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September 2nd, 2015.

# BMW GROUP AND THE FUTURE OF SUSTAINABLE (E)-MOBILITY.

LATIN AMERICA CLEAN TRANSPORT FORUM.



# BMW GROUP. THREE STRONG PREMIUM BRANDS.



Sheer driving pleasure.



The world's most exciting  
premium small car brand.



The pinnacle of automobile luxury.



# ASSUMPTIONS ON THE INDIVIDUAL MOBILITY IN 2030: ELECTRIC, SAFE, CONVENIENT, CONNECTED.



Cars will be powered by **electric drives**.



Cars will drive almost accident-free **by themselves**.



Utilization concepts like **car-sharing** will be available **almost everywhere**.



The car will be part of the **digital ecosystem**.



Cars will make a positive contribution to **society**.



The share of **individual premium mobility** will rise.



# TWO PARALLEL PATHS OF SUSTAINABLE INDIVIDUAL MOBILITY.

## EVOLUTION

Efficient combustion engines  
Innovative technologies



## REVOLUTION

Alternative drive trains  
Mobility services



# NEW VEHICLE CONCEPTS: THE BMW i3 AND THE BMW i8 ARE THE FIRST TWO BOOKENDS OF THE BRAND BMW i.

## BMW i3

City Vehicle

Battery Electric Vehicle (BEV)

Optional: Range Extender



Visionary Mobility.

Inspiring Design.

Next Premium.

