

BMW EfficientDynamics.

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Less emissions. More driving pleasure.



Munich, June 23rd, 2009.

BMW Group



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Ulrich Knieps,
Head of BMW Product and Technology Communications,
BMW Group.

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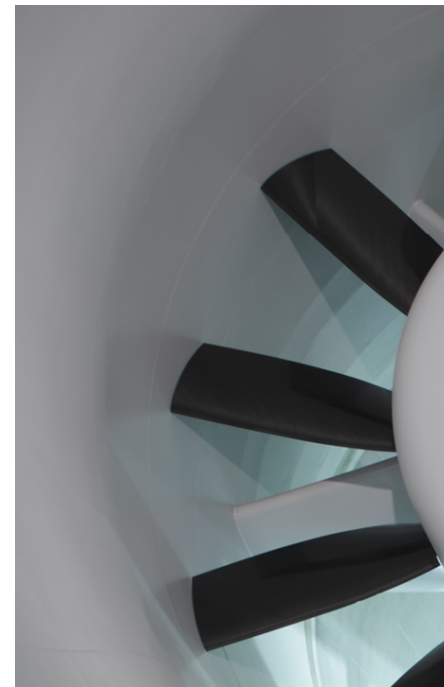
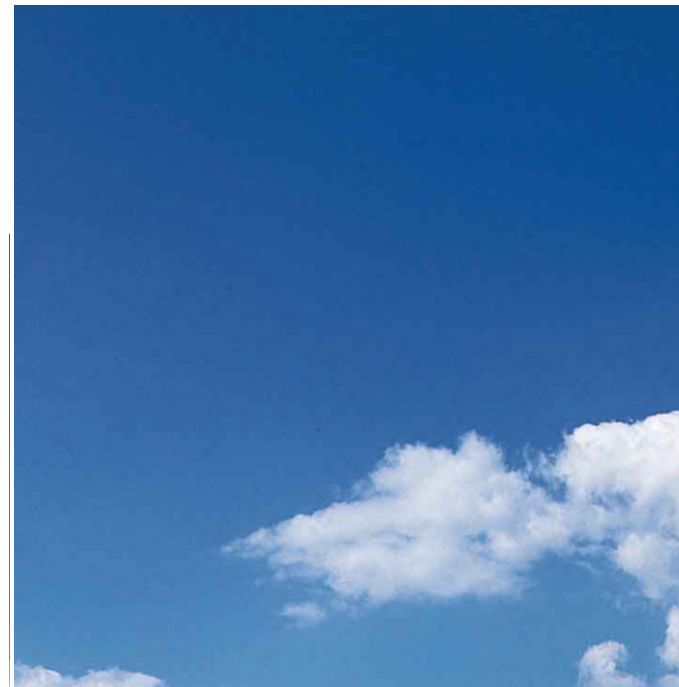




Dr. Hans Rathgeber,
Senior Vice President Total Vehicle
Architecture and Integration,
BMW Group.

