

BMW EfficientDynamics.

BMW EfficientDynamics.
Less emissions. More driving pleasure.



Munich, June 23rd, 2009.

BMW Group



BMW EfficientDynamics.



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

Please select your language.

Deutsch

Kanal 1

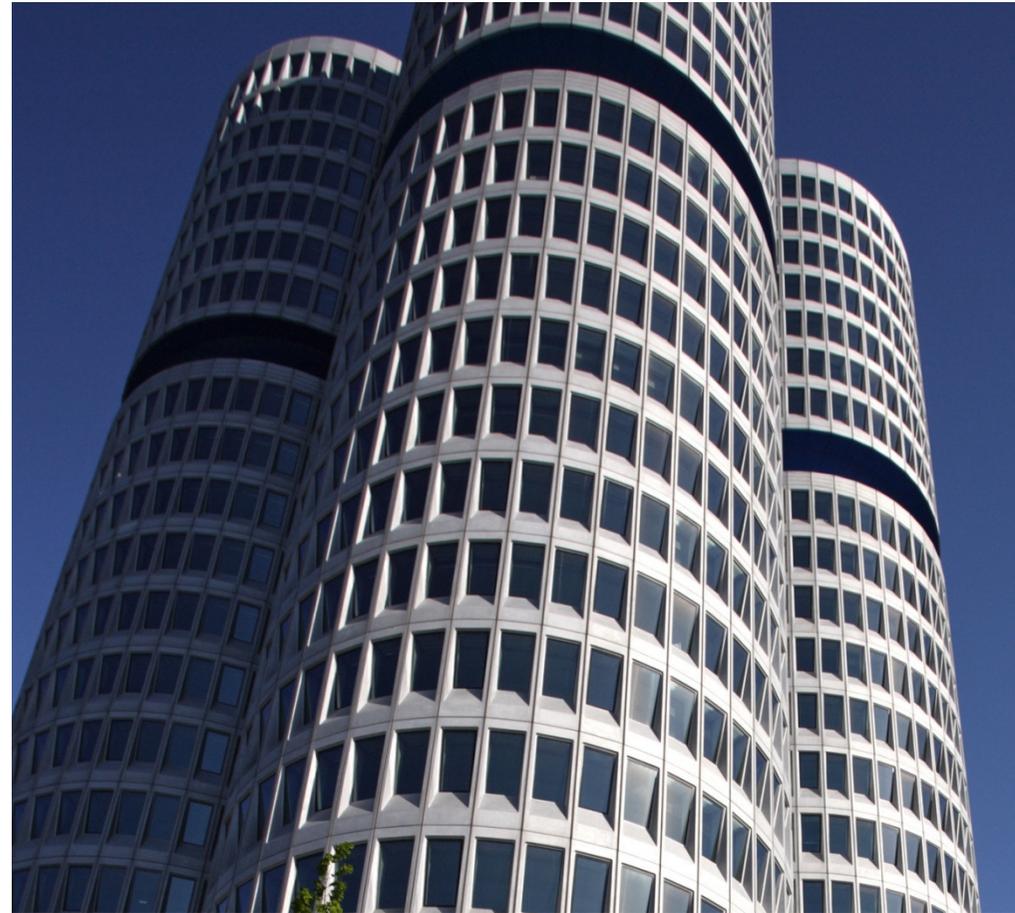
English

Channel 2

Mandarin

Channel 3

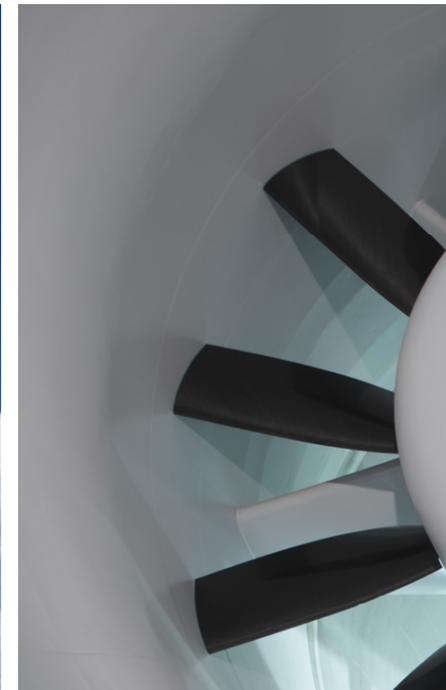
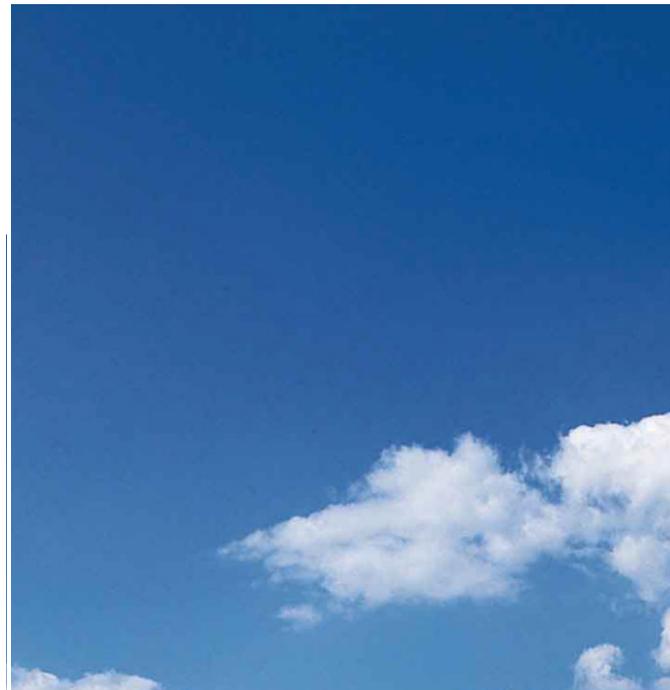