## BMW i8

Sports car

2+(2) Seater

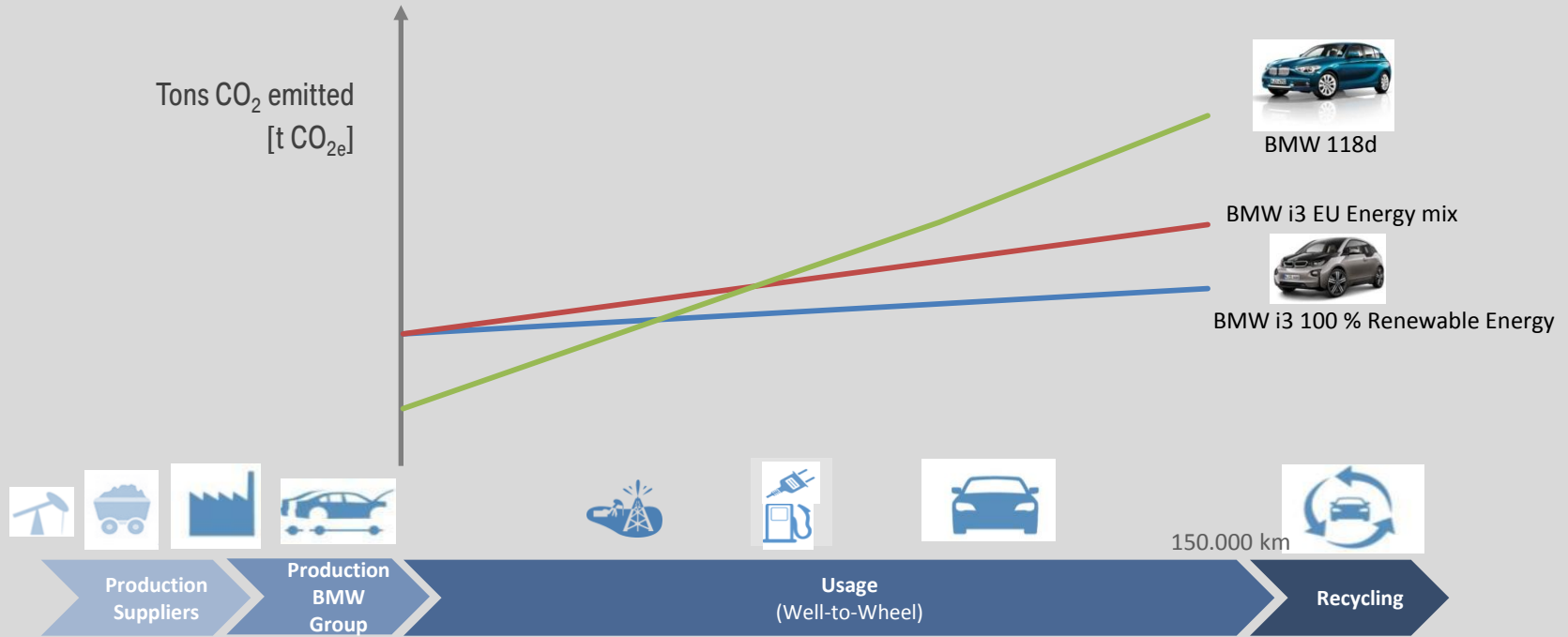
Plug-In Hybrid Electric Vehicle



„Short distance drives“

„Long distance drives“

# GLOBAL WARMING POTENTIAL IN THE PRODUCT LIFE CYCLE OF AN ELECTRIC VEHICLE IS SIGNIFICANTLY LOWER.



# POTENTIAL ELECTRIC CAR CUSTOMERS HAVE QUESTIONS...

How can I **charge** the car?

Who can **install** my wallbox?

Is electric driving really **emissions-free**?

What if I do not have a private **charging spot**?

Where is the next **public charging** facility?

Can I **reserve** a charging station?

I sometimes need a car for **long-distance trips**!

What if I prefer the **train** instead of running into a traffic jam?

What if I run out of **power**?

Is my **range** sufficient to reach my destination?

Will my **battery** stay healthy?





# BMW i GIVES ANSWERS THROUGH ITS HOLISTIC APPROACH - 360° ELECTRIC.

## HOME CHARGING

“CONVENIENT CHARGING AT HOME”

BMW i WALLBOX

E - INSTALLATION

MY GREEN ENERGY



## PUBLIC CHARGING

“ON THE ROAD”

RESERVATION, BOOKING & PAYMENT  
OF PUBLIC CHARGING STATIONS

PARK & CHARGE OFFERS OVER  
NIGHT



## FLEXIBLE MOBILITY

“A NEW MOBILE LIFESTYLE”

ADD-ON MOBILITY

CARSHARING OFFERS  
E.G. DRIVENOW

CONNECTED DRIVE  
INTERMODAL TRAVEL CONCEPTS



## ASSISTANCE SERVICES

“PROVIDE ASSURANCE”

CONNECTED DRIVE-  
E-NAVIGATION

CONNECTED DRIVE-  
E-REMOTE APPS

MOBILITY ASSISTANCE

MAINTENANCE & REPAIR





# BMW GROUP. DEFINING THE RIGHT FRAMEWORK CONDITIONS TO PROMOTE E-MOBILITY.

## BONUS

### Monetary Incentives

Direct financial incentives for EV owners



- Tax bonus/purchase incentive
- Tax exemption (e.g. annual tax, registration)
- Free charging
- Tax advantages for company use / fleet

### Non-Monetary Incentives

Qualitative and indirect support for EV usage



- Use of high occupancy lanes
- Usage of bus lanes
- Preferential inner city access
- Free inner city parking
- Free use of toll roads