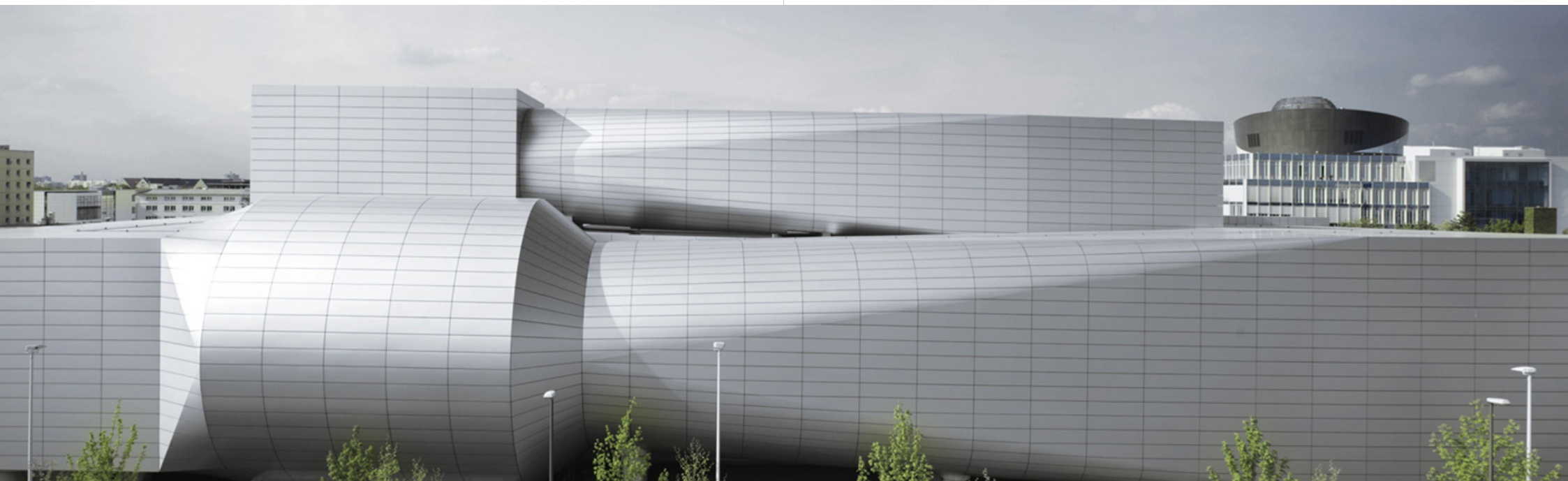
Responsible and sustainable economic management.

- ▶ Investments in Munich as an industrial location.
- ▶ Responsible handling of resources.
- ▶ Sustainable economic management.
- ▶ Technological leadership in CO₂ reduction.



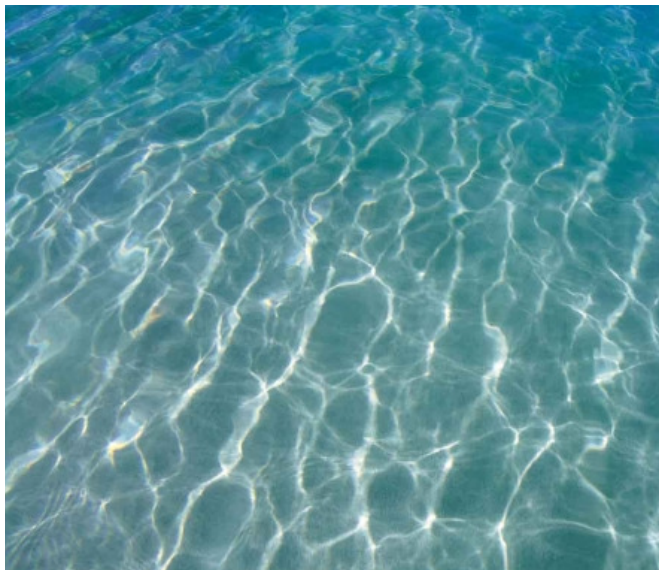
Aerodynamic test centre.

- ▶ Investment: 170 million euros.
- ▶ Construction period: 3 years.
- ▶ Staff: 500.



