|  |  |
| --- | --- |
| **For Release:** | **July 22, 2011 – 10:30 am**  |
|  |  |
| **Contact:** | **Thomas Plucinsky**BMW Product and Technology Communications Manager201-307-3783 / Thomas.Plucinsky@bmwna.com**David J. Buchko**BMW Advanced Powertrain and Heritage Communications201-307-3709 / Dave.Buchko@bmwna.com |
|  | **Monty Roberts**BMW Product, Technology and Motorsports Communications(201) 307-3755 / Monty.Roberts@bmwna.com |

**BMW Partners with Coulomb Technologies in Boston**

**BMW ActiveE drivers will have access to the ChargePoint Network, largest electric vehicle driver network; 150 public stations set to arrive in Boston Metro**

**Boston, MA – July 22, 2011…** BMW of North America, LLC today announced jointly with Coulomb Technologies, Inc. that drivers of the forthcoming BMW ActiveE all-electric vehicle will be able to take advantage of the expansion of the ChargePoint® Network into the Boston Metro. More than 150 charging stations for EVs are now being installed in the State through Coulomb’s $37 million [ChargePoint America](http://www.chargepointamerica.com) Department of Energy program. The charging stations will be located in the Boston metropolitan area, primarily within the Route 495 Beltway. Drivers of the BMW ActiveE will be able to conveniently and safely recharge their electric vehicle at any ChargePoint Network-enabled electric vehicle charging station in the US. Drivers have access to the ChargePoint Network’s 24/7 driver support and mobile phone applications, which include station location and real-time availability, turn-by-turn navigation, and charging status.

“We are pleased to be a part of the ChargePoint America program. Access to such a well established network will provide a significant measure of convenience for drivers of the ActiveE,” said Rich Steinberg, Manager – Electric Vehicle Operations and Strategy for BMW of North America. “Our drivers can feel confident that they can easily locate and recharge at any of the publically accessible ChargePoint stations in the United States. Partnerships like this one with Coulomb will reinforce the viability of EVs for daily transportation as we’ve already proven with the MINI E.”

“[ChargePoint Network](http://www.mychargepoint.net/) is the largest online network connecting electric vehicle drivers to charging stations,” said Richard Lowenthal, founder and CTO of Coulomb Technologies. “We are now pleased to say that BMW ActiveE owners will benefit from all of convenience and advanced networking features that the ChargePoint Network offers, which in turn ensures the best possible ‘fueling’ experience.”

**BMW project i - research and development of tomorrow’s mobility.**

The BMW ActiveE is the BMW Group’s next step towards an emission-free, mass-produced electric vehicle. Within the framework of project i, the BMW Group has been carrying out research and development work on the development of electrically powered vehicles. The ultimate goal is the concept of a Megacity Vehicle, the BMW i3 that meets the demands of a sustainable mobility solution for congested urban areas. For this reason, the drive components and battery technology that will be used in the i3 are being tested in the BMW ActiveE.

Ongoing field tests involving more than 600 MINI E cars, including 450 in the US, have already provided vital knowledge about the demands on future electrically powered production vehicles. A fleet of over 1000 BMW ActiveE vehicles will provide further valuable insights into the everyday use of the vehicle. The findings will serve to deepen the knowledge already gained on the everyday use of electric vehicles and to learn more about customer requirements. The feedback from customers testing the MINI E and the BMW ActiveE will be fed directly into series production of the i3, which is scheduled to launching under the i Brand in 2013.

**E-mobility as a supporting pillar of BMW’s EfficientDynamics strategy.**

In the development of groundbreaking vehicle concepts and drive technologies within the framework of the EfficientDynamics strategy, the BMW Group attaches key importance to electric mobility. With EfficientDynamics the BMW Group has for been very successful in reducing fuel consumption and emission levels through new and highly-efficient engine generations, enhancement of aerodynamics, the use of innovative lightweight construction and intelligent engine management - all with better performance in the bargain. Thanks to EfficientDynamics, the company is now able to achieve additional economy advantages through the further electrification of the drive train and hybrid technology. In the medium term, the BMW Group is developing vehicle concepts for emission-free mobility in larger urban areas. In the long term, EfficientDynamics means the transition to emission-free mobility - using both battery power and sustainably produced hydrogen.