### Framework Conditions

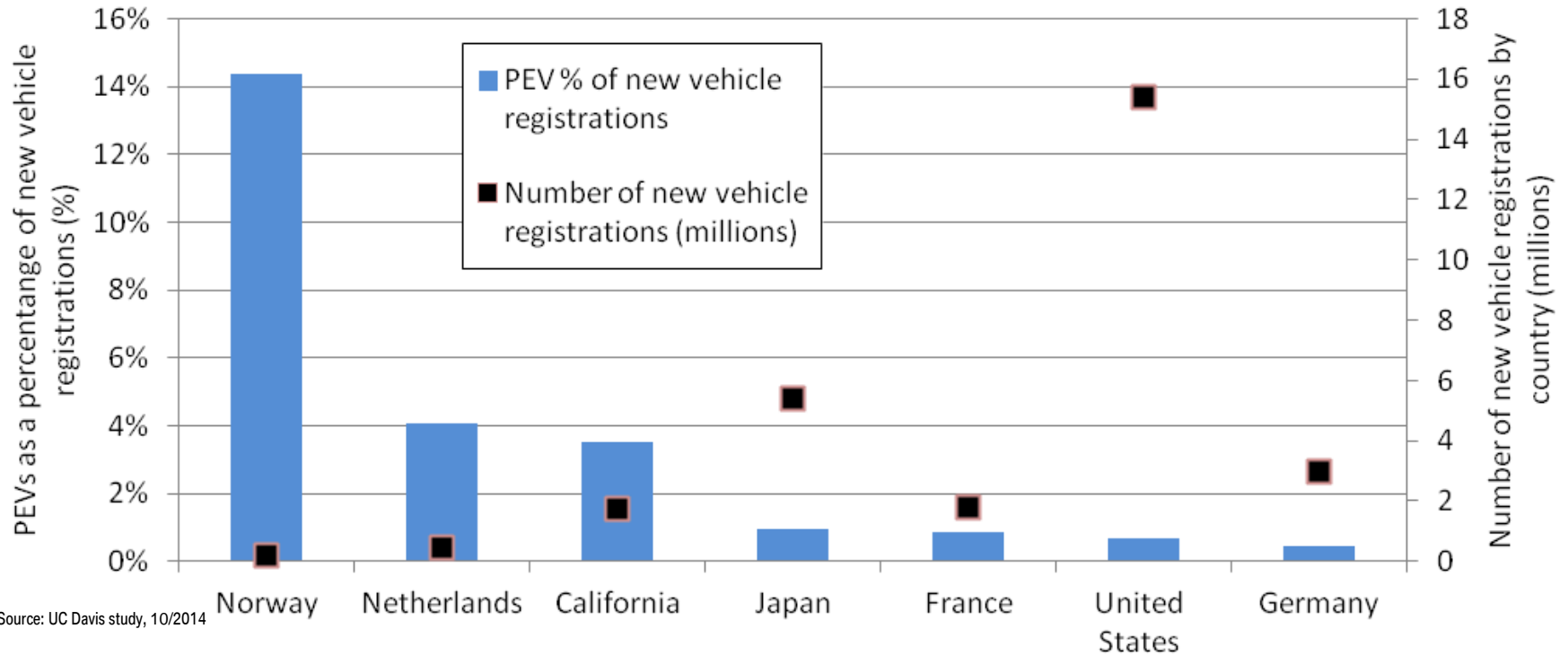
Demonstration measures and charging network to support EVs



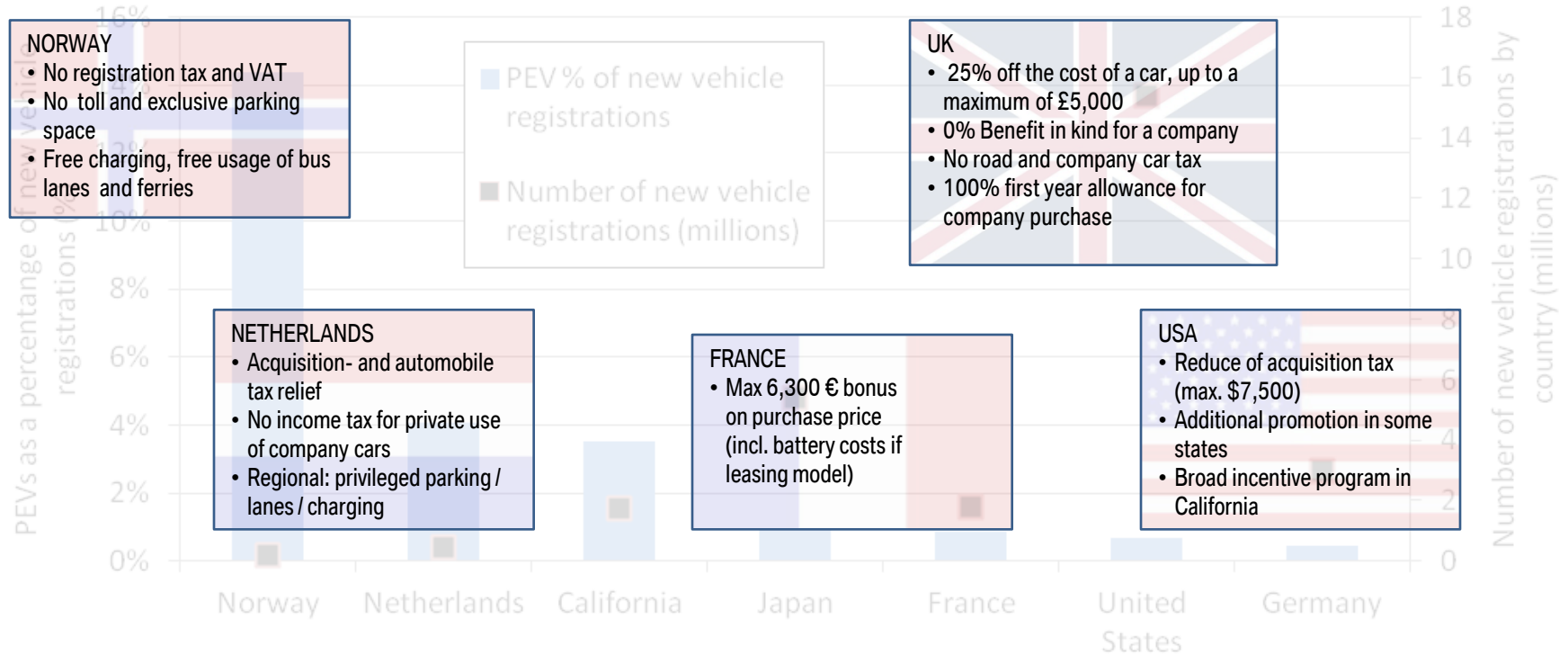
- EV educational programs
- Demonstration programs
- Public charging access (e.g. 2.7 charging points per km<sup>2</sup> in Oslo)
- Charging initiatives
- Provision of charging spots

