October 2016 with prices starting from £36,025 OTR.

The new BMW 5 Series continues the finest tradition of its forebears by offering an unsurpassed blend of driving dynamics, comfort and functionality. This seventh generation model uses the very latest technology from within BMW to create a saloon that's more refined than ever before, significantly lighter, safer, and more fuel efficient. Engines sourced from the new generation family of TwinPower Turbo units provide impressive performance gains, but also show major advances in reducing fuel consumption and emissions. An extensive suite of driver assistance technologies means that not only does the new BMW 5 Series Saloon reduce the driver's workload like never before; it also takes a notable step towards fully autonomous driving. With the new BMW 5 Series Saloon, every single facet of the large business saloon has been examined and developed to create the ultimate vehicle of its type.

Model	Power Hp	Torque Nm	0 – 62mph Seconds	Top Speed Mph	Combined Mpg	CO <sub>2</sub> Emissions g/km
530i	252	350	6.2	155*	48.7	132
540i xDrive	340	450	4.8	155*	39.2	164
520d (520d)	190	400	7.5 (7.6)	146 (144)	68.8 (62.7)	108 (119)

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xDrive)						
530d (530d xDrive)	265	620	5.7 (5.4)	155*	60.1 (53.2)	124 (138)
			Figures in brackets apply to xDrive variant	*Top speed electronically limited		

#### Exterior Design

“The formal and precise design combines presence, aesthetic appeal and functionality in equal measure.” Those are the words of Karim Habib, Head of Design BMW Automobiles, as he summarises the new BMW 5 Series Saloon, the exterior dimensions of which are only slightly larger than those of its predecessor. The new car is 36mm longer than the outgoing model (at 4,935mm), six millimetres wider (1,868mm) and two mm taller (1,466mm). Its wheelbase measures 2,975mm, an increase of 7mm.

At the front, twin circular headlights that now have glass headlight covers connect seamlessly with the familiar BMW kidney grille. LED Headlights are standard, while the Adaptive LED Headlights alter the light graphic and can be specified as an option with BMW Selective Beam anti-dazzle high beam with a range of up to 500 metres.

From the side, the passenger cell is obviously set back when viewed in relation to the long wheelbase, and leads the eye over a flowing roofline to the rear end, while a short front overhang underscores the car’s sporting appearance.

The rear lights reach deep into the sides of the car, creating a visual connection between its flanks and rear end. The exhaust tailpipes, which are now arranged symmetrically on both sides on all model variants, are circular or trapezoidal depending on the engine and trim level specified.

The BMW engineers have worked hard to reduce the drag coefficient of the new BMW 5 Series Sedan by 10 per cent compared to its predecessor, in the process setting a new benchmark in the class: the Cd is just 0.22 (this figure relates to 520d SE EfficientDynamics Model, available

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from March 2017 production). For example, all new BMW 5 Series models will now come with the Active Air Stream Kidney Grille. This system opens the louvres in the kidney grille elements and lower air intakes when more cooling air is required, but otherwise keeps them closed to optimise aerodynamic efficiency. The Air Curtains in the front apron team up with Air Breathers to cut air turbulence in the wheel arches significantly and channel the onrushing air effectively as the car pushes through it. Further improvements are realised courtesy of optimised trim and airflow-channelling elements fitted across the whole of the underbody, also reducing lift.

#### **Interior**

The interior of the new BMW 5 Series Saloon strikes a fine balance between sporty driver focus and sophisticated elegance. Top-class materials, supreme build quality and attention to detail, a great feeling of spaciousness and new technologies in abundance combine to offer both driver and passengers superb comfort and driving enjoyment.

The new BMW 5 Series offers noticeably more headroom than previously in the rear, despite the flowing roofline, as well as an increased boot capacity of 530 litres. The boot sill has been lowered compared to its predecessor, which combines with the larger boot opening and the substantial increase in width to ensure that even bulky items can be loaded more easily than ever before. The new car feels much roomier inside, something that can be attributed not just to the lowered instrument panel and freestanding display, but also to the cabin's enlarged dimensions, particularly in terms of elbow and shoulder room. Passengers in the rear now have more space to spread out, thanks to the increased knee room and extended legroom, while the optimised design of the door cut-outs makes getting in easier. Particular attention has been paid to reducing interior noise levels.

