

PRODUCT STRATEGY & E-MOBILITY AT BMW GROUP

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**BMW
GROUP**

THE NEXT
100 YEARS 



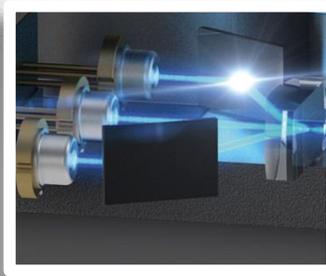
Rolls-Royce
Motor Cars Limited

BMW i – E-MOBILITY PIONEER.



World Green Car of the Year
 Fleet Hero Award
 World Car Design of the Year
 UK Car of the Year
 Innovation of the year
 Automotive Interiors Expo Award
 Grünes Lenkrad
 Schweizer Auto des Jahres
 i Mobility Awards Best Cars
 Auto Trophy
 E car award
 Design-Neuheit des Jahres
 Trophées de l'argus
 German Design Award
 iF gold product design award
 Green Mobility Trophy
 International Paul Pietsch Award
 Winner Ward's "10 Best Engines 2015"

BMW i TECHNOLOGY IS TRANSFERRED INTO OTHER MODEL LINES.

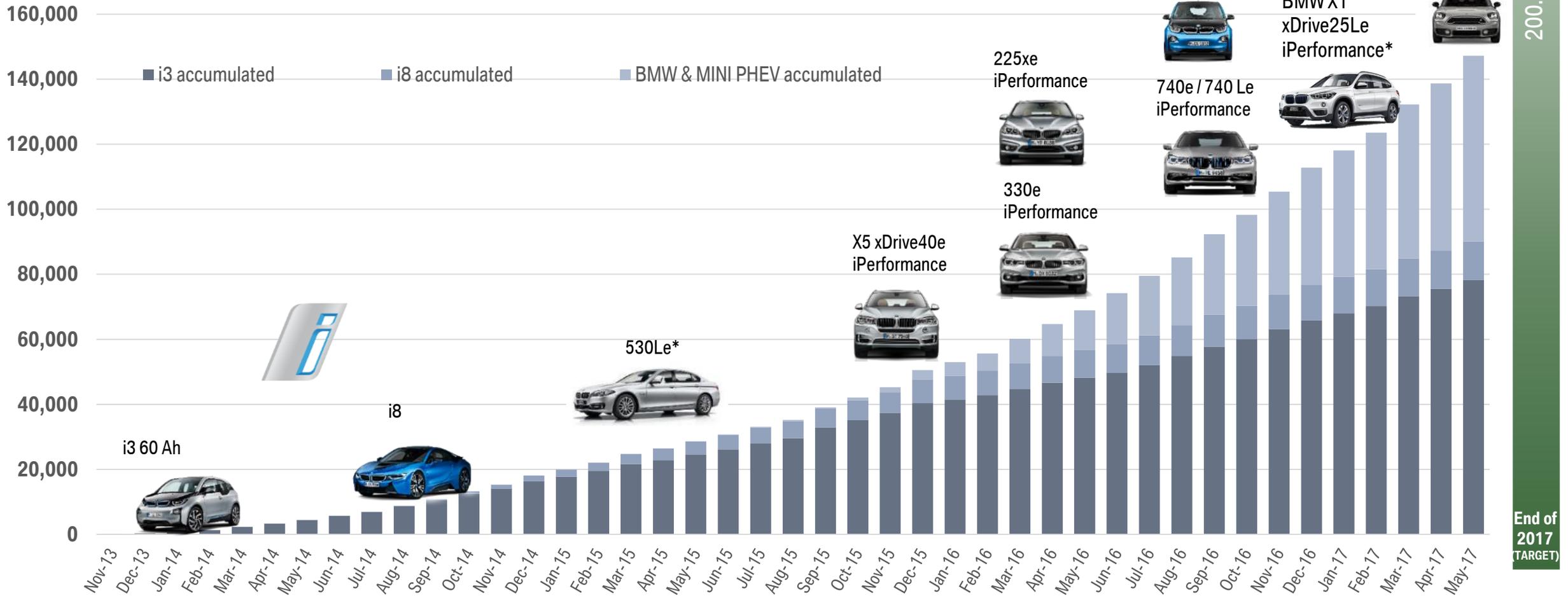


BMW i technologies such as eDrive, lightweight material and laser light have been successfully transferred to other BMW model series.



