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BMW ITALIA S.P.A.



**BMW
GROUP**

THE NEXT
100 YEARS 



GLOBAL TRENDS DRIVING THE FUTURE OF MOBILITY. OUTSIDE-IN APPROACH TO DEFINE DRIVING FACTORS.



Environment

Climate change and the subsequent effects



Urbanisation

By 2030, over 60 % of world population will live in cities



Politics and Regulations

CO2 - and fleet regulations,
Restrictions on imports

FUTURE MOBILITY

Economics

Shortage of resources, increase in the price of fossil fuels



Culture

Sustainable mobility as part of a modern urban lifestyle;
assumption of social responsibility

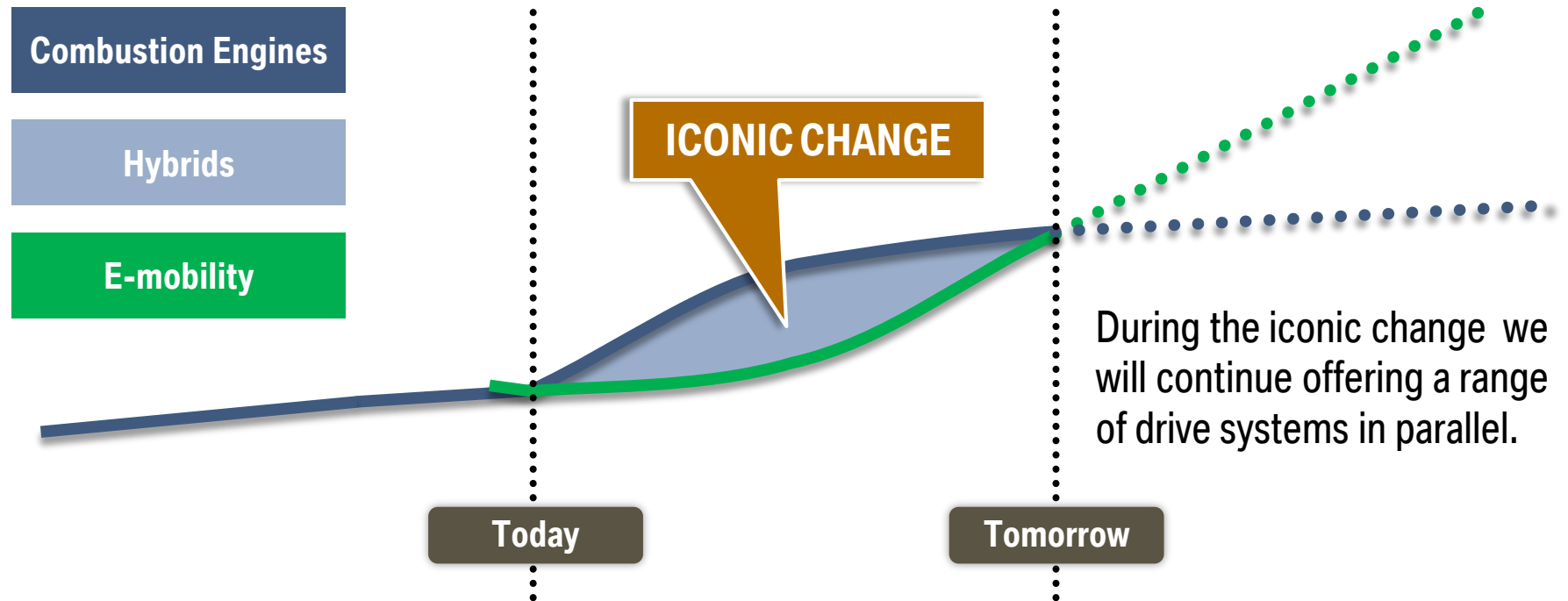


Customer Expectations

Changing values



ICONIC CHANGE. WE ARE ON THE EDGE OF A NEW AERA.