Even the standard front seats offer excellent safety and comfort together with a wide choice of materials, plus special decorative stitching for M Sport Dakota leather upholsteries and optional Nappa leather upholsteries. The optional sports seats, standard on M Sport models, feature adjustable side bolsters for optimum lateral support. In addition, the optional Comfort seats can be specified with a Massage function, offering eight different massage programmes, each with a choice of three intensity modes. There is room for up to three adults on the rear seats, which are also designed to allow room for up to three child seats (the two outer places have ISOFIX attachments).

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BMW Gesture Control for key functions was premiered last year in the BMW 7 Series, and the new BMW 5 Series Saloon now features the latest version of this system (Gesture Control is optional). Professional Navigation, RTTI, telephone, entertainment features and vehicle functions can be visualised on the standard high-resolution 10.25-inch screen and controlled not just in the usual manner using the iDrive Controller, but also by means of gestures, voice commands or simply touching the buttons on the touch-sensitive display. One of the new button functions is a message centre, where all incoming SMS messages, emails and information about the car's operating state can be found. Meanwhile, the latest generation of the BMW Head-Up Display has a resolution of 800 x 400 pixels, and the projection area is around 70 per cent larger than in the outgoing model.

The standard, two-zone automatic climate control features independent temperature control for driver and front passenger and automatic activation of the air recirculation function, for instance when driving through a tunnel optional extras include a four-zone climate control system and the Ambient Air package, which uses ionisation to ensure the air inside the car is of the highest quality (and fragranced if so desired).

A range of sound systems are available in the new BMW 5 Series Saloon, starting with the Professional radio with six speakers; progressing to the eight channel system with 12 speakers; then the 600 watt harman/kardon system with 16 speakers; and finally the ultimate option for audiophiles: the Bowers and Wilkins Diamond surround sound system, with 10-channel amplifier and 16 speakers featuring 1,400 watts. The optional Rear-seat entertainment Experience system offers occupants in the rear the luxury of two independently controlled, high-resolution 10.2-inch screens with DVD/Blu-Ray player, which also include connections for MP3 players, USB devices, games consoles and wireless headphones.

Two non-metallic and 11 metallic colour shades are available, with six BMW Individual paint finishes and four BMW Individual Frozen paint finishes joining the selection over the course of 2017. Customers can choose from a total of 9 different light-alloy wheels (from 17-inch to 20-inch).

#### **Powertrain**

All members of the newly developed, modular BMW EfficientDynamics engine family feature an

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extremely lightweight, thermodynamically optimised all-aluminium construction. Thanks to their unrivalled BMW TwinPower Turbo technology, they meld maximum power with exemplary efficiency, and all comply with the EU6 emission standard.

The petrol units employ TwinScroll turbocharging, High Precision Injection, Double-VANOS variable camshaft control and Valvetronic fully variable valve timing. The diesel models, meanwhile, feature a turbocharger with variable turbine geometry and latest-generation common-rail direct injection, which generates injection pressure of up to 2,500 bar. The diesel exhaust systems operate using BMW BluePerformance technology, which combines close-coupled particulate filters and oxidation catalysts with a NOx storage catalyst. Exhaust gas after treatment in all diesel models is performed with the aid of SCR technology, including a water-cooled metering module for the AdBlue fluid, which serves to cut nitrogen oxide emissions still further. AdBlue can now also be replenished from special pumps at filling stations, allowing the reservoir to be topped up more quickly and conveniently.

A new, two-litre, four-cylinder in-line engine in the BMW 530i supersedes the petrol unit previously fitted in the BMW 528i. This turbocharged, direct injection engine produces 252hp (up 7hp on its predecessor) and enables the BMW 530i to sprint from zero to 62mph in 6.2 seconds. However, the most powerful petrol option at launch is the new BMW 540i xDrive, which produces 340hp. This three-litre straight-six generates an impressive 450Nm of torque (+50 Nm), yet despite this performance average consumption is 39.2mpg with CO<sub>2</sub> emissions of 164g/km\* - a reduction of eleven per cent over the outgoing model. The all-wheel-drive BMW 540i xDrive sets a new class-beating time of 4.8 seconds for the sprint from zero to 62mph.