Since March 2016, all BMW brand plug-in hybrids are branded “BMW iPerformance” as a result of the technology transfer from BMW i to the BMW core brand.

MORE THAN 145,000 ELECTRIFIED BMW VEHICLES SOLD BY MAY 2017.

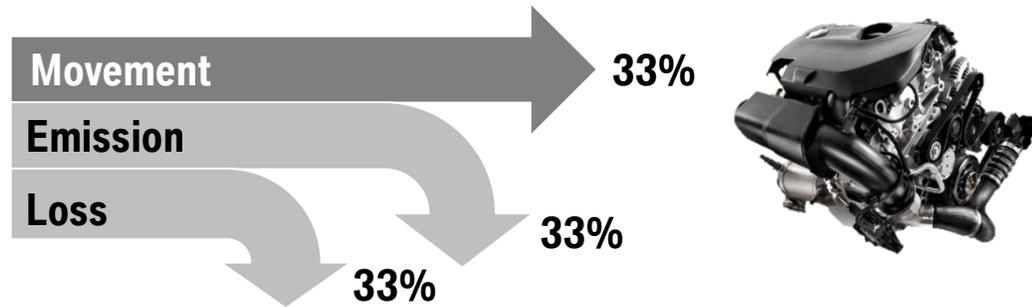


* Only available in China ** Figures are for cumulative sales of BEV and PHEV vehicles

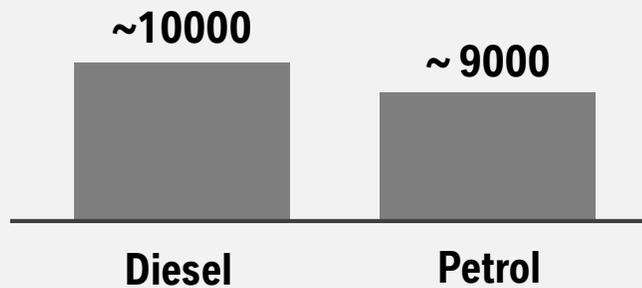
SUPERIOR LONG-TERM POTENTIAL DRIVES THE CHANGE TOWARDS E-MOBILITY.

Combustion engine

Efficiency [%]



Energy density [Wh/l]



Electric powertrain

Efficiency [%]



Energy density [Wh/l]

