

Media Information

BMW Group technology partner for EUROCITIES 2014 conference

Munich, 5 November 2014

The BMW Group is the technology partner of the annual EUROCITIES conference currently being held in Munich. The company has developed a broad range of concepts for urban areas that revolve around electro-mobility, but also include solutions based on general mobility services, such as car sharing. One of the focal points is the creation of charging infrastructure through pilot projects and development of intelligent traffic control. Implementation of all these concepts requires close cooperation between industry and research, and, in particular, with local and regional administrative authorities and politicians.

Dr. Herbert Diess, member of the Board of Management of BMW AG, Development, underlined the increasingly urgent need for collective action by all parties to ensure long-term promotion and establishment of electro-mobility in Munich, Germany and Europe: "The automotive industry will change more in the next 20 years than it has from the beginning of car-building to the present day. Electro-mobility will be one of the key forces driving change. Emission-free driving can make a significant contribution to improving the quality of city life. With the development of the BMW i3 and BMW i8, the BMW Group has taken a decisive step towards reaching this goal. Now is the time to prepare city infrastructure for the future."

One outcome of this collaboration is the Münchner Freiheit mobility station developed within the EUROCITIES framework with Munich's KVR Regional Administrative Office, SWM Municipal Utilities and the BMW Group, which will open to the Munich public on 6 November.

Requirements for successful introduction of electro-mobility:

Electro-mobility can make a vital contribution to enhancing quality of life by helping reduce air pollutants and traffic noise in cities. The German Government's recently approved electro-mobility law provides some initial pointers for the successful introduction of e-mobility, including possible use of bus lanes, special access privileges and free parking for electric vehicles. Implementation of these measures is the responsibility of the municipalities.

The BMW Group firmly believes that there is now an adequate range of electric vehicles on the market and that creating the necessary framework conditions in cities must be the next step. Successful implementation will keep Germany competitive at international level and make it a more attractive manufacturing location.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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