# LEAD MARKETS FOR ELECTRIC VEHICLES.

## UC DAVIS SURVEY 10/2014.

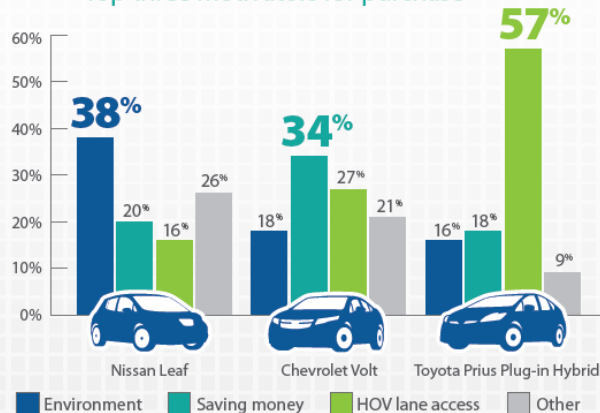


# LEAD MARKETS EMERGE AS A RESULT OF FOCUSED INCENTIVES BOTH MONETARY AND NON-MONETARY.

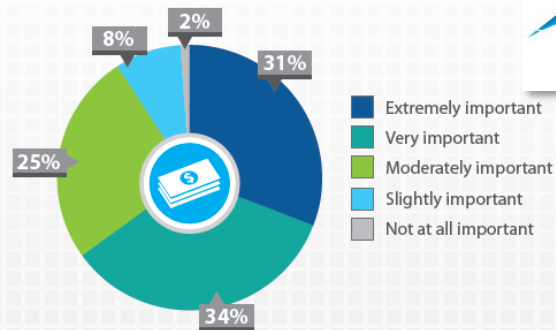


# DECISION FACTORS FOR ELECTRIC VEHICLE PURCHASE IN CALIFORNIA. TOP MOTIVATORS.

Top three motivators for purchase



Importance of CVRP rebate



**59%** said having HOV lane access was extremely or very important in their decision to purchase a PEV



**84%** are displaying an HOV sticker on their vehicle



Source: California Plug-in Electric Vehicle Driver Survey.



Center for  
Sustainable Energy  
CALIFORNIA



# INTRODUCTION OF BMW i IN THE AMERICAS.

BMW i. 	
<b>2014</b>	Brazil Canada Mexico USA
<b>2015</b>	Chile Colombia
<b>Planned 2016</b>	Costa Rica Panama