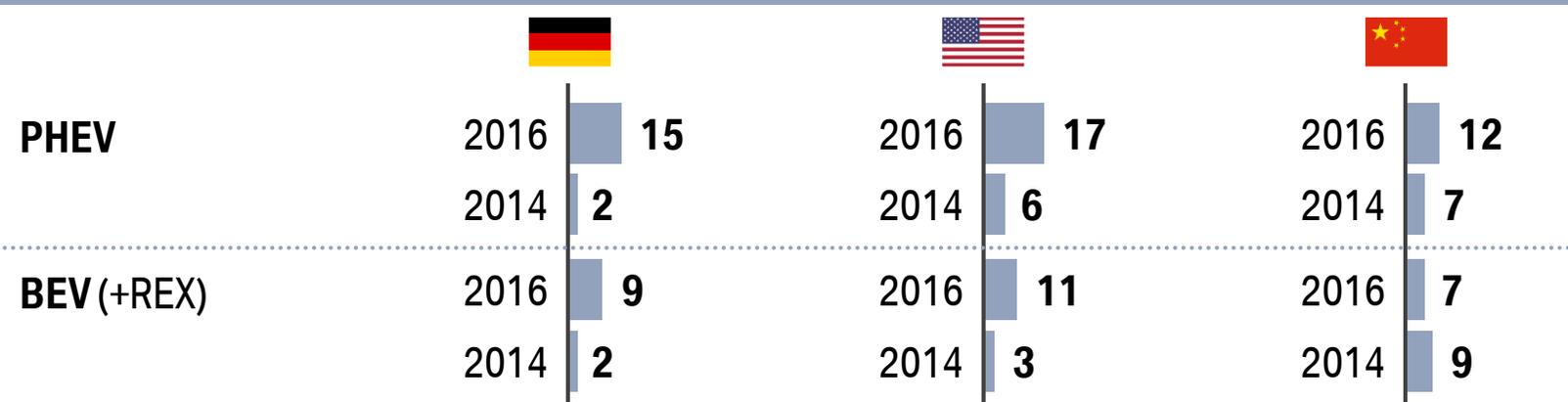


HOW DO WE TRANSFER THESE CHANGES INTO OUR FUTURE PRODUCT PORTFOLIO?

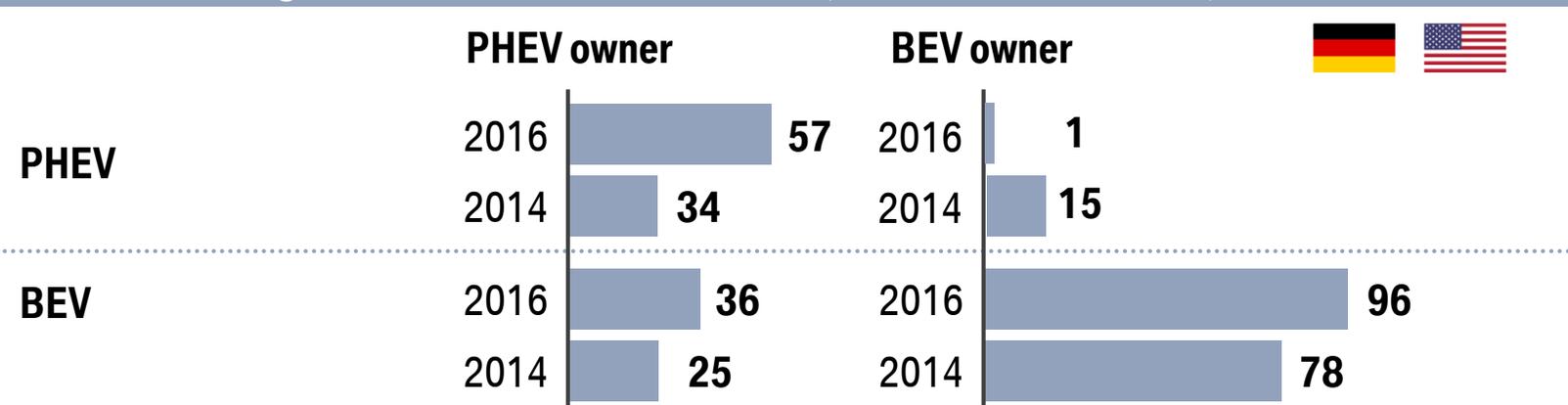


CUSTOMERS BECOME MORE ATTRACTED TO E-MOBILITY. EXISTING OWNERS OF BEV AND PHEV ARE CONVINCED.

