



Tony Douglas
April 2015

BMW i MOBILITY SERVICES.

STARTING POINT – STATUS – OUTLOOK.

**BMW
GROUP**





MAJOR TRENDS AND NEW TECHNOLOGICAL POSSIBILITIES ARE CHANGING THE RULES OF THE GAME.



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

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



Norbert Reithofer, CEO BMW AG

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.“

Norbert Reithofer, April 2013

BMW i MOBILITY SERVICES ADDRESS NEW MOBILITY PATTERNS AND TARGET GROUPS.



Car-enabled



BMW ConnectedDrive
In touch with your world.



360° ELECTRIC.

ChargeNow

Car-related



DriveNow

AlphaCity

ParkNow

JustPark

-chargepoint+

chargemaster

Car-independent



Life360
THINK LIFE IS A JOURNEY

MyCityWay

moovit

RelayRides

n.n.

n.n.

BMW & MINI drivers

Automobile users

Mobile (smartphone) users

DRIVE NOW. PREMIUM, FREE FLOATING CAR SHARING SERVICE FROM BMW GROUP & SIXT.

400,000+ customers in 8 cities

3,100+ cars

DriveNow Customers are
BMW Group's

youngest &
most modern
target group

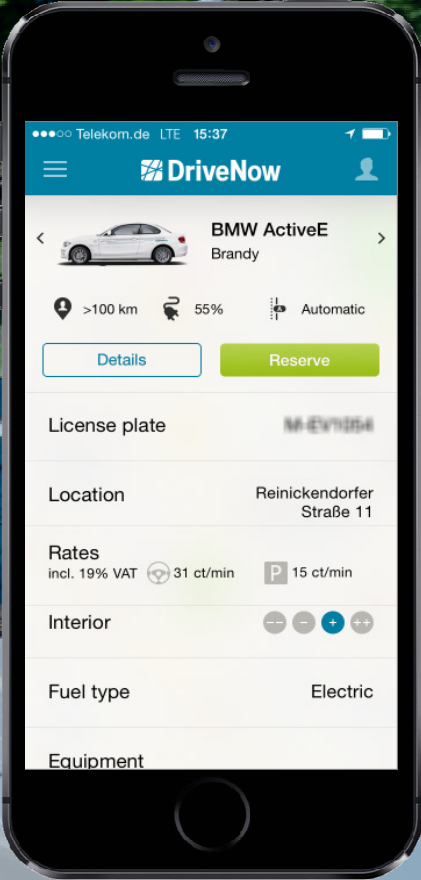


DRIVE NOW ALSO OPENS THE WAY FOR E-MOBILITY AND THE BMW i3.

