

Media Information
20 December 2012

BMW Group joins Aluminium Stewardship Initiative **BMW Group to support development of stringent standards for sustainable aluminium production**

Munich. The BMW Group is underscoring its leadership as a sustainable company by joining the Aluminium Stewardship Initiative. The aim of this non-profit initiative is to create sustainable standards throughout the aluminium value chain – from responsible business management to compliance with environmental and social standards. The Aluminium Stewardship Initiative (ASI), founded in September 2012, is the first such initiative to establish sustainable standards for the aluminium value chain.

Aluminium also plays a major role in lightweight construction at the BMW Group, alongside carbon fibres. Like carbon, aluminium, which weighs 30% less than steel, also contributes to weight reduction. The BMW i3 uses mainly recycled aluminium or aluminium produced using electricity from renewable sources. As a result, all of the aluminium used in production of the BMW i3 entails much lower CO₂ emissions than traditional manufacturing processes using aluminium.

“Our aim is to continue to make a major contribution to future mobility through Efficient Dynamics. Lightweight construction will play a key role in this. That is why we are participating in the development of sustainable aluminium standards. We firmly believe that a cross-industry initiative, with the involvement of civil society, is the right approach,” commented Ursula Mathar, head of the BMW Group’s Sustainability and Environmental Protection department.

By joining the Aluminium Stewardship Initiative, the BMW Group is strengthening its leading role as the world’s most sustainable automobile manufacturer. The BMW Group leads many sustainability ratings and rankings, and has been named industry leader in the Dow Jones Sustainability Index for the past eight consecutive years. In 2012, the BMW Group was also the highest-ranked automobile manufacturer in the CDP (Carbon Disclosure Project) Global 500 Ranking. The BMW Group has also been listed in the FTSE4Good, one of the most important indices of sustainable companies, for eleven years.



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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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