

Press Release

San Donato Milanese, 28 March 2017

## **BMW Italia delivers a BMW i3 to the German Embassy for official use**

**Rome.** On 27th of March, a ceremony was held during which the President and CEO of BMW Italia, Sergio Solero, handed over the keys of the new electric BMW i3 service car to the German Ambassador, Susanne Wasum-Rainer.

“For me it is important to know that when I travel by car I am not polluting the environment,” said Wasum-Rainer, a cycling enthusiast. “Not only do the exhaust gases disappear, but also the noise. The first time that I tested it, I had a very pleasant sensation of peace.”

The President of BMW added that “BMW is the precursor in the development of the concept of future mobility with the BMW i electric cars. We are particularly proud as we deliver this BMW i3 to the German Embassy and we thank the Ambassador for her great sensitivity to environmental questions and for the choice she has made. Today we are taking another step forward towards sustainable mobility. In Italy there is still much to be done and we are intensifying the dialogue with the institutions, because this is a marathon that we must all run together.”

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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