Introducing **3,000+** customers to E-Mobility every month

i3 integration in fleets in 2015

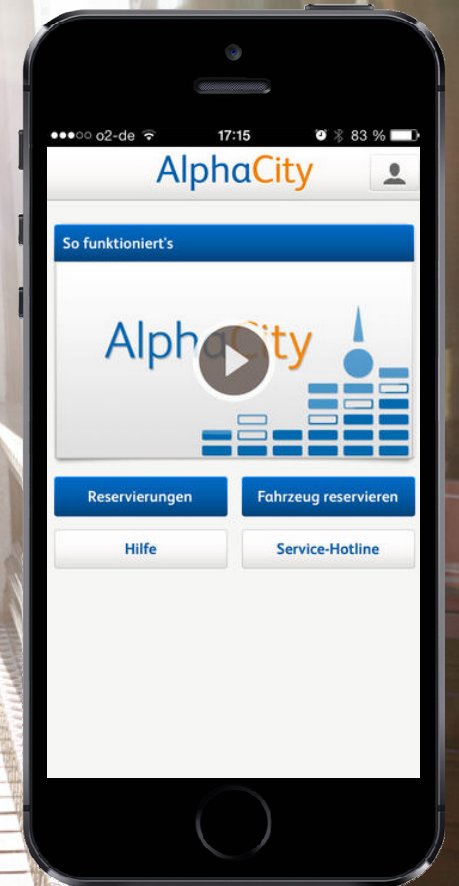
100,000+ ActiveE customer drives



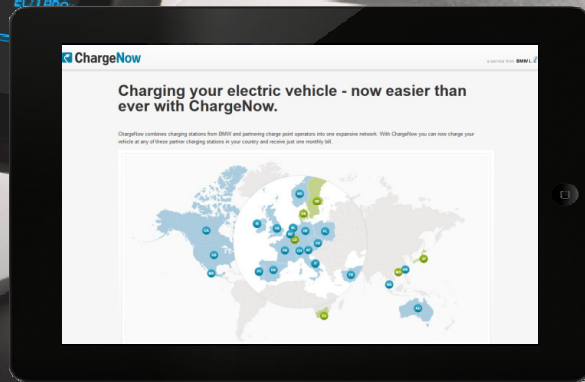
ALPHA CITY BRINGS PREMIUM CAR SHARING AND E-MOBILITY TO THE FLEETS.

