



Fuel Choices Summit  
December 3<sup>rd</sup>, 2014  
Bernhard Blaettel

# BMW i MOBILITY SERVICES.

INTELLIGENT SOLUTIONS SERVING THE MOBILITY NEEDS OF TODAY AND TOMORROW.

**BMW  
GROUP**





# A SHIFT IN CULTURE & VALUES AND NEW TECHNOLOGICAL POSSIBILITIES ARE CHANGING THE RULES OF THE GAME.





# BMW'S CORPORATE STRATEGY IS THE ANSWER TO THE CHALLENGES OF SUSTAINABLE MOBILITY AND CHANGING MARKET CONDITIONS.



Dr Norbert Reithofer, CEO BMW AG

„The BMW Group is to become the **leading provider** of premium products and premium **mobility services** for individual mobility.”



COMBINING THE BEST OF BOTH WORLDS.

EVOLUTION



REVOLUTION





# BMW i ELECTRIC CARS AND MOBILITY SERVICES. HARDWARE AND SOFTWARE FOR A HOLISTIC MOBILITY CONCEPT.

## REVOLUTIONARY VEHICLES



## NEW SERVICE MODELS



„The future belongs to those who dare to venture. We cannot ignore the need for new approaches – especially when circumstances are changing.“



**BMW i'S NOW FAMILY OFFERS INTELLIGENT, FLEXIBLE AND SUSTAINABLE  
MOBILITY SOLUTIONS FOR URBAN LIVE ON THE MOVE.**

 **DriveNow**

 **ChargeNow**

 **ParkNow**





# DRIVE NOW. THE FIRST ALL PREMIUM, FREE FLOATING CAR SHARING SERVICE FROM BMW GROUP & SIXT.

350,000+ customers

DriveNow Customers are  
on average **10** years younger  
than MINI customers

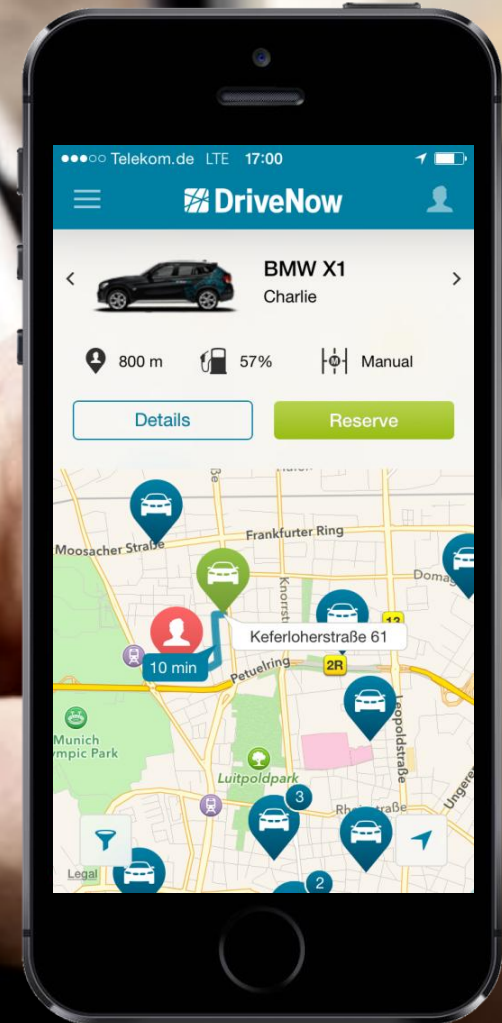
BMW Group's  
most modern  
target group