FURTHER REDUCTION OF CO₂ EMISSIONS THROUGH A STRATEGY INVOLVING BOTH EVOLUTION & REVOLUTION.

EVOLUTION

Efficient combustion engines
Innovative technologies

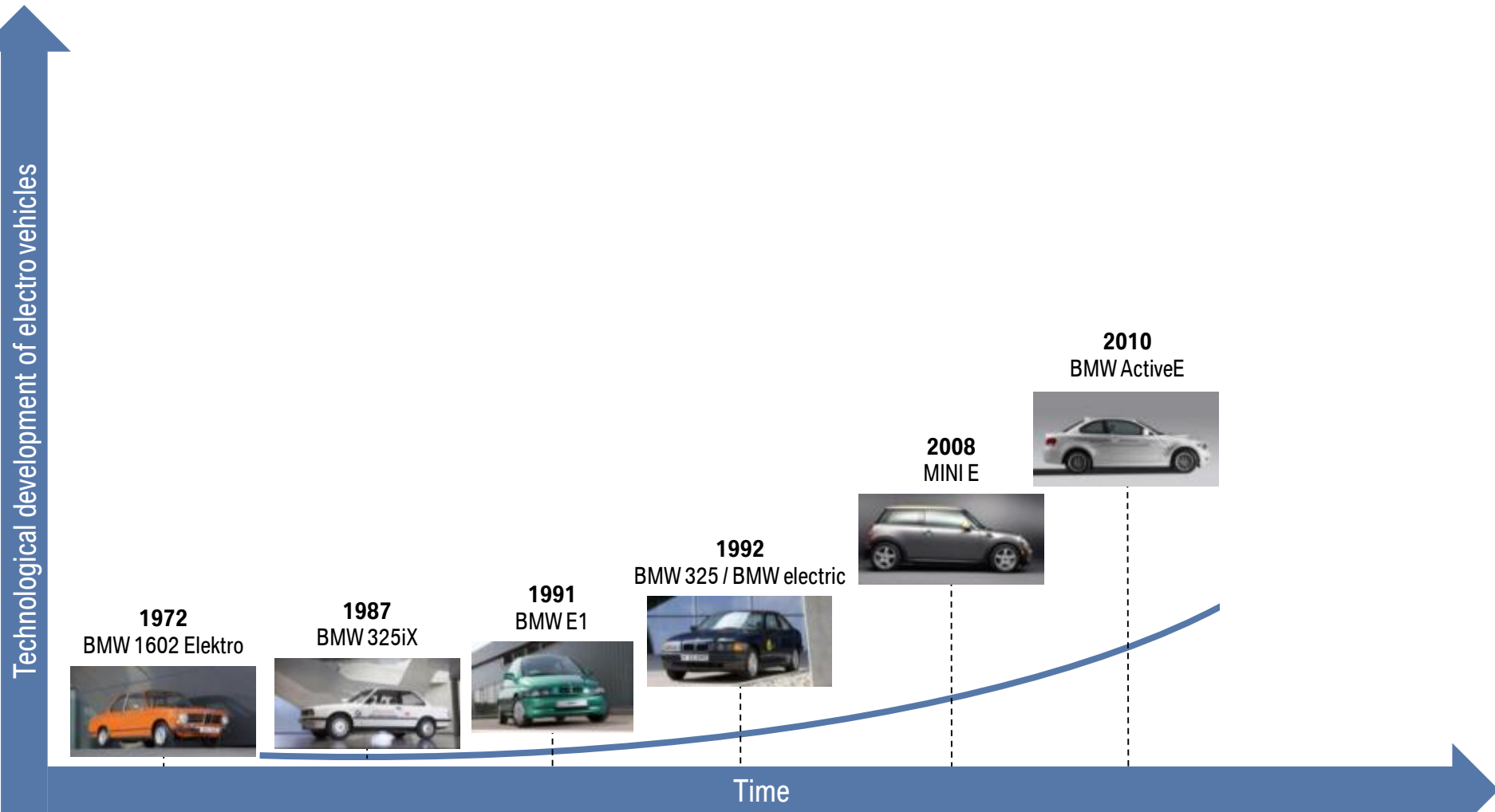


REVOLUTION

Alternative drive trains
Mobility services



OUR HISTORY SHOWS THAT WE HAVE STARTED EARLY TO PREPARE FOR THE FUTURE...