On the way to sustainable, CO2-free mobility, the BMW ActiveE represents the next major milestone. Following the MINI E, the BMW ActiveE is the BMW Group’s second electric vehicle made available to consumers. With output of 170 horsepower and maximum torque of 184 lb-ft, the car accelerates from 0 to 60 mph in under nine seconds (preliminary), demonstrating the dynamic characteristics typical of a BMW. At the same time, newly developed lithium-ion batteries facilitate a vehicle range of around 100 miles in everyday driving.

Like the MINI E, the BMW ActiveE is a conversion car, an electric vehicle based on the body and chassis of an existing car. The BMW ActiveE integrates all-electric drive components such as batteries, electric motor and power electronics in a vehicle body that was not originally intended for this purpose - and without significant compromise on space or interior comfort. Therefore, the BMW ActiveE is the BMW Group’s first electric vehicle to offer four fully-fledged seats and a seven cu-ft luggage compartment. The BMW ActiveE incorporates a pilot series version of the same drive train and batteries planned for the i3.

**BMW EVolve Mobile App and Online Dashboard Gauges Compatibility for Electric Vehicle Prospects**

The BMW EVolve will help drivers determine if their current transportation habits are compatible with the EV lifestyle regardless of their cars’ make or even their mode of transportation. The app provides tips from this group of seasoned drivers, based on their experiences thus far. Drivers also have access to real-world comparisons that put their energy and transportation usage into context such as equating a vehicle’s CO2 emissions to that of a home television. Ultimately, following three complete “trips” with the app, the user will be given a compatibility rating letting them know how an EV might fit into their daily life. The BMW EVolve App is available as a free download from both the Apple App Store and the Android Marketplace.

**BMW Activate the Future**

Before the ActiveE arrives, BMW has started a broader conversation about the future of mobility that thinks “beyond the car.” To start the conversation, throughout the month of February, BMW will launch a four-part online documentary series entitled “Wherever You Want To Go: Four Films about the Future of Mobility”, which is intended to create a broader conversation about the future of mobility and to challenge existing consumer mindsets. Go to [www.BMWActivatetheFuture.com](http://www.BMWActivatetheFuture.com) to join the conversation.

**About ChargePoint America**

The $37 million ChargePoint America program is made possible by a $15M grant funded by the American Recovery and Reinvestment Act through the Transportation Electrification Initiative administered by the Department of Energy. ChargePoint America will provide 4,600 public and home ChargePoint Networked Charging Stations by October 2011, adding to the existing ChargePoint Network. Coulomb will work together with its distribution and industry partners to evaluate the demand from the respective geographic regions and allocate charging stations based on this and other factors. The ChargePoint America project will collect data characterizing vehicle use and charging patterns. Idaho National Labs will analyze the data. [www.chargepointamerica.com](http://www.chargepointamerica.com)

**About Coulomb Technologies, Inc.**

Coulomb Technologies, the leading electric vehicle charging solutions company, provides the two key components for success with electric vehicle charging services: [ChargePoint Network](http://www.mychargepoint.net/), the largest online network connecting electric vehicle drivers to charging stations and handling all billing and driver support; and the ChargePoint service plans, web-based solutions that give organizations the control and flexibility they need to provide lasting and successful charging services. Coulomb’s ChargePoint Network industry partners include Leviton, Siemens and Aker Wade.  Coulomb Technologies customers include large employers such as Google and SAP; utilities such and Orlando Utilities Commission and Austin Energy; municipalities such as City of San Francisco and City of New York; large shopping centers such as South Coast Plaza, Fashion Island and Bellevue Square; and parking services providers such as Edison Properties, Priority Parking and InterPark. Operating in 14 countries, Coulomb's ChargePoint Network is currently charging more than 26,000 vehicles per month, dispensing more than 80 Megawatt hours (MWh) of energy each month, and doubling the energy dispensed each quarter.

For more information go to: [www.coulombtech.com](http://www.coulombtech.com). Follow Coulomb on Twitter: [twitter.com/coulombevi](http://twitter.com/coulombevi). Download the [ChargePoint iPhone App](http://itunes.apple.com/us/app/chargepoint/id356866743). Download the [ChargePoint Blackberry App.](https://appworld.blackberry.com/webstore/content/9249)

**BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 137 BMW motorcycle retailers, 107 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com).

# # #

**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).