The four-cylinder diesel engine powering the BMW 520d has an output of 190hp at 4,000rpm and unleashes its maximum torque of 400Nm. Gearshifts are made with the eight-speed Steptronic. Fuel consumption with the eight-speed Steptronic comes in at 68.8mpg, resulting in CO<sub>2</sub> emissions of 108g/km. Finally, for now at least, the most potent diesel is the 155mph BMW 530d, producing 265hp and 620Nm. Along with these impressive performance figures, the BMW 530d achieves 60.1mpg, equating to CO<sub>2</sub> emissions of 124g/km.

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The volume engines available at launch can be specified with BMW's xDrive intelligent all-wheel drive system (20d, 30d, 40i). Besides the familiar handling benefits of all-wheel drive in adverse weather conditions, xDrive also enhances the agility of the driving experience. The transfer case in the new BMW 5 Series Saloon also works more efficiently, helping to keep fuel consumption to a minimum. For the first time, BMW xDrive can be combined with Integral Active Steering as well as lowered sports suspension.

Automatic transmission with gearshift paddles features as standard on 520d and 520d xDrive models with the automatic gearbox boasting exceptional shift comfort, sporty, dynamic gear changes and supreme efficiency. The Sports automatic transmission features as standard on all other models with even more dynamic shift characteristics.

Shortly after the new 5 Series Saloon is launched, BMW will add a further two engines to the line-up. Under the bonnet of the BMW 520d SE EfficientDynamics model lies the most efficient incarnation of the 190hp four-cylinder diesel unit, which helps the saloon to achieve a fuel consumption of 72.4mpg, meaning CO<sub>2</sub> emissions of 102g/km.

Moreover, a plug-in hybrid version of the BMW 5 Series Saloon will also be launched in March in the form of the BMW 530e iPerformance model. The BMW eDrive system and a four-cylinder petrol engine work in perfect unison to achieve ultra-low CO<sub>2</sub> emissions of just 49g/km\*, while generating overall output of 252hp. Fuel consumption is a remarkable 134.5mpg. The BMW 530e iPerformance can reach a top speed of 87mph in all-electric mode and has an electric range of up to 28 miles.

Besides the fuel-efficient power units, various other efficiency-enhancing details have been included. For example, there's the ECO Pro mode with Proactive Driving Assistant, which can be activated with the Drive Performance Control switch. It is interlinked with the Professional Navigation system, enabling it to detect braking situations in advance – such as when entering built-up areas, speed limit zones, corners and filter lanes – and prepare the drive system accordingly. Intelligently controlled energy and climate management accompany these measures, with the Active Air Stream Kidney Grille system in the new BMW 5 Series Saloon allowing even more variable control of the cooling air for the engine, brakes and air conditioning to suit the situation. Aside from its aerodynamic benefits, the system also shortens the engine's

\* Fuel consumption and range figures are provisional and based on the EU test cycle, may vary depending on the tyre format specified.

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warm-up phase and makes sure that heat is retained for longer after the engine has been switched off. The Auto Start-Stop function is also linked to the navigation system, stereo camera and radar to prevent the engine from being switched off in situations where that would be inefficient or unwarranted.

#### **Chassis and Dynamics**

With a redesigned chassis and intelligent lightweight engineering, BMW's renowned even weight distribution and a highly torsion-resistant body, the seventh generation of the BMW 5 Series Saloon combines superb driving enjoyment without compromising comfort. At the same time, an extensive range of driver assistance systems take the BMW 5 Series a big step further down the road to automated driving.