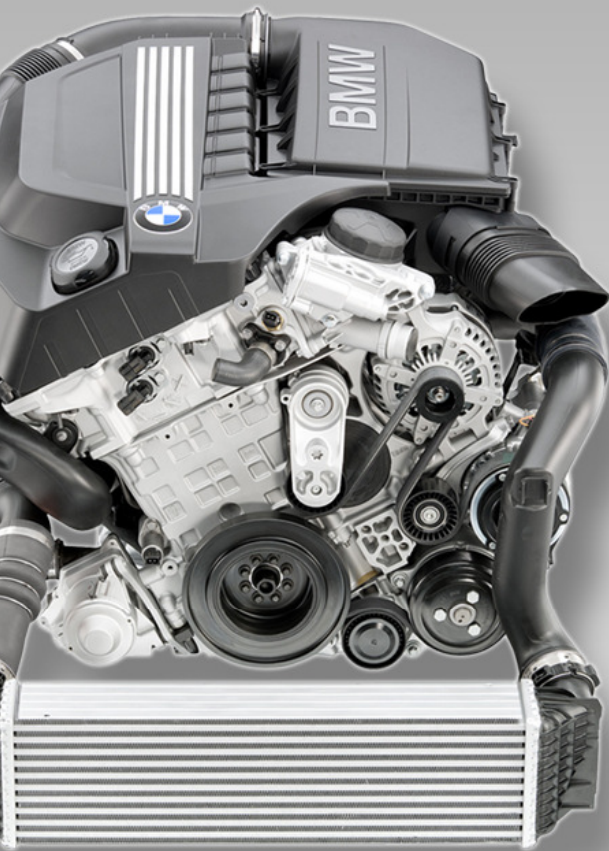
Maximum efforts to reduce CO₂ emissions.

- ▶ Measures to reduce fuel consumption throughout the entire fleet by means of the BMW EfficientDynamics strategy.
- ▶ Innovations in drivetrain, lightweight design and aerodynamics.
- ▶ Responsibility for society and the environment.
- ▶ Sustainability as the top priority within the entire value creation chain.



Innovations in drivetrain.

fuel consumption



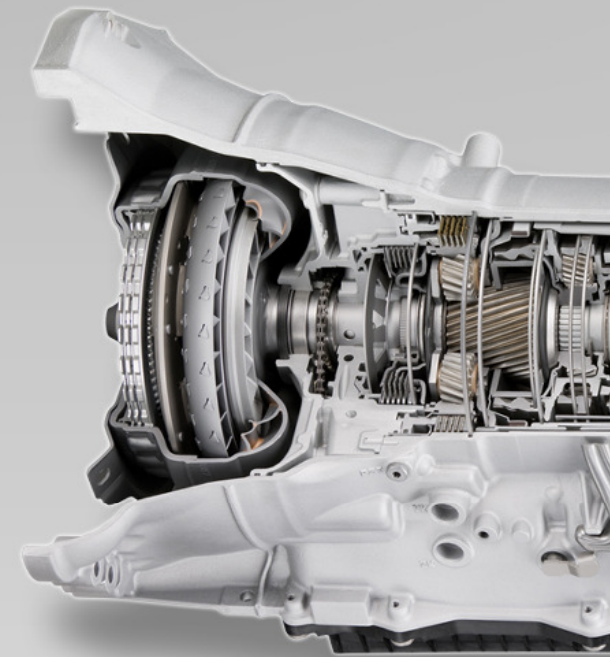
**In-line 6-cylinder
petrol engine with
48V Mild Hybrid Technology**

- 4 % fuel consumption



**In-line 6-cylinder
diesel engine with
48V Mild Hybrid Technology**

- 6 % fuel consumption



**8-speed automatic
transmission**

Measures to reduce fuel consumption throughout the entire fleet.

- ▶ Over 1.35 million vehicles with BMW EfficientDynamics.
- ▶ 22 BMW and 7 MINI models with a max. output of 140 g CO₂/km.
- ▶ Reduction of CO₂ emissions from 2006 to 2008:
BMW: 15 %, MINI: 20 %.
- ▶ CO₂ emissions in vehicle production: - 17 % in the last four years.

BMW “140 gram” fleet.



Aerodynamic test centre.

