

BMW

United Kingdom

Corporate Communications



Media Information

4 August, 2021

BMW Points launches in the UK, rewarding plug-in hybrid customers for driving electric miles.

- BMW Points programme rolled out, rewarding customers with charging credit for each electric mile driven in the UK or abroad.
- Double points for customers who drive electric miles within designated eDrive Zones.
- Further six eDrive Zones implemented across the UK including Manchester, Edinburgh and Belfast.
- Launch of eDrive Zones in the Republic of Ireland with Dublin and Limerick.

Further enhancing support for plug-in hybrid owners, BMW is today launching BMW Points in the UK - a programme designed to reward customers for each electric mile driven.

Offered to BMW 330e, BMW 530e, BMW 545e, BMW 745e, BMW X3 30e (produced from August 2021) and BMW X5 45e drivers with BMW Operating System 7.0, the programme offers free charging in exchange for driving electric miles. Drivers can earn 2 points for each mile driven electrically, and 4 points for each mile driven electrically in a designated eDrive zone.

BMW Points users are also awarded 20 bonus points every time their vehicle is charged for a minimum of fifteen minutes. Plus, a monthly reward of 500 points for each user who charges their vehicle twenty times a month for a minimum of fifteen minutes each time.

Once drivers have collected 3,200 points, they will be rewarded with £10 charging credit to be used across the [BMW Charging](#) network. At 7,500 points, customers will receive £25 and at 14,500 points a £50 free charging credit.

Points are earned for each mile driven once the vehicle is registered on the BMW Points scheme via the My BMW App and, once registered, miles are automatically logged by the vehicle. Additionally, any miles driven throughout Europe are also recorded, with BMW Points already available to customers in Germany, Belgium and The Netherlands.

BMW became the first car manufacturer in 2020 to launch geo-fencing technology in designated areas across London and Birmingham, resulting in BMW plug-in hybrid models switching to electric driving mode once the vehicle has entered these eDrive

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zones. Now in addition to London and Birmingham, a further six eDrive Zones have been launched across the UK in Glasgow, Edinburgh, Belfast, Liverpool, Bath and Manchester.

BMW has also launched eDrive Zones in the Republic of Ireland, with Dublin and Limerick added as designated cities.

More information on the first BMW eDrive Zones which launched in the UK in 2020 can be found [here](#).

Ends

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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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