The new double-wishbone front axle's kinematics are perfectly configured for a long-distance saloon. Extensive use of light-metal components keeps unsprung mass as low as possible, while separating the construction into an upper and a lower control arm level gave the engineers considerable freedom to fine-tune the balance between dynamics and comfort. The rear suspension and double-wishbone front suspension work together to provide excellent anti-roll control when cornering, but never at the expense of ride comfort. Light-metal components are also used extensively in the new five-link rear suspension, which is even lighter and stiffer than in the previous model and provides precise wheel location and excellent tracking stability in all driving situations. The electromechanical power steering features a variable steering ratio and speed-sensitive power assistance. Optionally, the BMW 5 Series Saloon can now also be equipped with a revised – now electromechanical – Integral Active Steering system, with steering rear wheels for extra agility, stability and comfort. This can now also be combined with BMW xDrive.

The braking system has been optimised with saving weight a priority. Depending on the model variant, the system features single-piece or two-piece four-piston fixed aluminium callipers at the front, with lightweight discs, and single-piston fixed callipers with an integrated electromechanical parking brake at the rear. All the key driving dynamics systems are standard specification; 17-inch light-alloy wheels as standard, (18-inch on higher models) with up to 20-inch wheels optionally available. Lowered M Sport suspension is another option, and can now be combined with BMW xDrive if so desired. BMW's highly regarded Dynamic Damper Control

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system, which is equipped with new valves and an optimised control algorithm, matches the damping characteristics to the road surface and driving situation. At the same time, the Drive Performance Control switch allows drivers to choose between a sportier or more relaxed suspension setting.

The optional Adaptive Drive system, which combines Dynamic Damper Control with Dynamic Drive active roll stabilisation, enhances the driving experience yet further. In contrast to the previous roll stabilisation system, the anti-roll bars are now no longer actuated hydraulically but by means of electric swivel motors. The new system is fast-acting and precise, is lighter overall in weight and is much more frugal in its energy consumption.

#### **Driver Assistance Systems**

With its unusually extensive range of driver assistance systems, the new BMW 5 Series Saloon supports the driver both when performing routine tasks and in complicated or difficult driving situations. They improve driving comfort and safety and take the new BMW 5 Series Saloon a big step forward on the road to automated driving.

Dynamic Cruise Control (DCC), which is standard, maintains any selected speed between 19 and 155mph. It also supports energy-saving coasting by decoupling the engine from the powertrain when the driver lifts off the accelerator at higher speeds. Meanwhile, the functionality of the optional Active Cruise Control (ACC), which uses radar to adjust the pre-selected speed to the traffic situation, has been extended yet further. Working alongside this, the optional Speed Limit Info system shows speed restrictions on the current route segment in the display. Speed Limit Assist can also take into account speed restrictions further along the driver's route, encouraging a more proactive driving style. And when vehicles that are part of the inter-connected BMW fleet detect a hazard, the information is immediately relayed to BMW and incorporated in the form of a hazard preview into the navigation system and screen of vehicles in the immediate vicinity.

The optional Driving Assistant Plus safety package includes the Lane Keeping Assistant, the Lane Departure Warning system and the Lane Change Warning. Moreover, Side Collision Warning warns drivers by means of a visual signal or steering wheel vibration if another vehicle is encroaching from the side. The Lane Change Assistant offers comfort-enhancing steering assistance when changing lanes on motorways or dual carriageways.



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Another new function contained in the Driving Assist Plus package is the evasion aid. If a swift lane change is required because an obstacle has suddenly appeared in the driver's path, the evasion aid – which operates at speeds up to 99mph – supports the necessary evasive steering action. A further system that provides an early foretaste of automated driving is the Steering and lane control assistant. This system already features a high level of automation. It operates in the speed range from zero to 130mph and uses smooth, comfort-enhancing steering interventions to keep the vehicle in its current lane, reducing driving stress particularly in congested traffic. The system's hands-on-wheel detection is very sensitive, and can identify hand contact even when only a few fingers are in contact with the wheel. Drivers can now take their hands off the wheel much more often than in the past.

The Priority warning system provides visual and audible warnings if the driver has failed to notice that vehicles in another road have priority. The brake system is also primed so that the braking distance can be reduced to a minimum. Both Priority warning and Wrong-way warning operate in conjunction with the standard Professional Navigation system. The Wrong-way warning detects if the driver is driving the wrong way onto a motorway or onto a roundabout, or is heading the wrong way down a one-way street. Similarly, Crossing traffic warning uses radar sensors to check for approaching traffic at junctions with poor or impeded visibility or when backing out of a perpendicular parking space.