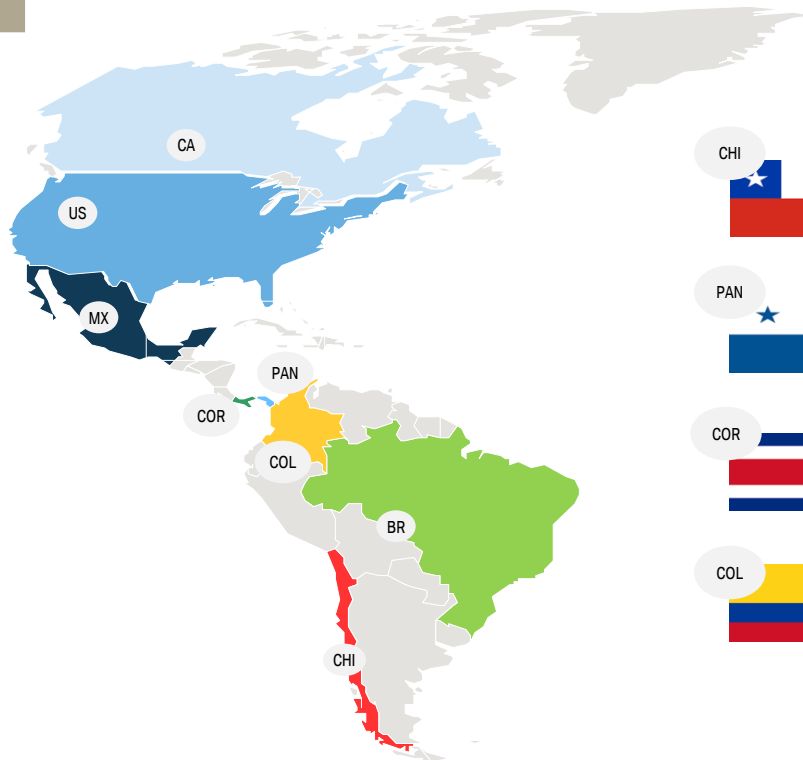
# EV INCENTIVES- SELECTED MARKETS IN LATIN AMERICA.

	 BRAZIL	 CHILE	 COLOMBIA	 C. RICA	 MEXICO	 PANAMA
<b>Monetary and Tax Incentives</b>	NO	NO	NO LUXURY TAX (Below \$50,000 FOB)	YES 13% VAT	YES Exempt: new vehicle & ownership tax	NO
<b>Import Incentives</b>	NO	NO	YES NO IMPORT DUTIES	YES NO IMPORT DUTIES	NO	YES NO IMPORT DUTIES
<b>Infrastructure Incentives</b>	NO	NO	NO	NO	NO	NO
<b>Electricity Incentives</b>	NO	NO	NO	NO	Preferential TARIFF	NO
<b>Vehicle use Limitations For Non Electric Vehicles</b>	YES	YES	YES	YES	YES	NO

# CHARGENOW STRATEGY. > 12.000 CHARGEPOINTS IN 8 MARKETS.

**TOTAL  
STATIONS**

**Charge now/  
BMW partners**



CA



3,982

489

US



14,407

9,716

MX



180

65

BR



34

34

CHI



<15

3

PAN



0

0

COR



0

0

COL



<5

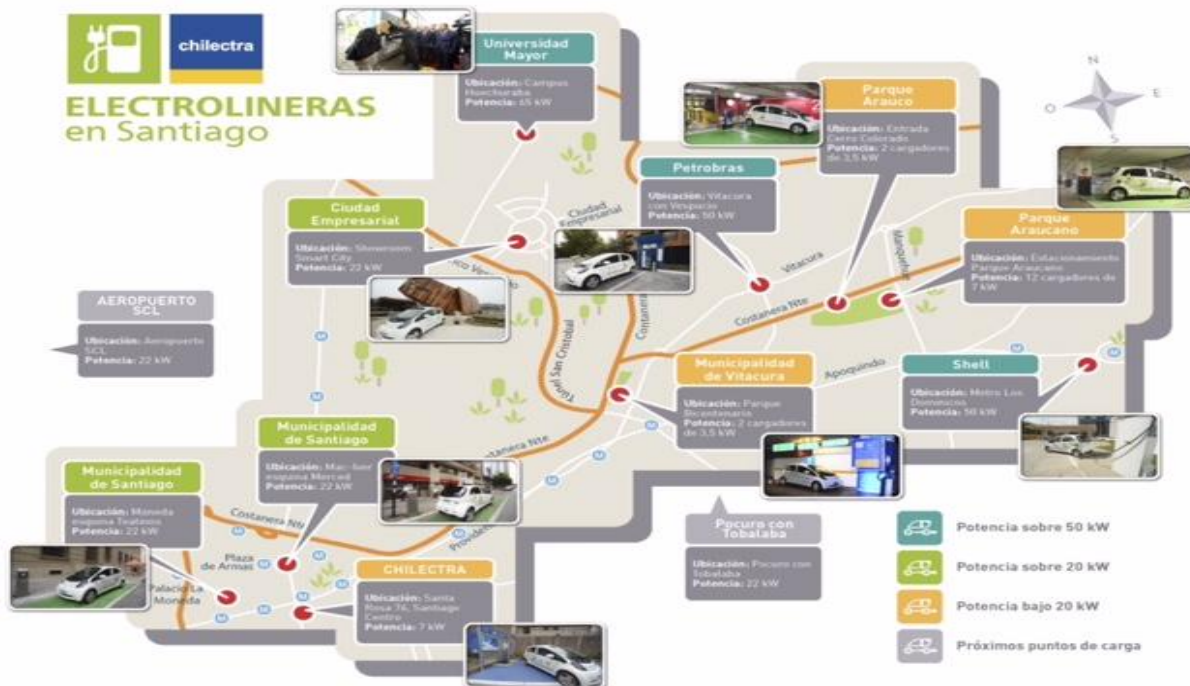
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# BMW i – PUBLIC CHARGING EXAMPLES IN BRAZIL.





