

# THE FUTURE OF MOBILITY. DRIVING THE CHANGE.

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27 Convención de Aseguradores AMIS

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**BMW  
GROUP**



Rolls-Royce  
Motor Cars Limited

# CONVERGENCE OF MULTIPLE TRENDS IN THE AUTOMOTIVE INDUSTRY THAT HAVE THE POTENTIAL TO DRAMATICALLY CHANGE MOBILITY.

## Automated



- Smooth traffic flow
- Reduce accidents
- Increase safety
- Increase productivity

## Connected



- Optimize eco-routing
- Encourage multimodality
- Early warning
- Improved safety features

## Electrified



- Zero tailpipe emissions
- Increase energy efficiency
- Reduce sound
- Leverage renewable energy

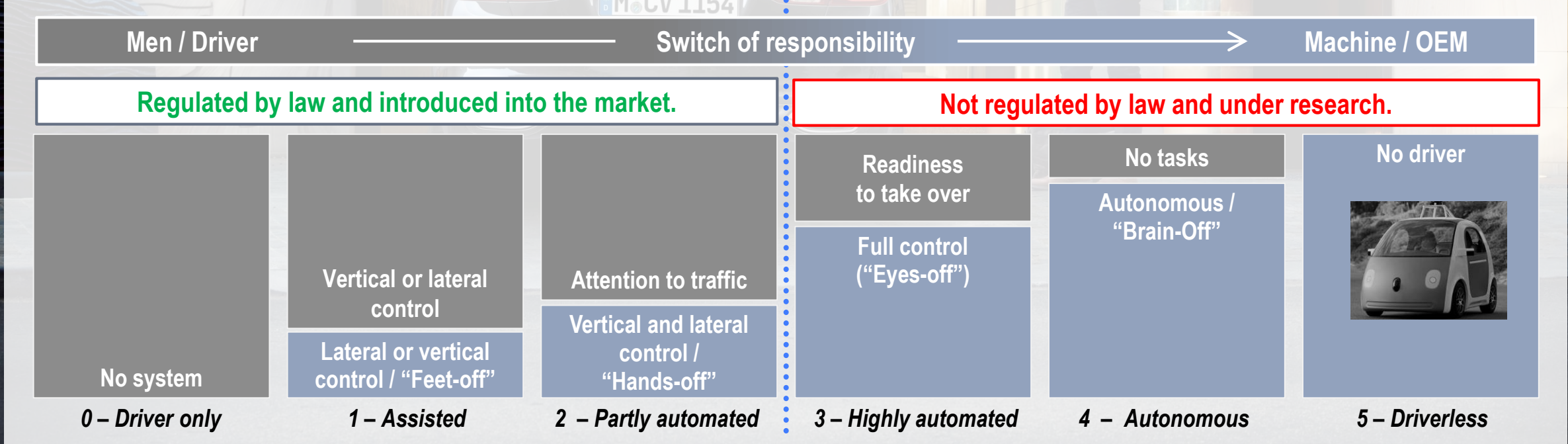
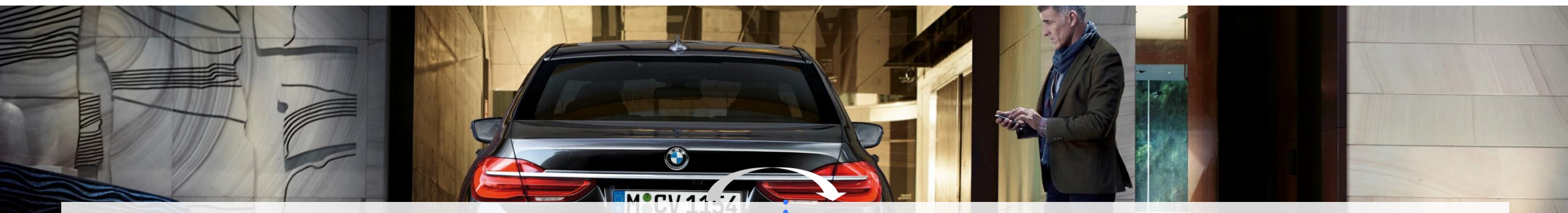
## Shared



- Reduce congestion
- Remove vehicles
- Replace old inefficient cars
- Reduce VMT