10000+ registered users

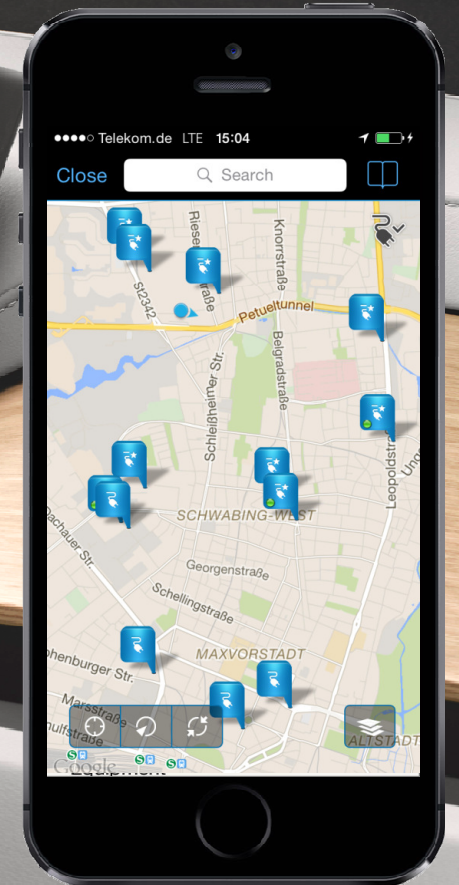
50+ customers launched



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



26,000 charging points
in 21 countries



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

On-street

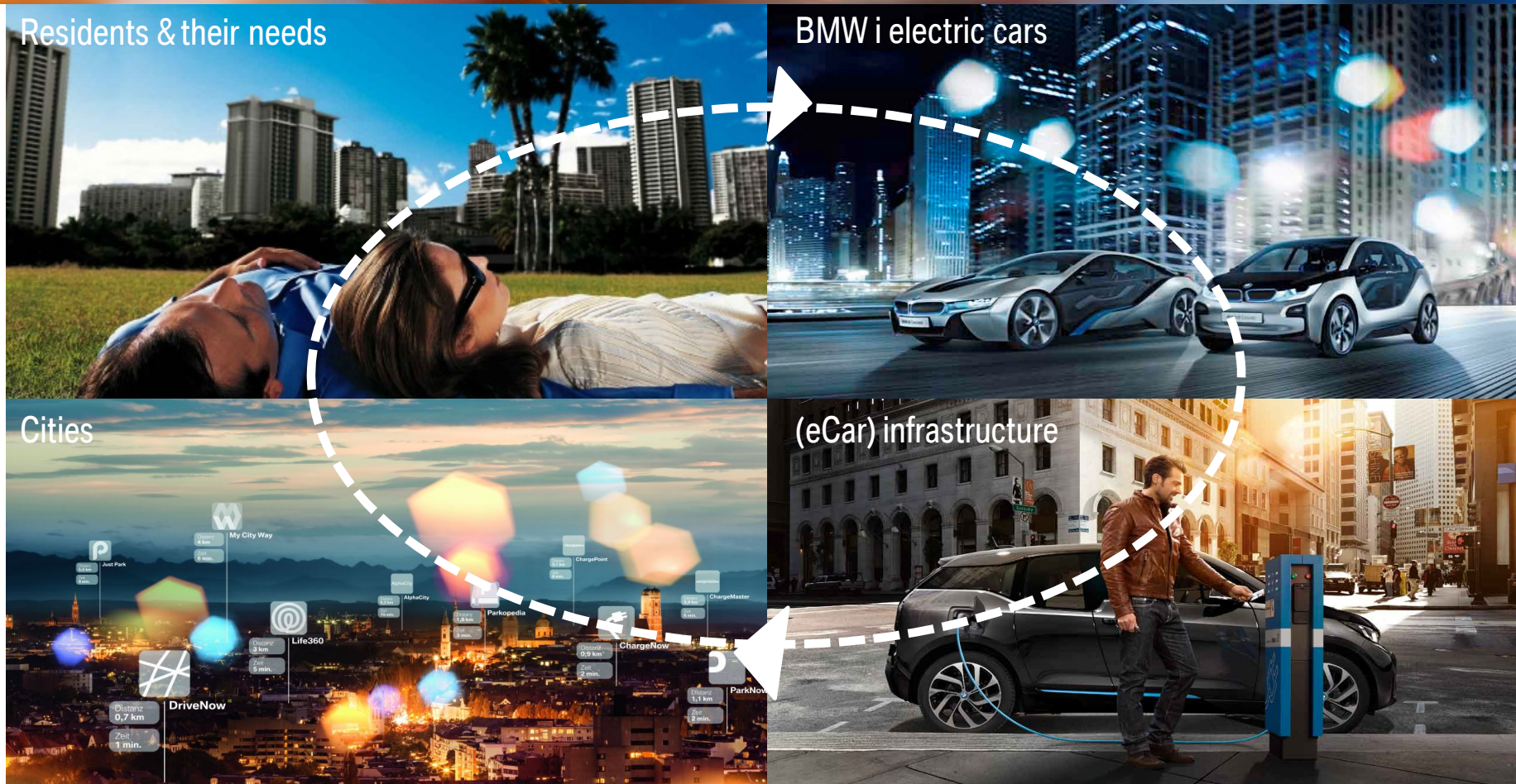


Time & cost **efficient**

Off-street



“CENTER OF COMPETENCE URBAN MOBILITY”: IMPLEMENTING SUSTAINABLE URBAN MOBILITY – TOGETHER WITH ALL STAKEHOLDERS.

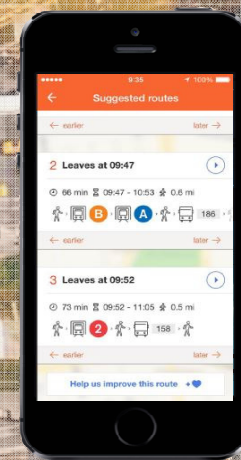
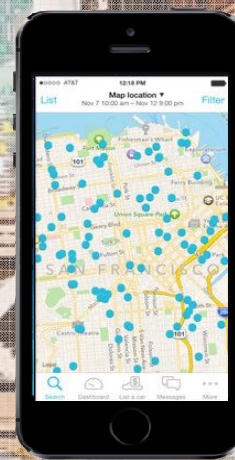
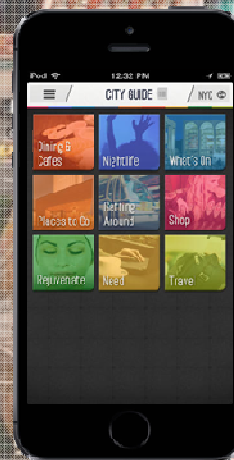
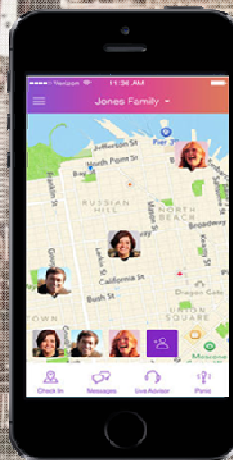
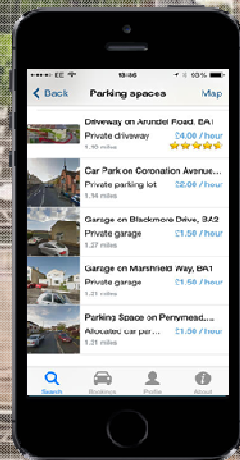
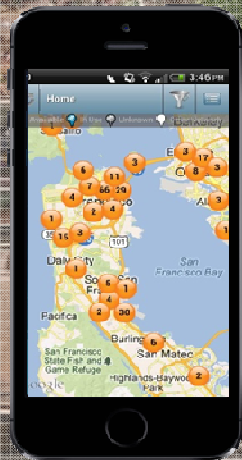


BMW i VENTURES. „BEST OF BOTH WORLDS“ – GAIN ACCESS TO NEW TECHNOLOGIES AND CUSTOMER GROUPS.