Favored powertrain next car: 2014 vs. 2016 (Driver conventional car, 1st choice)

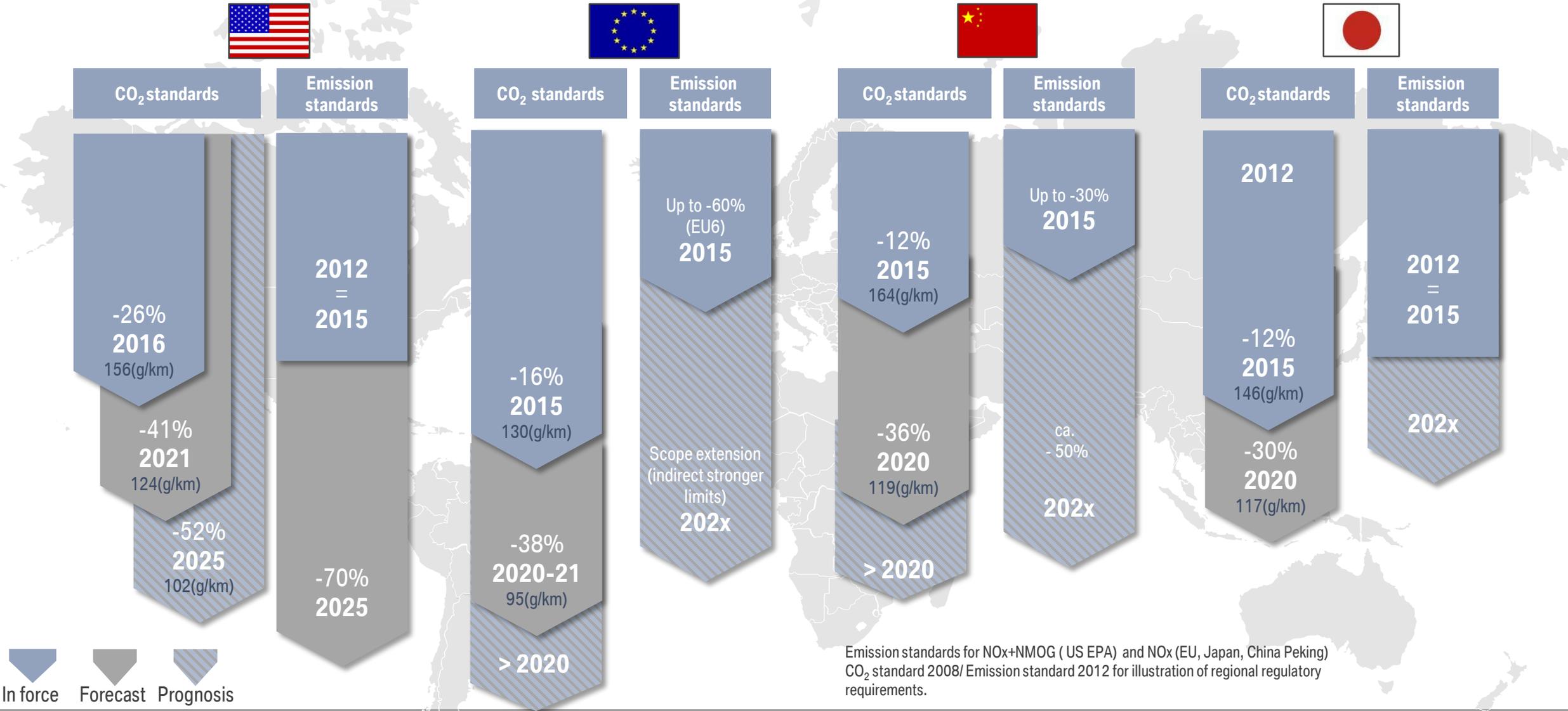


Re-Purchasing Interest EV: 2014 vs. 2016 (BEV and PHEV driver)



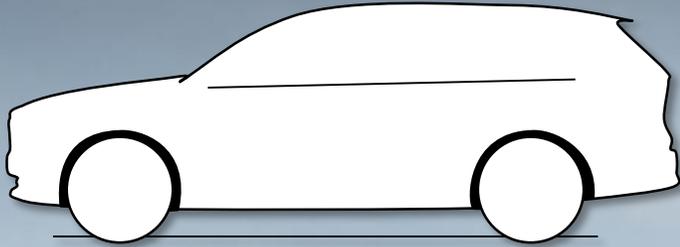
Source: Powertrain Study 2014/16 | June 2016

VARIED REGIONAL REGULATIONS REQUIRE A TARGETED SOLUTION.