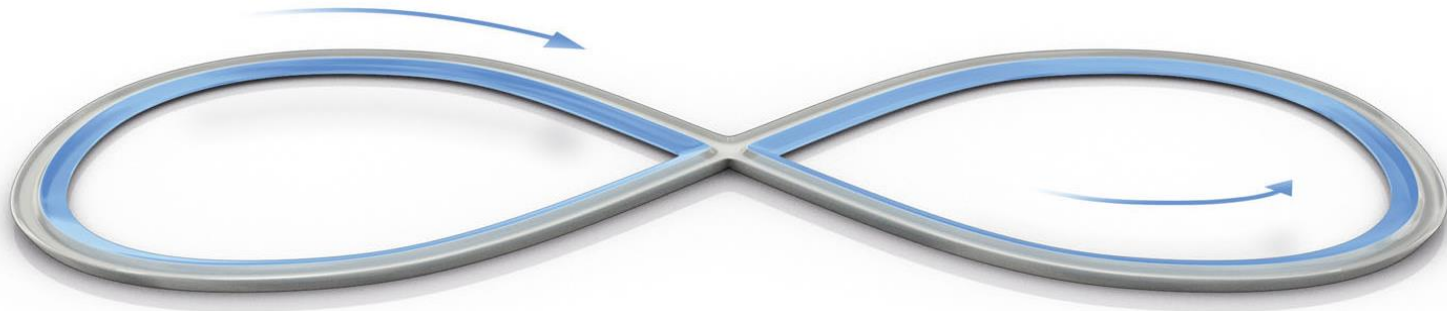
HOLISTIC SUSTAINABILITY APPROACH OF BMW i. LIFECYCLE



DEVELOPEMENT.



USAGE.



RECYCLING.



PRODUCTION.

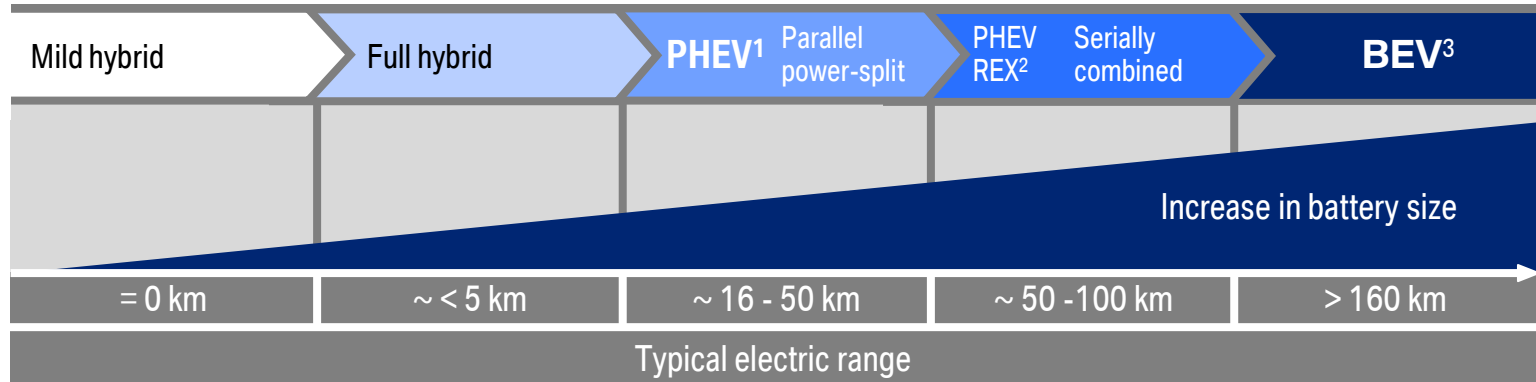
OUR PIONEERING AND REVOLUTIONARY ANSWER TO THE DEMAND OF FUTURE MOBILITY IS: BMW i.



