

# BMW

## U.S. Press Information

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**Contact: Oleg Satanovsky**  
BMW Product & Technology Spokesperson  
201-307-3755 / [Oleg.Satanovsky@bmwna.com](mailto:Oleg.Satanovsky@bmwna.com)

**Alex Schmuck**  
BMW Product & Technology Communications Manager  
201-307-3783 / [Alexander.Schmuck@bmwna.com](mailto:Alexander.Schmuck@bmwna.com)

### **BMW 530e Inductive Charging Pilot Program Named Green Car Journal's 2020 Green Car Technology of the Year.**

**Woodcliff Lake, NJ – Jan. 24, 2020**... Today, BMW is honored to receive the Green Car Journal's Green Car Technology of the Year award for its Inductive Charging Pilot Program. The Pilot Program allows participating BMW customers to test and provide valuable feedback on using wireless inductive technology to charge their BMW 530e plug-in-hybrid sedans, instead of having to plug the vehicle in using a wall-mounted charging box. BMW is the first automotive manufacturer to make this technology available to customers in the marketplace.

The pilot program began in Germany in 2018, and expanded to the U.S. in mid-2019. Available in the state of California for a small group of qualifying residential home customers, the program included a 36-month lease of a specially equipped 530e sedan and home installation of the inductive charging equipment.

BMW Wireless Charging consists of an Inductive Charging Station (GroundPad) and a secondary vehicle component (CarPad) fixed to the underside of the vehicle. The contactless transfer of energy between the GroundPad and CarPad is completed over a distance of around three inches. The inductive charging components generate a magnetic field, which allows for the safe transfer of energy with an efficiency rate of around 85%.

The system has a charging power of 3.2 kW, enabling the high-voltage batteries on board the BMW 530e to be fully charged in around three and a half hours.

“BMW Wireless Charging represents a milestone in the evolution of vehicle electrification, making owning and driving a plug-in hybrid vehicle an even more seamless experience,” said Ron Cogan, Editor and Publisher of Green Car Journal and [GreenCarJournal.com](http://GreenCarJournal.com). “Today’s pairing of BMW’s innovative inductive charging and 530e plug-in hybrid illustrates how the future of automatic electric vehicle charging can be as simple as parking your car. It’s a deserving winner of 2020 Green Car Technology of the Year™.”

### **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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 348 BMW passenger car and BMW Sports Activity Vehicle centers, 145 BMW motorcycle retailers, 121 MINI passenger car dealers, and 38 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.

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