Dr. Hans Rathgeber,
Senior Vice President Total Vehicle
Architecture and Integration,
BMW Group.

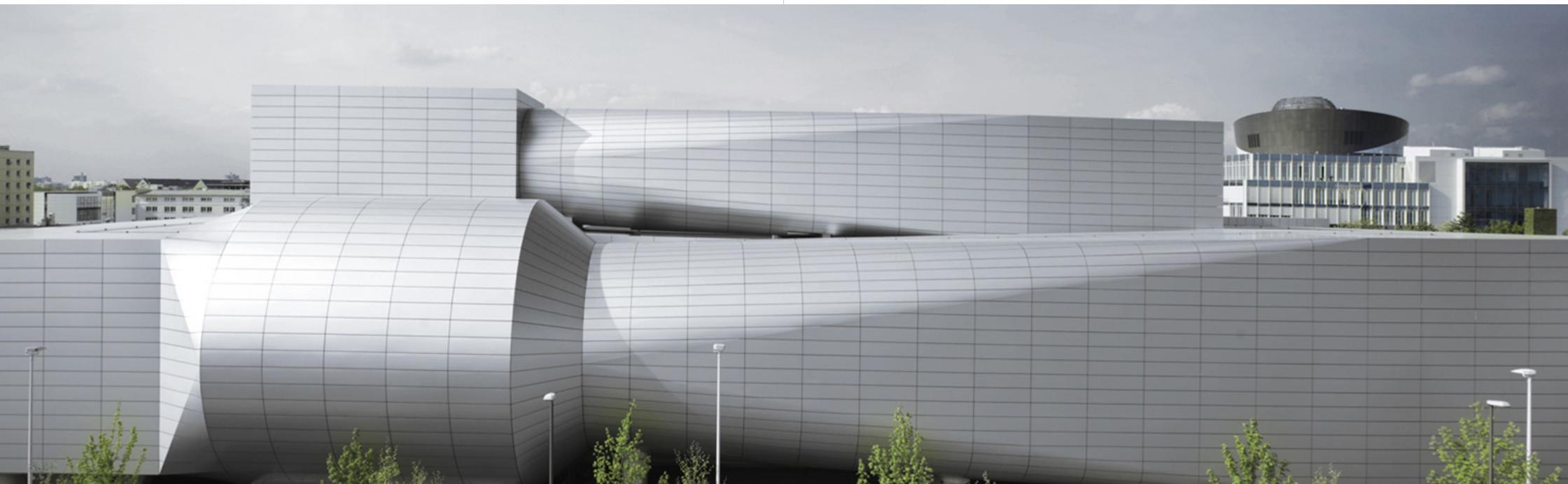
Responsible and sustainable economic management.

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



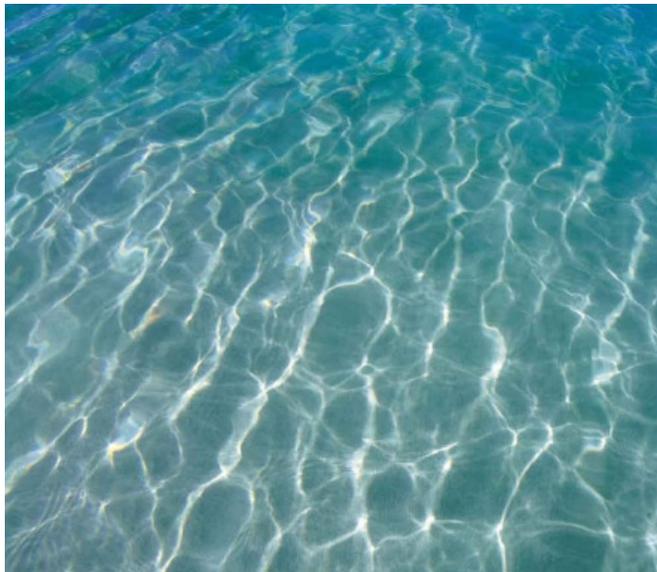
Aerodynamic test centre.