45 incubator
workspaces

1000+
mobility services
startups screened

Quarterly meet ups with
around 100 guests from
ventures scene



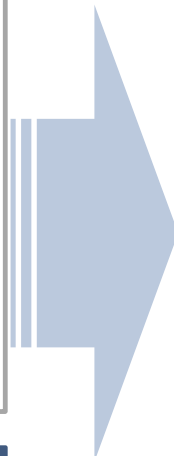
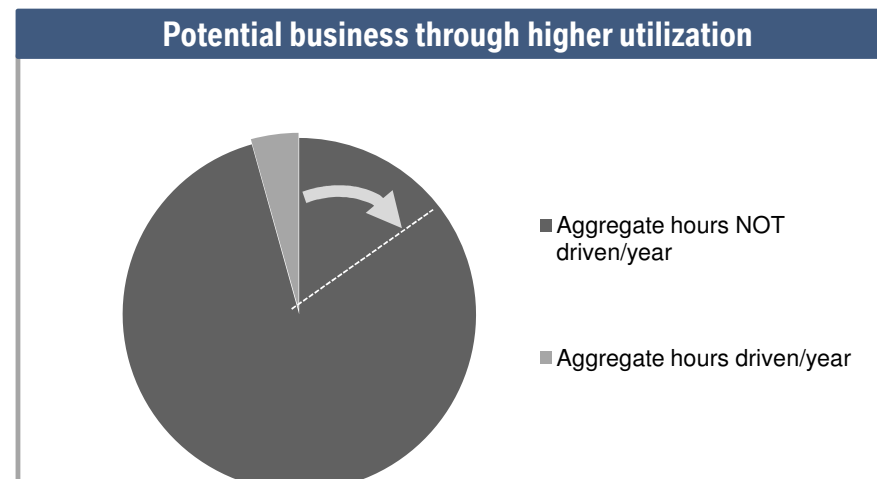
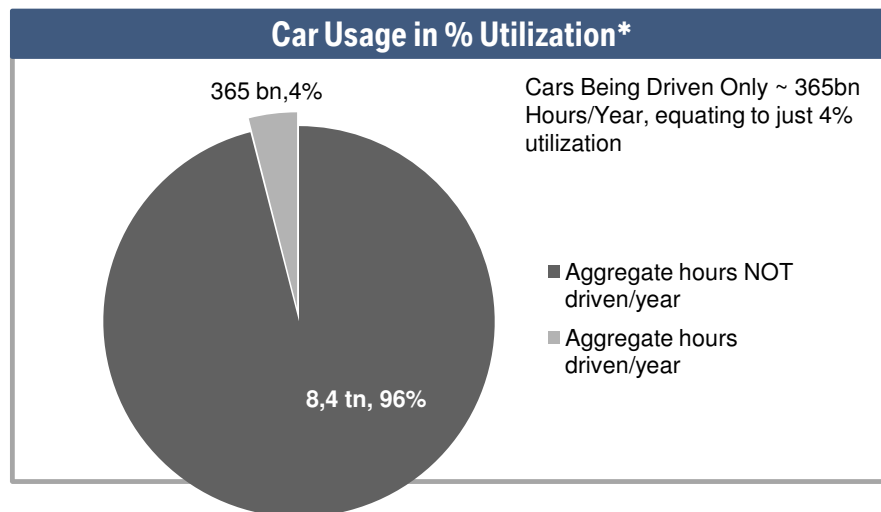
THANK YOU VERY MUCH FOR YOUR ATTENTION.

“BMW has seen – if not *the* future- then at least a credible version of it.” Metropolis



BACKUP.

NEW COMPETITORS ENTER THE MARKET AND LEVERAGE THE UNUSED POTENTIAL.