#### **BMW Connected Drive**

The new BMW 5 Series Saloon sets new standards for connectivity between the driver, vehicle and outside world: to this end, the already extensive portfolio of BMW ConnectedDrive Services has been expanded to include new products that are designed to bring added comfort and time savings - for business travellers in particular.

Optional Remote Control Parking – as seen first on the new BMW 7 Series – and the optional Parking Assistant and Parking Assistant Plus packages, enable automated parking with the greatest of ease in both parallel parking spaces and perpendicular or angled spaces. Surround View and Remote 3D View offer peace of mind to anyone who frequently finds themselves manoeuvring in awkward traffic situations in city centres by allowing them to keep an eye on the area surrounding their BMW 5 Series at all times. This fusion of driver assistance systems and connectivity services allows owners to quickly check on their parked car no matter how far away

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it is, as the image data is transmitted over the mobile phone network to their mobile device. Besides the facility for directing the BMW 5 Series Saloon into a parking space by remote control, the optional Display Key offers a host of other functions as well. Remote operation of the auxiliary ventilation is just one example. Drivers can also check whether they closed the windows, sunroof and doors when they parked their car. The car's fuel level and remaining range are also shown on the key, along with any service information.

Mobile phones with inductive charging preparation can be supplied with power wirelessly. The options list also includes a WiFi hotspot offering a high-speed internet connection (LTE) for up to ten mobile devices. Apple CarPlay is available in the new BMW 5 Series Saloon, too: integrating the smartphone into the vehicle's system environment allows the phone, together with any apps that are on it, to be operated via the screen in the car by means of the iDrive Controller or touch control. BMW is the first carmaker to integrate Apple CarPlay without any cables at all.

The latest generation of the Professional Navigation system boasts quicker start-up, even faster route calculation and more realistic 3D graphics in cities. The navigation system is adaptive, too, meaning that if the driver keeps diverting from a suggested route, the system will in future propose the newly learned route as the standard route to the destination in question.

BMW Connected seamlessly integrates the vehicle into the user's digital life via multiple touchpoints, such as an iPhone, Apple Watch, Android smartphone or smartwatch. BMW Connected focuses first and foremost on the digital products and services that simplify the day-to-day planning of driving routes and appointments. With BMW Connected, mobility extends beyond the vehicle. BMW Connected is a digital assistant that combines the various functions that assist with everyday mobility requirements. The familiar BMW Remote Services have likewise been incorporated into BMW Connected. At the root of the BMW Connected concept is a flexible service architecture – the Open Mobility Cloud. This platform builds on Microsoft Azure and processes data and information from all sorts of different sources.

BMW is now the first carmaker to offer Microsoft Office 365 users a secure server connection for exchanging and editing emails, calendar entries and contact details thanks to the car's built-in Microsoft Exchange function. This seamless integration makes it possible to be productive

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while on the move. Addresses from appointments can be imported straight into the navigation system and telephone numbers can be dialled directly from a linked phone. The configurable ConnectedDrive live pad enables fast, easy access to any new incoming emails or the user's next appointment.

Thanks to the SIM card built in to the vehicle as standard, the ConnectedDrive Services offer optimum connectivity and access to the unrivalled portfolio of BMW services without being dependent on the customer's smartphone. Take the Concierge Service, Online Entertainment, and the RTTI (Real Time Traffic Information) that allows BMW 5 Series drivers to avoid traffic jams the smart way. Then there's the Intelligent Emergency Call, which continues to offer an unrivalled level of service. The extensive range of standard connectivity can be further enhanced during ownership of the car via the BMW ConnectedDrive Store, allowing customers to sign up to new services on flexible subscription periods to suit them, this can be done online at home, on the go and directly in the car.