# THE NEW BMW 7 SERIES ALREADY ALLOWS FOR CLOSE TO HIGHLY AUTOMATED DRIVING.



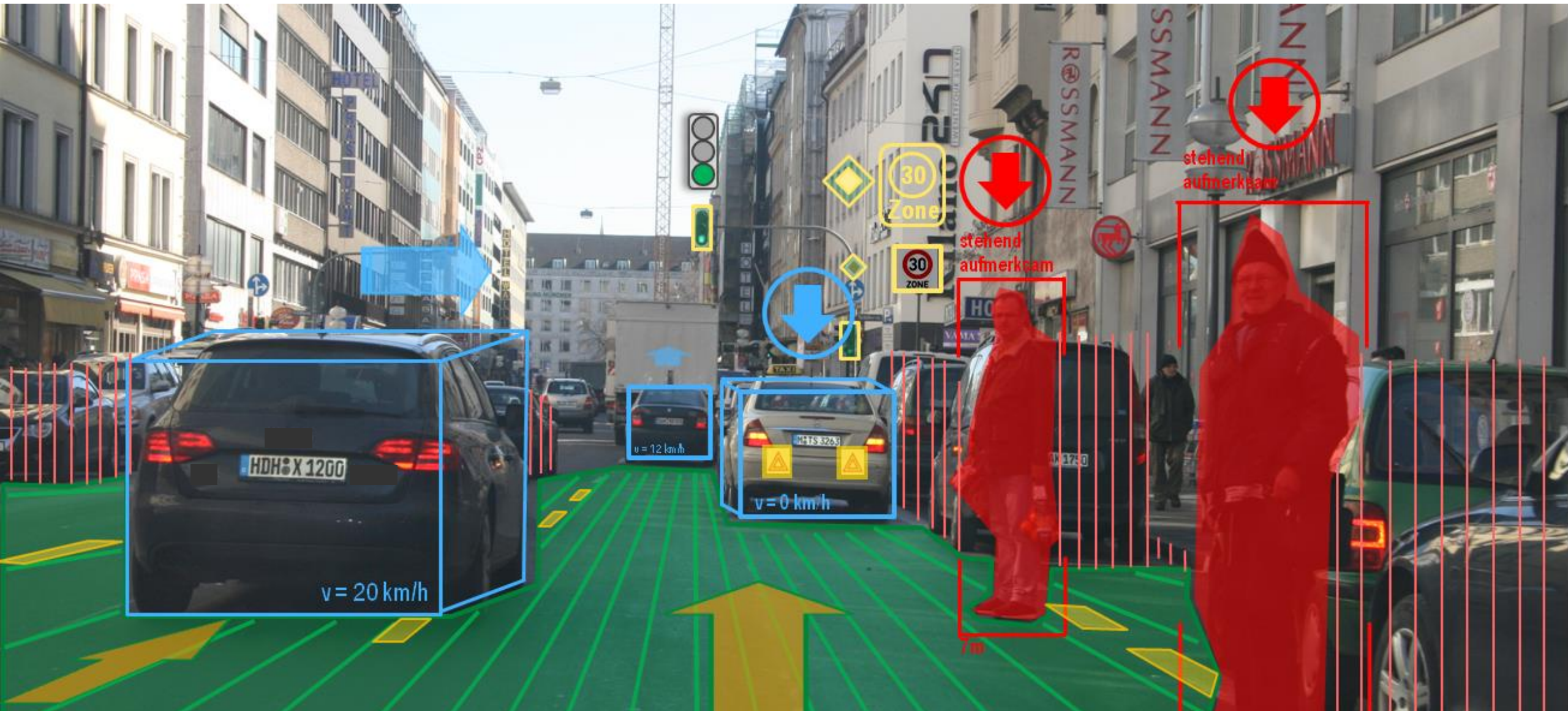
# THE FUTURE OF PARKING.

## REMOTE CONTROLLED PARKING – BMW 7 SERIES.





# CENTRAL ENVIRONMENT MODEL. VIRTUAL REALITY EQUALS REALITY.



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# BMW ConnectedDrive SERVICES.

BMW i ConnectedDrive Services for Navigation

Range Map  
Range Assistant




BMW i ConnectedDrive Services for Navigation



Charging Station  
Dynamic Information



Connected Mobility powered by BMW ConnectedDrive

 Status



Connected Mobility powered by BMW ConnectedDrive

 Mobility





# BMW DRIVERS CAN USE A MULTITUDE OF THIRD PARTY APPLICATIONS WITH ConnectedDrive ALREADY TODAY.



We already enable many third parties to bring their services into our vehicles.



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# REASONS WHY ELECTRIC MOBILITY FASCINATES PEOPLE.