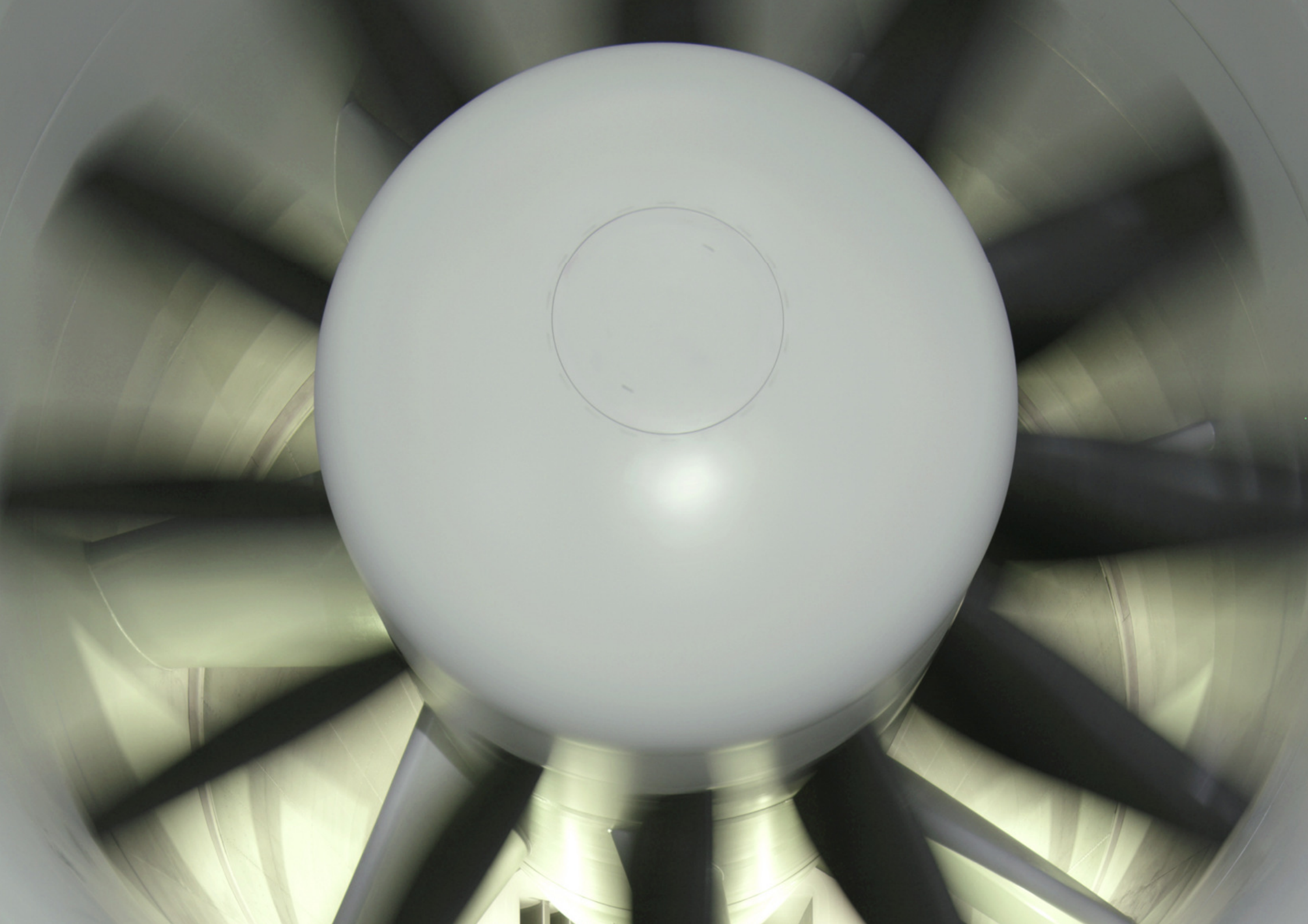


individual mobility with further reduced fuel consumption and exhaust emission levels.