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



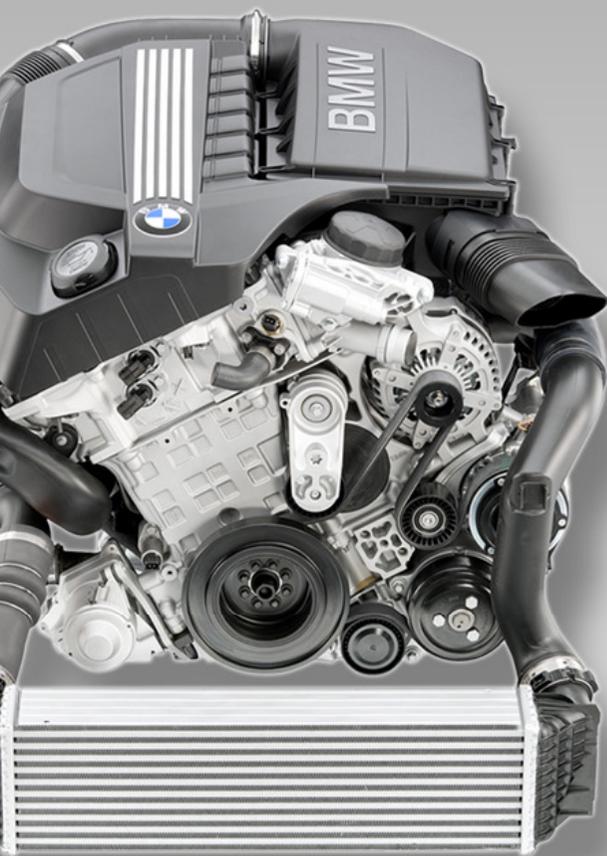
Maximum efforts to reduce CO₂ emissions.

- ▶ 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



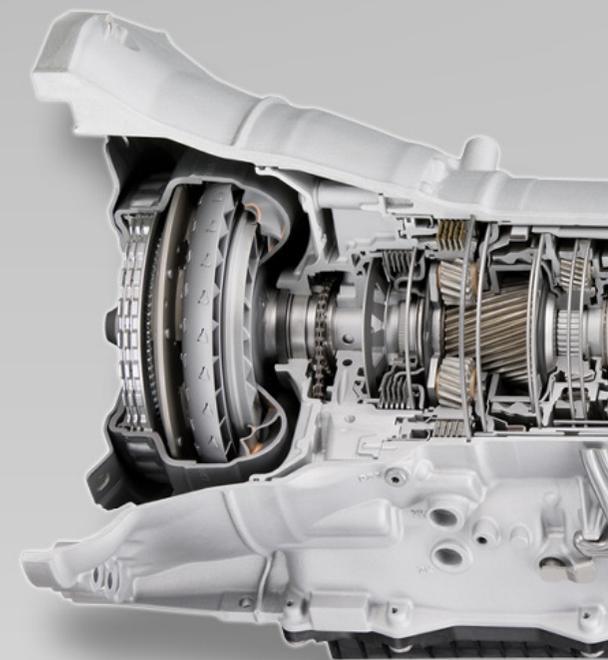
In-line 6-cylinder petrol engine with MW T i Drive Technology

- 4 % fuel consumption



In-line 6-cylinder diesel engine with BMW Valvetronic 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.