Emission standards for NO_x+NMOG (US EPA) and NO_x (EU, Japan, China Peking) CO₂ standard 2008/ Emission standard 2012 for illustration of regional regulatory requirements.

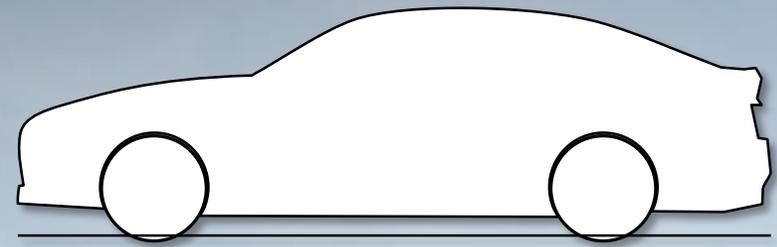
FURTHER PORTFOLIO POSITIONS FOCUS ON RELEVANT CONCEPTS AND SEGMENTS ENSURING REGULATIVE REQUIREMENTS IN CHINA, USA AND EU.



Worldwide growing concepts in all segments

Technical advantages of integration in SAV Concept

BEV rollout in SAV segment

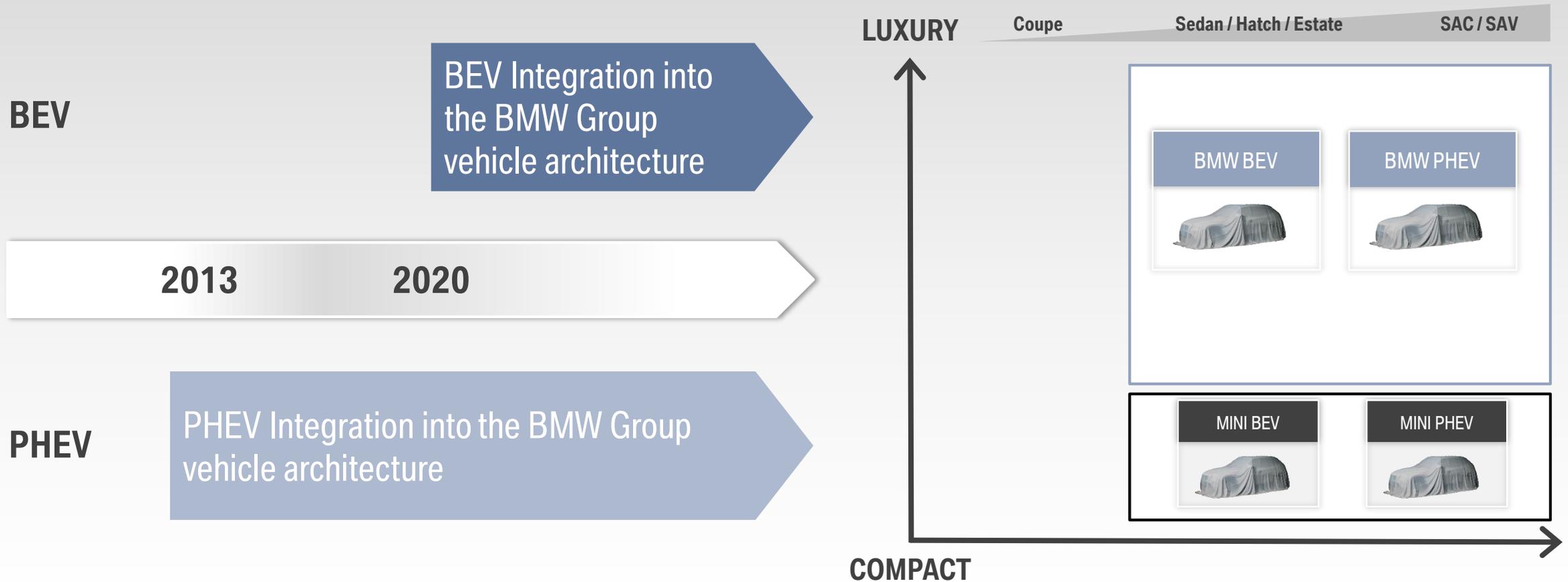


Worldwide still largest segment with opportunities in emotional concepts

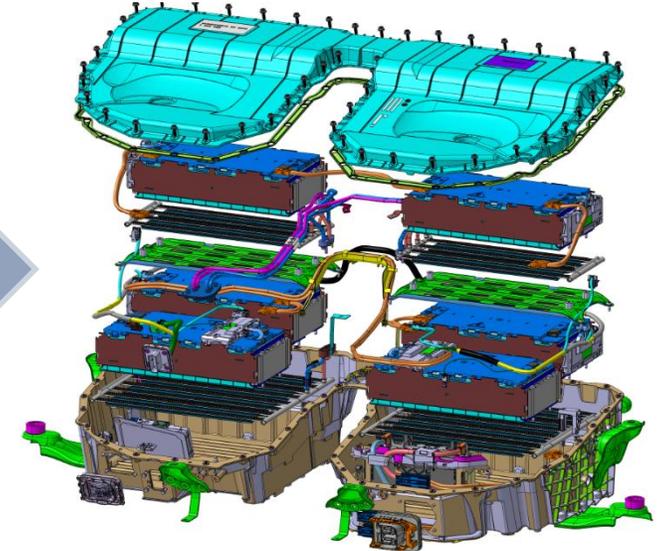
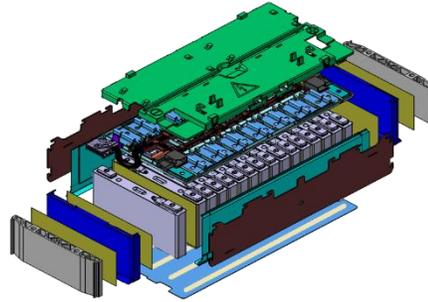
Emotional sedan concepts with strong customer appeal