SILENT



INNOVATIVE



ENVIRONMENTALLY FRIENDLY



FORGET GAS STATIONS



LOWER COST



SPONTANEOUS  
RESPONSE



# EIGHT BMW MODELS WITH E-DRIVE OR PLUG-IN HYBRID: MORE ELECTRIFIED VEHICLES TO COME.

STRATEGY  
NUMBER ONE  **NEXT**  
PRODUCTS



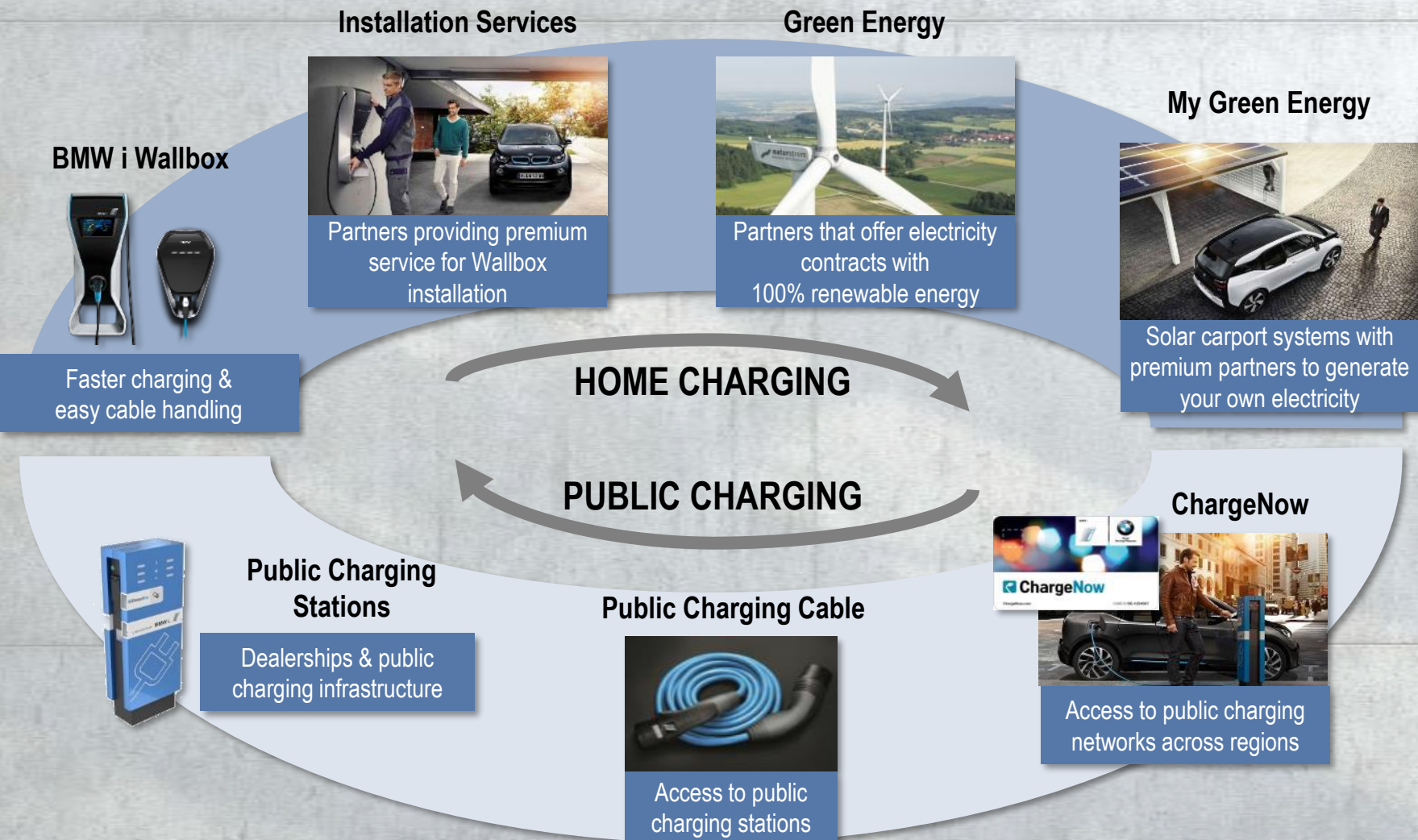
 **PERFORMANCE**





# BMW 360° ELECTRIC VALUE PROPOSITION.

## OVERVIEW OF CURRENT PRODUCTS AND SERVICES.





# BMW'S MARKET SHARE IN THE ELECTRO SEGMENTS IS ABOVE GLOBAL AVERAGE.



Each 36th car worldwide sold is a BMW



Each **8th**  
**electric car** sold  
worldwide is a  
**BMW i / iP**

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# BMW DEVELOPS PREMIUM MOBILITY SERVICES UNDER THE “NOW”-BRAND. OVERVIEW ON CURRENT ACTIVITIES.



 **DriveNow**

The premium and flexible (e)CarSharing attracting young & modern target groups.



 **ReachNow**

The premium, free-floating CarSharing service in the US.



 **ChargeNow**

The extensive network for the convenient charging of electric cars worldwide.



 **ParkNow**

The first premium on- and off-street parking service.



**BMW iVentures**

Selection of current investments.



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Each individual step of ACES  
is related to **DATA** and its handling  
for a seamless experience.