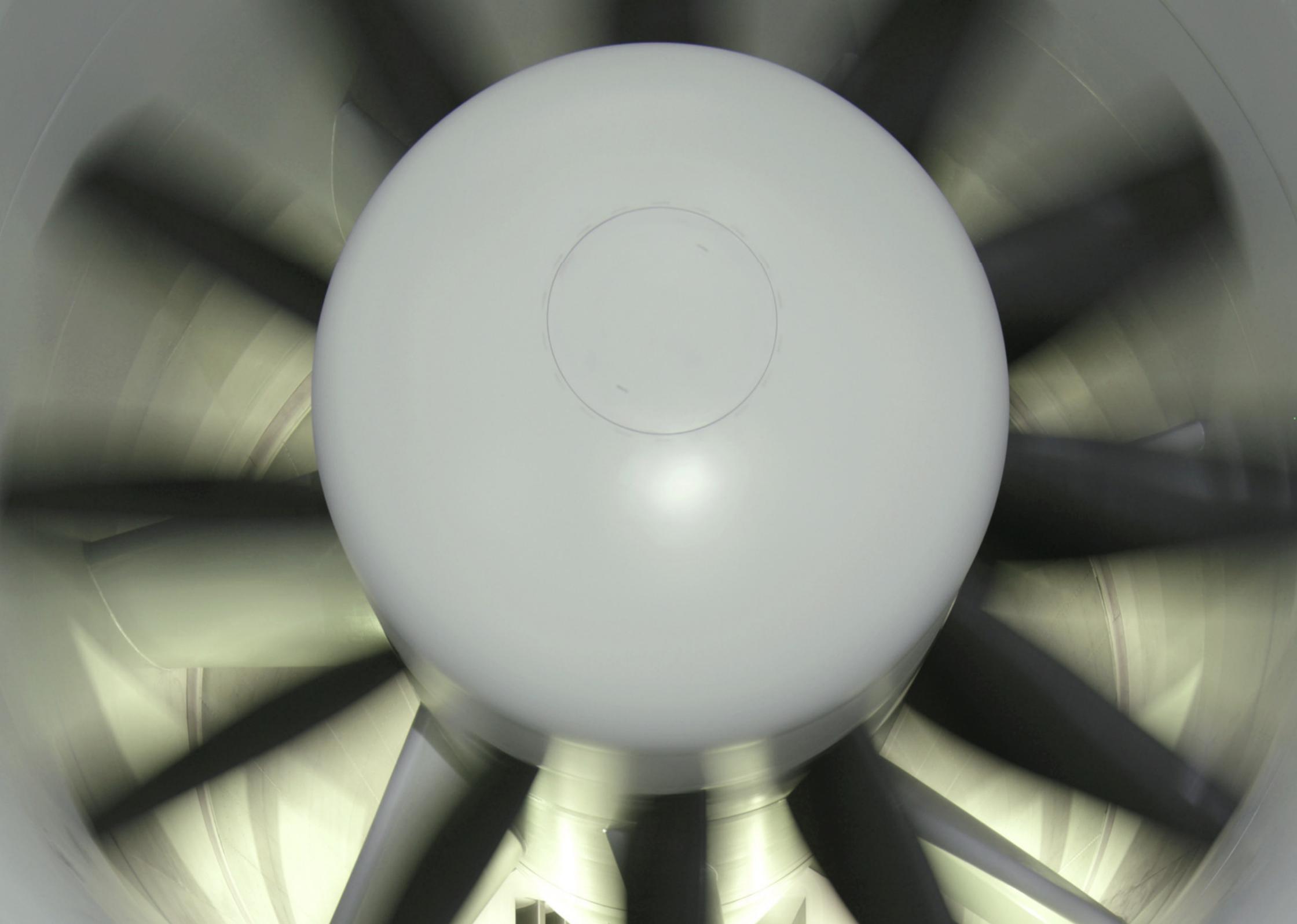
Aerodynamic test centre.



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

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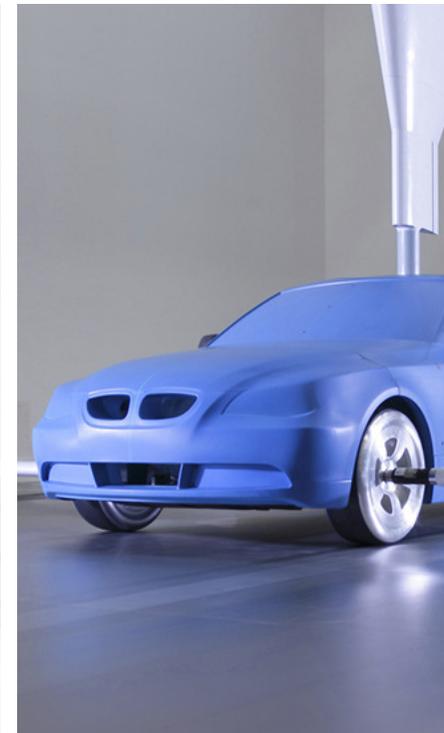
Organisational points. Workshops.

Experience
design

Experience
aerodynamics

New
drivetrain

Create
aerodynam



Organisational points.

	Group 1	Group 2	Group 3	Group 4
0 am - 10 am	Experience design	Experience aerodynamics	New drivetrain	Create aerodynamics
10 am - 12 pm	Experience aerodynamics	Experience design	Create aerodynamics	New drivetrain
12 pm - 1 pm	Lunch	Lunch	Lunch	Lunch
1 pm - 2 pm	New drivetrain	Create aerodynamics	Experience design	Experience aerodynamics
2 pm - 3 pm	Create aerodynamics	New drivetrain	Experience aerodynamics	Experience design

**BMW EfficientDynamics.
Thank you for your attention.**

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