

BMW Group

U.S. Press Information

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BMW ActiveE Renewable Energy Certificates and Solar Programs win Green Power Partnership Best Marketing Campaign by a Purchaser of Green Power

Award presented by the Center for Resource Solutions

Woodcliff Lake, NJ – September 23, 2013... BMW of North America won the Best Marketing Campaign by a Green Power Purchaser award for its consumer-facing renewable energy programs under the ActiveE electric vehicle (EV) field trial. The award, presented by the Center for Resource Solutions (CRS), recognizes an outstanding promotional campaign by a purchaser of green power, and honors companies or organizations that purchase or generate green power and have actively promoted their use of green power internally or externally in an innovative or compelling way. The Center for Resource Solutions co-sponsors the Green Power Leadership Awards (GPLA) in conjunction with the US Environmental Protection Agency.

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Ranked #1 on the Dow Jones Sustainability Index for eight consecutive years, BMW has a rich history of commitment to sustainability. The MINI E and ActiveE electric vehicle field trials ushered in an era of electric mobility, situating the company perfectly to launch the i3 early next year as the company's first mass produced battery electric vehicle. Through these field trials, BMW gained experience and insight into the needs and demands of consumers interested in a more energy-conscious lifestyle, which is why it has developed a portfolio of sustainably-oriented consumer offerings that will deliver EV customers a holistic ecosystem that supports their choice of electrified transportation.

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By educating and offering products such as renewable energy certificates (RECs) and residential solar photovoltaic systems to its ActiveE customers, BMW brought its corporate sustainability strategy to its customers, further extending the sustainability value chain to be truly end-to-end in nature. BMW partnered with [Green Mountain Energy Company](#), the country's longest-serving renewable energy retailer, to offer ActiveE drivers RECs to cover the estimated electricity used to charge their ActiveEs. Customers who purchased RECs avoided an estimated 9,900 pounds of carbon dioxide over the course of their two-year lease. BMW also partnered with solar power provider Real Goods Solar to offer ActiveE drivers discounted solar photovoltaic panels for their homes, which will allow them to generate their own clean energy to offset the fueling costs of their ActiveEs.

The Green Power Leadership Awards will be presented in the Renewable Energy Markets Conference, which will take place in Austin Texas from September 22 to September 24, 2013. The GPLA serve to recognize the leading actions of organizations, programs, suppliers, and individuals that significantly advance the development of green power sources. More details about the Green Power Partnerships and the Green Power Leaders Awards can be found here:

http://renewableenergymarkets.com/gpla_details.shtml

For more information on the ActiveE field trial, visit:

<http://electronaut.bmwactivatethefuture.com> Electronauts can log in to access their individual ActiveE statistics, while non Electronauts can browse the combined results for the complete ActiveE fleet.

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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI

passenger car dealers, and 34 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

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwgroupusanews.com and www.press.bmwna.com.

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