#### **Lightweight materials and Construction**

The BMW EfficientLightweight concept has been rigorously applied throughout the new BMW 5 Series. Using an intelligent multi-material mix consisting of aluminium, high-tensile steels and magnesium, up to 100 kilograms has been shaved off the weight of the previous model, while body strength and torsional stiffness have been increased. A low centre of gravity, a perfectly balanced axle load ratio and a further reduction in unsprung masses has benefits for both dynamics and comfort. The acoustics package too, with engine encapsulation and the use of super absorbers, has been designed for reduced weight, while also setting new standards in interior noise reduction. Examples of BMW's attention to detail in this area are the cast magnesium instrument panel support, which is up to two kilograms lighter than the steel version used on the previous model. Or the boot lid, which for the first time is made entirely from aluminium – saving 4.2kg. The lightweight doors weigh just 6kg each, and 9kg has been saved across the wheel/tyre/brake assemblies.

The body structure offers optimised safety both for the vehicle's own occupants and occupants of other vehicles. It is also very light and was designed using state-of-the-art simulation techniques. Deformation spaces are optimally designed and utilised, courtesy of the latest technologies in body design. The airbags' integrated safety electronics ensure that they deploy

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in the right sequence and provide the right level of restraint at exactly the right time. Taking into account the number of passengers and the severity and nature of the accident, the intelligent control system prevents airbags from being triggered whenever they are not actually required. This way these airbags are still available for deployment in the event of secondary collisions.

The pre-crash accident detection system Active Protection further enhances passive safety while the Collision Warning function detects an imminent risk of collision with preceding vehicles or stationary objects, and prepares the vehicle systems for a possible impact from vehicles behind. The new BMW 5 Series Saloon is also equipped as standard with an active bonnet system. Pyrotechnic actuators in the bonnet hinges and locks raise the bonnet if the vehicle collides with a pedestrian, creating more deformation space between the bonnet and the hard underlying structures.

Like all previous generations of this model since 1973, the new BMW 5 Series Saloon will be built at BMW's Dingolfing plant in Bavaria.

#### **Model History**

2010 (F10/F11/F18/F07): The sixth generation of the BMW 5 Series featured an even more rigid body than its predecessor and was fitted with more safety and driver assistance systems. With sales of over two million units, the sixth generation of the BMW 5 Series has outstripped its predecessor by 42 per cent.

2003 (E60/E61): The fifth generation set new standards in the areas of active safety, driver assistance systems and efficiency, in particular. The BMW 5 Series was the highest-selling car in its segment for four years running (2005 – 2008), with a total of more than 1.4 million units handed over to their owners.

1995 (E39): The fourth generation of the BMW 5 Series was the world's first volume-produced car to feature a chassis made almost entirely from light metal. The newly developed all-aluminium engines added further to the weight savings; by the time production came to an end at the start of 2004 more than 1.47 million units had been sold.

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1987 (E34) A design classic penned by Claus Luthe, all of the E34 petrol engines were equipped as standard with a closed-loop catalytic converter and designed to run on standard unleaded petrol. And an all-wheel-drive variant was made available for the first time in the form of the BMW 525iX. The BMW 5 Series Touring celebrated its premiere in 1991. It came with a tailgate with a separately opening rear window, which remains a distinctive feature of the car today. With total sales topping 1.3 million units, the third-generation model had elevated the success of the 5 Series into a new dimension.

1981 (E28): The second generation of the BMW 5 Series sported a two-section split kidney grille element and circular headlights with different diameters for main and dipped beam. The engine portfolio largely reflected that of its predecessor. A diesel variant was added to the line-up for the first time in 1983, in the form of the BMW 524td. In 1985 BMW Motorsport GmbH – the forerunner to today's BMW M GmbH – presented the quintessential large sports saloon: the BMW M5. Production ended in June 1988 having set a new sales landmark of more than 722,000 units over its eight-year lifespan.

1972 (E12): The first 5 Series also heralded the introduction of a naming system for BMW model designations that are still in use today. The BMW 520 was the successor to the BMW 2000 "Neue Klasse" model and offered customers noticeably more space and comfort. Production of the first BMW 5 Series came to an end in July 1981 with getting on for 700,000 sedans sold.

**Ends**

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With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

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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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