BEV selective rollout in sedan segment

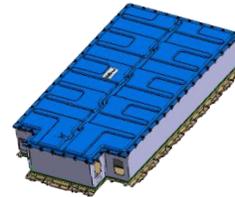
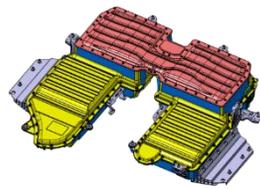
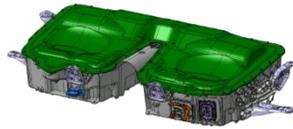
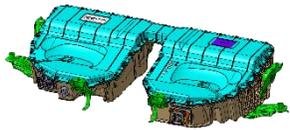
SCALABILITY AND FLEXIBILITY – FUTURE ELECTRIFICATION BASED ON A MODULAR ARCHITECTURE.



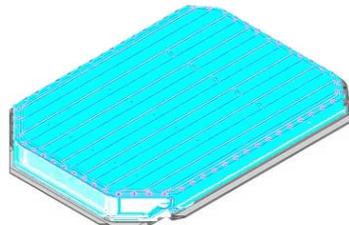
SCALABILITY AND FLEXIBILITY – FUTURE ELECTRIFICATION BASED ON MODULAR E-COMPONENTS.



Currently used components



Future components



Flexible and scalable

Our modular approach is complemented by flexible production processes.

The key to exchange flexibility is the maturity in module manufacturing technology.

BMW GROUP ELECTRIFICATION SUCCESS STORY AND MORE TO COME.