2007	2008	2011	2013	2014	2015	2016	2017
<ul style="list-style-type: none"> The board assigns project i to rethink the BMW traditional car business. 	<ul style="list-style-type: none"> Launch of MINI E and largest field trial in automotive history to help defining the optimum electric car. 	<ul style="list-style-type: none"> Launch of BMW i brand name. World premiere of BMW i3 and BMW i8 concept vehicles @ IAA. 	<ul style="list-style-type: none"> World premiere of BMW i3 and BMW i8 production models @ IAA. They look very much identical to the former concept vehicles. Start of BMW i3 production and market launch. Ever since the BMW i3 is the most successful compact-BEV in the premium segment worldwide. 	<ul style="list-style-type: none"> Start of BMW i8 series production and market launch. Ever since the BMW i8 is the most successful hybrid sports car in the world. 	<ul style="list-style-type: none"> BMW i3 and i8 become most awarded cars in history. Transfer of BMW i technologies into BMW and starts, e.g. eDrive, Connected App. Launch of BMW i3 @ DriveNow to give the broad public an easy first entry into eMobility. Market shares of BMW i in the electrified car segment begin exceeding those of BMW mother brand in several markets. 	<ul style="list-style-type: none"> Launch of BMW iPerformance. Autonomously driving BMW i3 at CES. Announcement of BMW iNext. BMW i3 gets 50 % more battery capacity. BMW i3 batteries sales to 3rd parties start for use in stationary battery systems. ChargeNow, a service by BMW i, becomes largest network of charging points worldwide. BMW i3 becomes best selling BMW model in Norway. 	<ul style="list-style-type: none"> BMW Group is world leader in electrified vehicle registrations (BEV+PHEV together). Sales of BMW i / iPerformance exceed those of BMW M / M Performance. Transfer of BMW i technology eDrive into MINI PHEV starts. Launch of BMW i3 model update and BMW i3s. Launch of BMW i Digital Charging Service to couple eMobility with "Energiewende".



OVERVIEW OF DEGREES OF ELECTRIFICATION.



BMW i and BMW iPerformance:

- The world's leading brand in the combination of future oriented powertrains (BEV and PHEV together), market segments (8) and sales numbers (2).
- The best selling PHEV brand worldwide in 2017.
- The best selling premium PHEV brand worldwide since 2015.
- Sales numbers already on eye level with BMW M / BMW M Performance.
- BMW i3 and BMW i8 the most awarded cars in automotive history.



i PERFORMANCE



OVERVIEW OF DEGREES OF ELECTRIFICATION. 25 NEW „EDRIVE“ MODELS IN 2025 – 12 FULL ELECTRIC.

The BMW Group:

- ▶ Is profitable.
- ▶ We consciously put the focus on BEV and PHEV.
- ▶ In 2017 we want to sell 100,000 BEV / PHEV.
- ▶ In 2025 we expect 15 - 25 % of global BMW Group sales to be BEV / PHEV (based on 2016 sales, 20 % would equal ~ 500,000 vehicles).



THESIS FOR INDIVIDUAL MOBILITY IN 2030: ELECTRIC, SAFE, COMFORTABLE AND CONNECTED.



Cars drive **electrically**



Cars drive autonomously
almost **accident free**



Use concepts like **Carsharing**
are available **area-wide**



The car is part of the
digital ecosystem



The car contributes positively to
society



The share of **individual
premium mobility rises**