

# BMW

## United Kingdom

### Corporate Communications



Media Information  
24 September, 2024

#### **Leading the Charge: Trailblazer Alex Scott MBE to front BMW's new Living with Electric Campaign.**



BMW and Alex Scott MBE are leading the charge in stylish electric mobility. As a catalyst for positive cultural change, the ex-footballer, presenter and broadcaster will spearhead the new 'Living with Electric' campaign featuring the BMW iX2, underscoring the brand's commitment to innovation and the widespread adoption of electro mobility.

Alex exemplifies a rebellious spirit that the BMW iX2 champions. Renowned not only for her remarkable football career on and off the pitch but also for her influential roles in sports presenting, activism and fashion.

BMW Group Company

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A recent YouGov report revealed that there is extensive misinformation and a lack of knowledge<sup>1</sup> regarding electric vehicles (EVs). Specifically, women are being left behind, with only a fifth considering electric vehicles compared to a third of men<sup>2</sup>. To encourage widespread adoption, it is essential to broaden this approach to resonate more powerfully with a diverse audience.

Leading by example, Alex will play a pivotal role in the Living with Electric multimedia campaign that documents her journey and transition to electric driving with the BMW iX2. Launched earlier this year, the first-ever BMW iX2 blends a new dynamic style, cutting edge technology, increased space and exceptional comfort, while offering up to 283 miles (WLTP)\* of range on a single charge. With its striking front end and standalone design features, the BMW iX2 is designed for those who refuse to settle for the status quo – much like Alex.

With unprecedented control over her own content, as director she will offer relatable, practical advice and an honest perspective on navigating EV ownership. The series will address her initial doubts and concerns, demystify common misconceptions about electric vehicles, provide information to drive positive change and cut through the jargon.

Commenting on her involvement, Alex adds, "I hold my hands up, I wasn't sure how an electric car would fit into my busy lifestyle, given the miles I travel and common concerns about charging. However, as someone who supports positive cultural change, I was eager to explore the possibilities.

The BMW iX2 has completely transformed my perspective. It's a joy to drive and fits seamlessly into my routine, with intuitive charging options at home or on the go. It's powerful and offers excellent connectivity, which is crucial for my lifestyle.

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<sup>1</sup> More than half (57%) of 1,000 UK drivers of conventionally fuelled cars polled by [YouGov](#) answered no more than two out of 10 questions about EVs correctly

<sup>2</sup> [No Driver Left Behind: Women and the journey to electric](#)

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For me, this marks the start of a new era in driving and a way to make choices that contribute to a better future."

For more information about the [BMW iX2](#) and expert advice from BMW on living with electric, visit: [BMW.co.uk](https://www.bmw.co.uk).

#### Ends

\*Fuel consumption, CO2 emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The details marked \* have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions.

For further details of the official fuel consumption figures and official specific CO2 emissions of new cars, please refer to the "Manual on fuel consumption, CO2 emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

#### 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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.

[www.bmwgroup.com](https://www.bmwgroup.com)

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