BATTERY ELECTRIC VEHICLES (BEV)



2013

2014

2015

2016

2017

2018

2019

2020

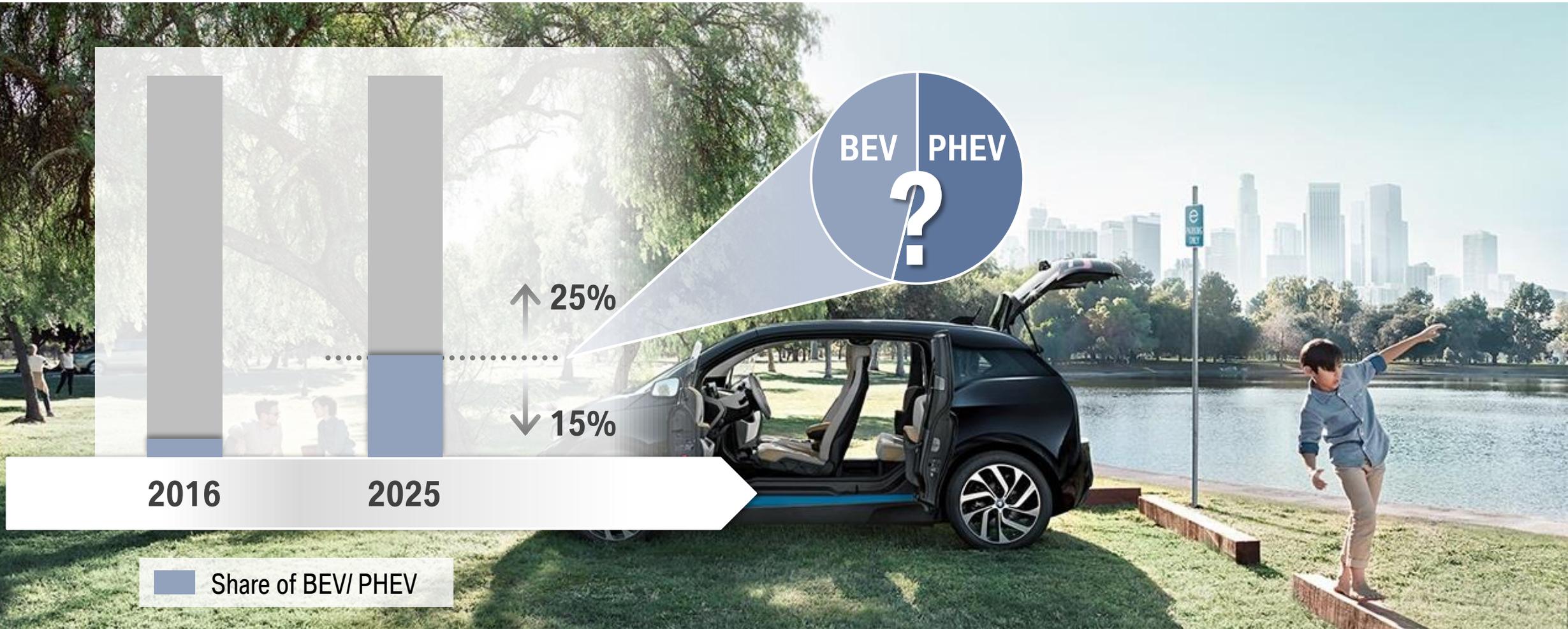
2021

PLUG-IN HYBRIDS (PHEV)



Every BMW model series will have a model with eDrive!

FLEXIBILITY IS KEY FOR E-MOBILITY.



BMW GROUP'S ELECTRIFICATION PATHWAY.

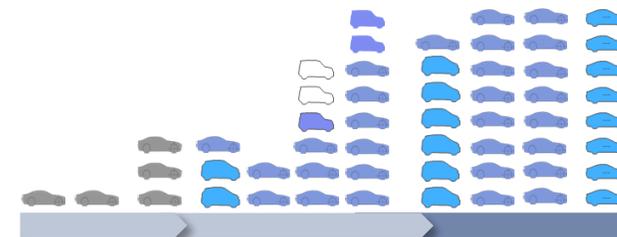
- Roll-out i Performance
- Upgrade BMW i3



- Building-up expertise
- Technology innovation
- Project i

- MINI BEV
- BMW X3 BEV

- iNEXT



I. Pioneering

II. Electrification of core portfolio

III. Scalability and flexibility

BMW GROUP REMAINS WELL POSITIONED FOR FUTURE OPPORTUNITIES.