External Drivers

- Urbanization**
- Regulation**
- Customer Behavior**
(e.g. on demand Trend)
- Technology**
(e.g. autonomous driving)
- Financial power**
(e.g. major IPOs)


New Players

New competitors have huge funding which enables them to:

- Scale quickly
- Buy the market
- Execute fast



UBER
\$ 40 bn evaluation
\$2,7 bn funding**

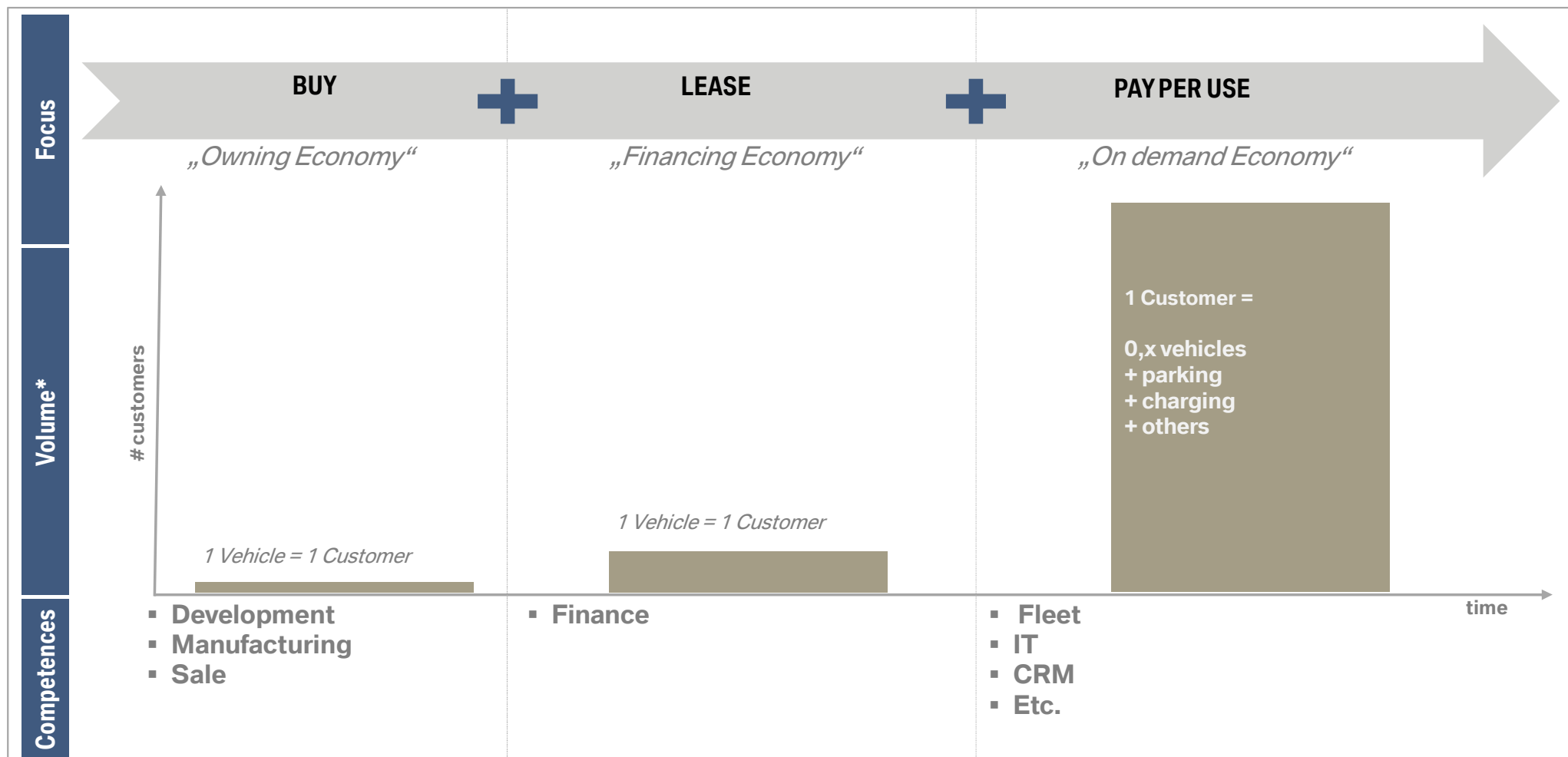


\$ 700m evaluation
\$300m funding

*Source: Morgan Stanley Research

**Source: Bloomberg

WE HAVE THE OPPORTUNITY TO CAPTURE NEW CUSTOMERS FOR THE BMW GROUP.



*Source: BMW Mobility Services internal estimate