**7** cities

Berlin, Düsseldorf, Hamburg,  
Cologne, Munich, Vienna,  
London



2,800+ cars

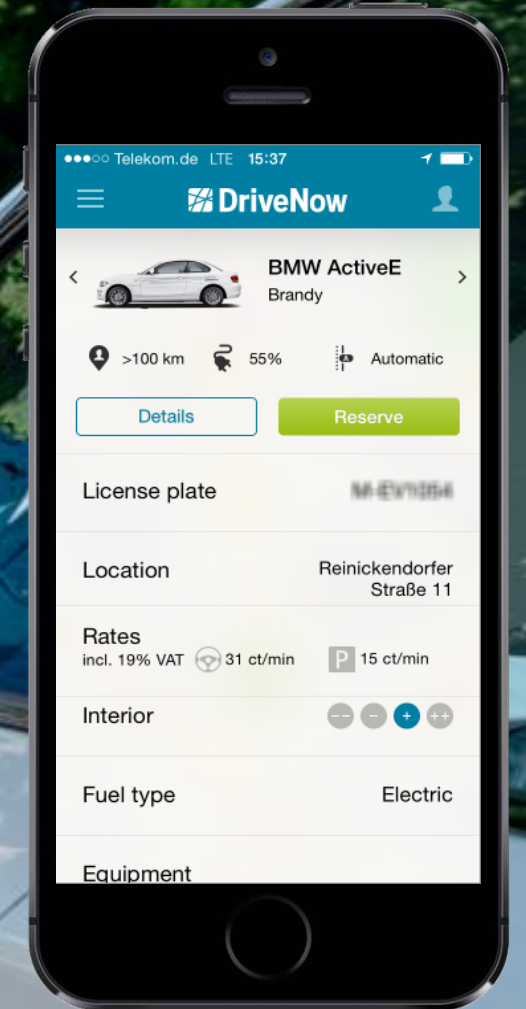




# DRIVE NOW ALSO OPENS THE WAY FOR E-MOBILITY AND THE BMW i3.

Introducing 45,000+  
customers to eMobility

100,000+  
ActiveE customer drives





# ALPHACITY BRINGS IT TO THE FLEETS.

10000+ registered users

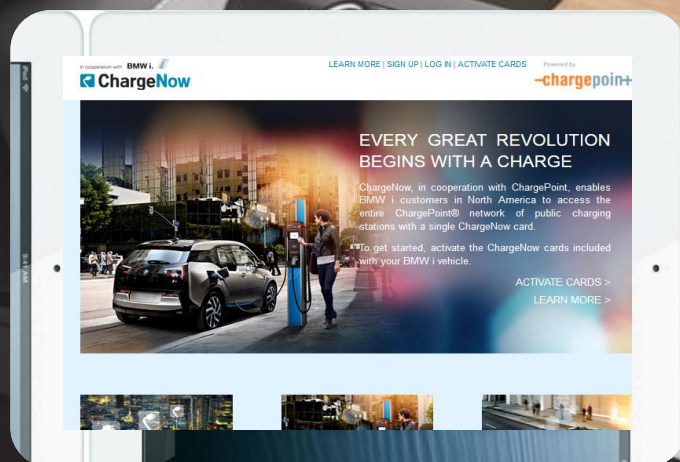
50+ customers launched





# CHARGE NOW. THE BMW i SERVICE THAT MAKES CHARGING CONVENIENT AND EASY.

19 countries



24000+  
charging points





# PARK NOW. OFFERING PREMIUM ON- AND OFF-STREET PARKING SERVICES.

On street

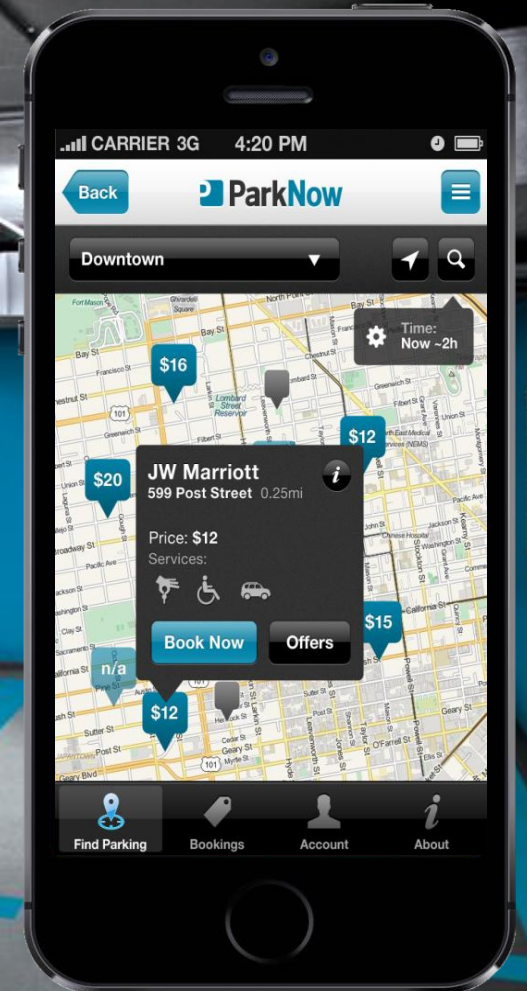
Off - street

Time & cost efficient

Positive experience: No stress

Guaranteed parking

one monthly bill





# BMW i VENTURES – „BEST OF BOTH WORLDS“. ACCESS TO NEW TECHNOLOGIES AND CUSTOMER GROUPS.





**THANK YOU VERY MUCH FOR YOUR ATTENTION.**

