

Media Information  
May 19, 2009

### **BMW Group supports Obama Administration's Proposal on Future National Fuel and Green House Gas Regulations**

Friedrich Eichiner, CFO of the BMW AG, meets US President Obama today

**Munich/Washington,DC.** The BMW Group is in agreement with the direction outlined today by President Obama and his Administration to have the Environmental Protection Agency (EPA) and the Department of Transportation's National Highway Traffic Safety Administration (NHTSA) work together toward one national standard for regulating future greenhouse gas emissions and fuel economy. "The announcement today by President Obama is a major step in the right direction for automotive manufacturers in the United States such as the BMW Group," said Friedrich Eichiner, Member of the Board of Management of BMW AG. "Consistency of legislation and planning certainty are not only crucial for synchronizing product development and regulatory requirements but also for enabling companies to remain viable, profitable and sustainable."

With a view to the challenging new targets in the US the BMW Group can build upon its extensive technological expertise and innovative know-how in developing environmentally friendly technologies that have already enabled the company to reduce its carbon output and increase fuel efficiency over the past several years.

In the US, the recent report entitled "Automakers' Corporate Carbon Burdens" published by the Environmental Defense Fund found that the BMW Group had reduced fuel consumption and CO<sub>2</sub> emissions in the US more than any other automotive company between 1990 and 2005.

In Europe, the BMW Group also achieved fuel consumption levels that were the best among any premium auto manufacturer between 1995 and 2008, exceeding the voluntary commitment made by the Association of European Automobile Manufacturers to reduce average CO<sub>2</sub>-emissions by 25 per cent from 1995 to 2008. Such achievements have enabled the BMW Group to be ranked as the most sustainable automotive company in the world for the past four consecutive years.

Innovative fuel and emission reduction solutions are part of the Efficient Dynamics program of the BMW Group, which is integrated throughout the company's fleet. Since the spring of 2007 well over one million vehicles incorporating Efficient Dynamics measures have reached

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49 89 382-39169

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

Rolls-Royce  
Motor Cars Limited



# BMW Group

## Corporate and Governmental Affairs

Media Information

Datum May 19 2009

Thema BMW Group supports Obama Administration's Proposal on Future National Fuel and Green House Gas Regulations

Seite 2

customers around the world. The launch of BMW Advanced Diesel this year will deliver further potential for fuel consumption reduction in the US. Later this year, the company will also introduce innovative hybrid systems.

In addition to these efforts, the BMW Group is testing more than 600 electric MINI E vehicles both on the East and West coast of the US as well as in Germany and possibly soon in the UK to gain valuable insight and experience for a series version of an electric vehicle, which is expected to be launched by 2015. This demonstrates the BMW Group's drive towards sustainable mobility and will help the US Government in its commitment towards a cleaner environment.

In case you have any queries, please contact:

### Corporate and Governmental Affairs

Andreas Klugescheid, Governmental Affairs  
Telephone +49 89 382-76080, Fax +49 89 382-25454

Birgit Hiller, Business Communications  
Telephone: +49 89 382-39169, Fax +49 89 382-24418

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)