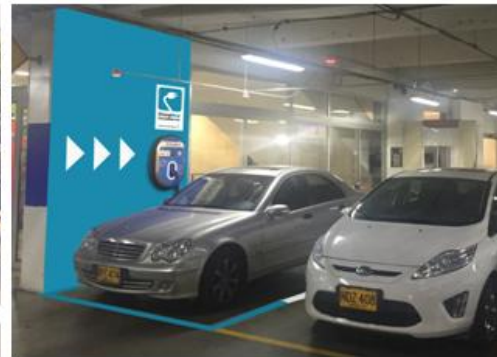
# BMW i - PUBLIC CHARGING EXAMPLES IN CHILE.



# BMW i – PUBLIC CHARGING EXAMPLES COLOMBIA.



codensa





# BMW i – PUBLIC CHARGING EXAMPLES IN MEXICO.



## BMW Public Charging :

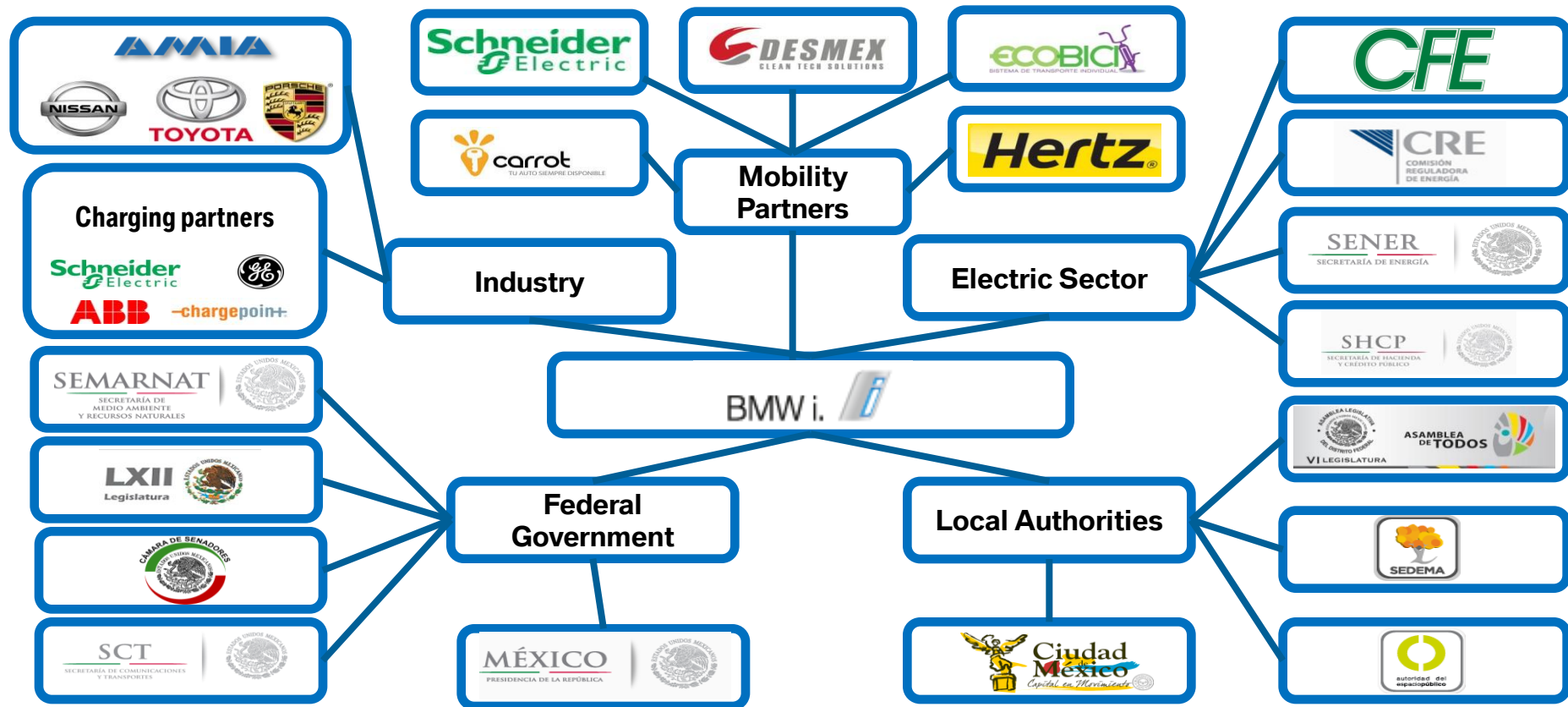
+40 Public Charging stations  
+ 20 Dealer Charging Stations  
ChargeNow Network and Webpage