1 **Our conviction has been for years: The future will be electric**

We acted upon the conviction early and pioneered in the field of e-mobility.

2 **As a result, we developed a full portfolio of BMW i and iPerformance products.**

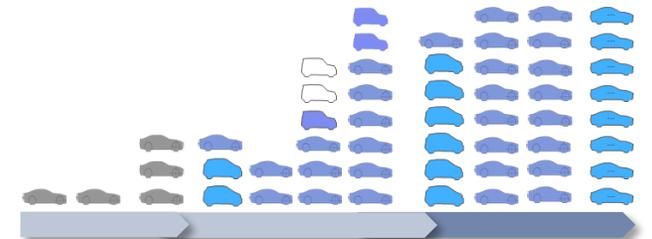
We are now flexibly enabling our architectures and will roll out BEVs to all relevant concepts and segments.

3 **We will keep our leadership with a robust and comprehensive electrified portfolio from 2020 onwards.**

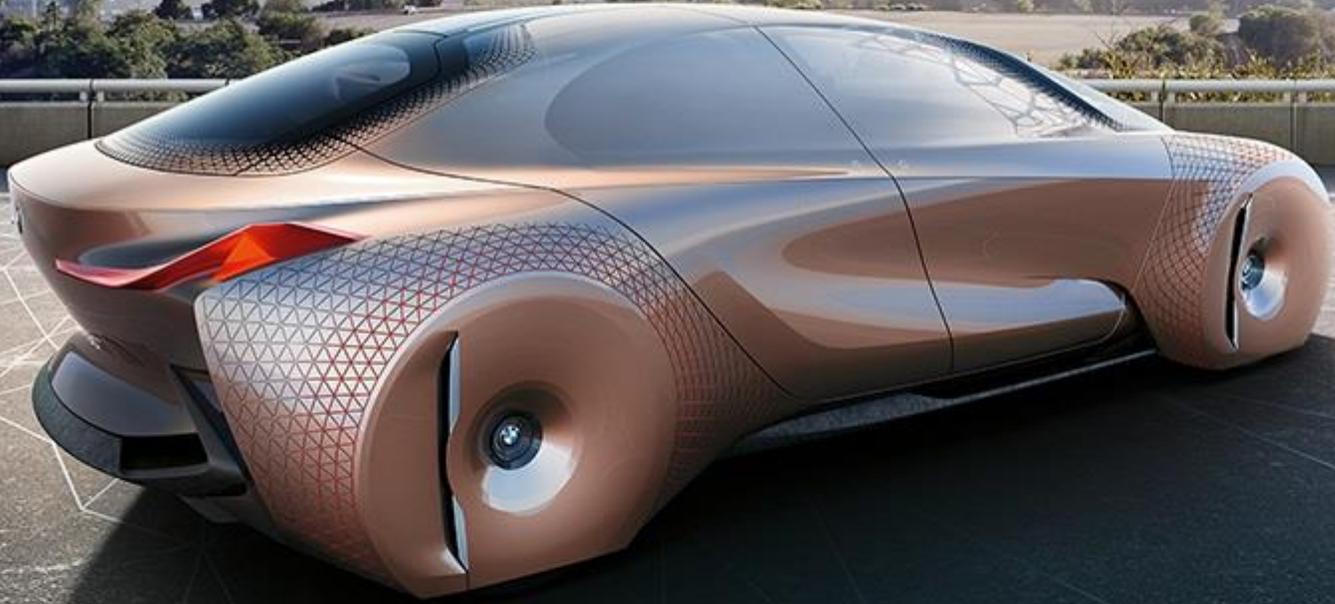
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THANK YOU



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