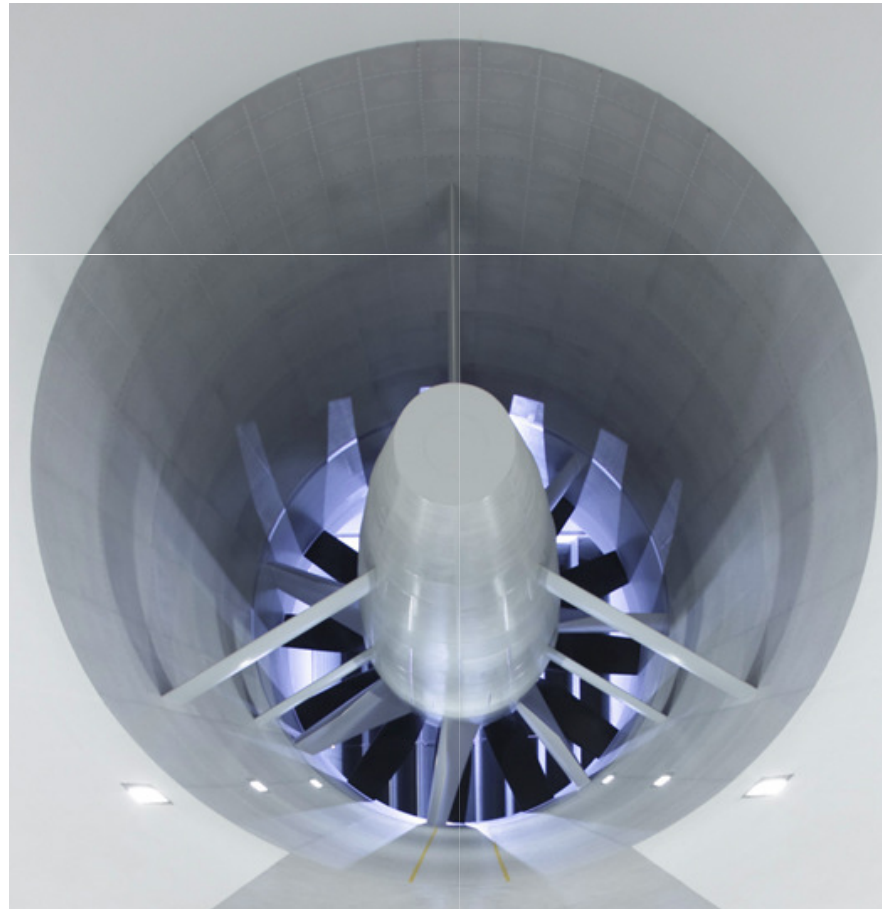
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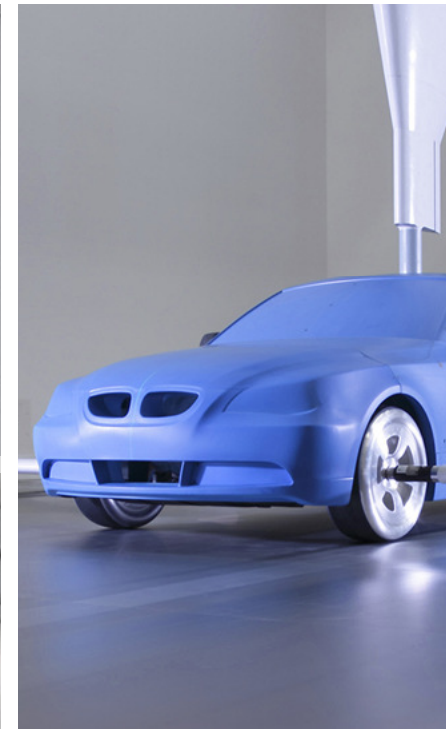
Organisational points. Workshops.

Experience
design

Experience
aerodynamics

New
drivetrain

Create
aerodynamic



Organisational points.

	Group 1	Group 2	Group 3	Group 4
0 am - 0 am	Experience design	Experience aerodynamics	New drivetrain	Create aerodynamics
0 am - 0 pm	Experience aerodynamics	Experience design	Create aerodynamics	New drivetrain
0 pm - 0 pm	Lunch	Lunch	Lunch	Lunch
0 pm - 0 pm	New drivetrain	Create aerodynamics	Experience design	Experience aerodynamics
0 pm - 0 pm	Create aerodynamics	New drivetrain	Experience aerodynamics	Experience design

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Thank you for your attention.

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