



Statement
January 2nd 2012

Statement
Jan-Christiaan Koenders
President BMW Group Nederland
Press conference at the opening of “Mobility of the Future”
February 2012 from 10.45 a.m. to 11.45 a.m.

- Check against delivery -

Ladies and gentlemen,

First of all I must say I'm very honoured indeed that you took some time to come to Rotterdam. Your presence for me underlines the fact that the subject of this event is very much alive in the Netherlands, as you may have noticed on arrival.

BMW Group Netherlands invited you for a look at the near future, a future that has started already.

BMW Group is going electric – yes indeed. Our aim is a sales share of 5 to 15% for electric vehicles in 2020 and that includes hybrids.

For us the question is not whether or if electric cars have a market, but only a question of when and how.

As a matter of fact 40 years of work went into electric driving concepts. We refined the concept further and further.

Strong CO₂ regulations like in the Netherlands have accelerated developments at BMW in the past decade. First of all we tried to get as much driving pleasure for as little fuel consumption and emissions from our present cars with conventional combustion engines.

We called this strategy BMW EfficientDynamics. Did you know that BMW equipped every car since 2007 with – amongst others – standard features Auto Start Stop?

Firma
BMW Nederland bv
BMW Group Company

Postadres
Postbus 5808
2280 HV Rijswijk

Bezoekadres
Einsteinlaan 5
2289 CC Rijswijk

Telefoon
(070) 41 33 222

Fax
(070) 39 07 771

Internet
www.bmw.nl
www.mini.nl

F001

Datum January 2nd 2012
Onderwerp Statement Jan-Christiaan Koenders
Blad 2

The innovative 8-speed automatic transmission makes the new 3 Series for the first time - cleaner than the manual versions.

This fact alone accounts for an average CO₂ reduction of 50.000 gram per vehicle per year. And for the BMW 320i driver for example it is the entrance to the popular 20% 'tax bracket'.

Furthermore we will introduce the latest all-electric car of BMW Group: the BMW ActiveE. We are of course anxious to know how people in the Netherlands think about e-mobility and emission-free driving.

That is why we asked an independent research agency to conduct some research. Here are the main findings of that market research project that was carried out recently by MetrixLab on behalf of BMW Group Nederland:

- Most Dutch people present themselves as 'green' and are happy to contribute to a cleaner environment. They are however not prepared to give up something in return or to pay more for this.
- As a reason to switch to driving an electric car, most Dutch private owners indicate 'environmental friendliness'.
- In particular drivers in the business market have a stronger inclination to switch to electric driving partly due to the fiscal advantages.
This means stimulating clean mobility by the government is therefore essential for the success of e-mobility in the Netherlands.
- Uncertainty is the most frequently stated reason for not driving an electric car: uncertainty about range, uncertainty about the unknown.

Datum January 2nd 2012
Onderwerp Statement Jan-Christiaan Koenders
Blad 3

- Nearly 60% of the respondents indicated unawareness with e-mobility.

You might be interested to learn of a few more research findings. BMW Group asked MINI E clients in China, France, England and Germany about their early experience. In a nutshell:

- Charging the car became a sort of mobile phone routine. Whether at home or at work: put the plug in and charge the batteries. And the average daily use of the car was 40 to 50 kilometres.
- Private owners are indeed extremely pleased with the MINI E. They gladly welcome the car as a second or third car for the family.

With the driving experience the perception of e-mobility significantly improves.

That's why we also invited the Dutch drivers who will be testing the BMW ActiveE to become a member of our new founded ActiveE Business Club. The purpose of this club is to generate practical feedback and to share each other's experiences with electric driving.

So BMW Group e-mobility guarantees our individual premium mobility of the future.

Dr. Reithofer now will:

- explain why the Netherlands are the perfect test market for sustainable mobility,
- give us the vision of BMW Group of Mobility of the Future,
- and kick off the test with a fleet of 30 full electric BMW ActiveE models here in Holland.

Let me briefly introduce Dr. Reithofer.

His career at BMW Group started in engineering.

Datum January 2nd 2012
Onderwerp Statement Jan-Christiaan Koenders
Blad 4

He held several positions for the company in Germany, South Africa and the USA before returning to Munich in 2000 to join the board of management with the responsibility for production.

In 2006 he was appointed chairman.

Ladies and gentlemen – the floor is to Dr. Reithofer.

Noot voor de redactie

Informatie:

BMW Group Nederland, Corporate Communications

Diederik Reitsma

Tel: (070) 413 31 06 Fax: (070) 413 32 68

Diederik.reitsma@bmw.nl / www.press.bmwgroup.nl