## POI

- Shopping centers
- Universities
- Street charging
- Commercial partners
- Government



# IN MEXICO WE HAVE APPROACHED A WIDE RANGE OF STAKEHOLDERS TO NURTURE THE “ECOSYSTEM” REQUIRED FOR ELECTRIC VEHICLES.





# POSSIBLE LIST OF EV INCENTIVE MEASURES IN MEXICO.

Federal	Local	Private Sector
<ul style="list-style-type: none"><li>▪ New car tax ✓</li><li>▪ VAT</li><li>▪ Accelerated depreciation</li><li>▪ Tax credits</li><li>▪ Government purchases</li><li>▪ Free toll roads</li><li>▪ Intercity Infrastructure</li></ul>	<ul style="list-style-type: none"><li>▪ Ownership tax ✓</li><li>▪ Green plates/EV sticker ✓</li><li>▪ Preferential parking</li><li>▪ Public chargers</li><li>▪ Free toll roads</li><li>▪ Free parking meters</li><li>▪ Charger installation tax</li></ul>	<ul style="list-style-type: none"><li>▪ Preferential parking</li><li>▪ Special electric tariffs ✓</li><li>▪ Public charging stations</li><li>▪ Free toll roads</li><li>▪ Charging operation framework and suppliers</li></ul>

# PRO-ACTIVE MEASURES ARE NECESSARY TO ACCELERATE E-MOBILITY ADOPTION.

## Create Awareness

Present BMW i at events related to mobility, cars, renewable energy, universities, etc. to create “buzz”.

## Find Infrastructure Partners

Identify the companies, who excited about charging infrastructure and new mobility business models.

## Gain Political Support

Find and address political stakeholders who are in favor of electric vehicles e.g. central and local authorities.

## Initiate Projects

Initiate deployment of infrastructure by proposing projects and bringing parties together.

## Use Dealers

Equip all relevant BMW dealerships with charging stations to create foundation for larger network.

## Internal culture

Create a committed and excited team within company to develop all necessary tasks prior to launch.



## SUMMARY.

Electric vehicles provide the most efficient form of individual urban mobility.

Our customers want electric vehicles.

Electrification already works well in today's cities.

**Electric vehicles are essential for reaching sustainability targets.**

**Effective support for e-mobility – both monetary and non-monetary – makes a substantial impact during EV market ramp-up.**

**BMW will continue to deliver on the brand promise of 'sheer driving pleasure'.**

**We will strengthen the dialogue with our stakeholders and business partners.**

THANK YOU VERY MUCH.

