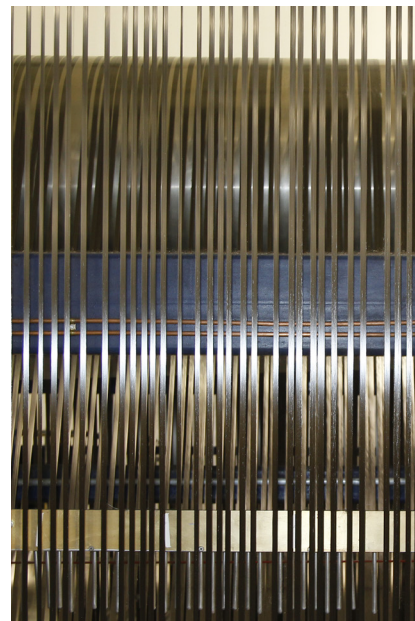




#Beyond100

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How is BMW Group the world's most sustainable car company?



BMW i Production Moses Lake: Carbon Fiber ribbons before sizing.

A powerful water supply in a once barren landscape is helping to drive the largest carbon fiber plant on Earth, and with it BMW Group's ambitious sustainability goals.

Before the construction of the Grand Coulee Dam in 1941, Moses Lake was a sparsely populated, grassland stretch of the Columbia basin. Today, it is home to the Moses Lake production plant, a pioneer in the extensive use of structural carbon fiber, and noting short of a game-changer for the automotive industry.

The joint venture between BMW Group and SGL Group harnesses clean hydroelectric energy from the massive Dam to create ultra-lightweight vehicles. Of everything in the process chain, it is the production of carbon fibers that requires the most energy.

The plant is run entirely on renewable energy, generated by two neighboring power plants, and includes highly automated production lines operating 24/7 for 360 days a year; stopping only at Christmas for maintenance.

It represents a major step forward in making car production more energy efficient, says Dr. James Meredith, lecturer in composites engineering at the University of Sheffield (U.K.).

"Fundamentally, it's about weight," he says. "You save that mass and then in

every further downstream thing—whether you accelerate it, brake it, crash it—you have less energy to contend with. You end up with weight-saving throughout the vehicle."

The carbon fiber produced at Moses Lake is now used in body parts for all BMW i, BMW M models, and the new 7 Series vehicles.

"Carbon fiber helps to reduce a vehicle's weight, and thus its fuel consumption and carbon emissions," explains Dr. Klaus Draeger, Board Member Purchasing and

Supplier Network at BMW AG.

Sustainability has been integral to the group's core strategic principles since 2000, and is now firmly entrenched throughout the value chain: from the development of fuel-saving and alternative vehicle concepts, through to production processes and recycling practices.

BMW Group now holds leading positions in many global sustainability ratings, including Dow Jones Sustainability Indices, Carbon Disclosure Project (CDP) and Corporate Knights.

Coming soon: What does the future hold for those who like to travel on two wheels?

BMW Motorrad believes inventive, intelligent technologies will soon allow riders unimagined freedom, and is set to unveil its future-facing VISION VEHICLE in Los Angeles on Oct. 13-16.

For more than 90 years, BMW Motorrad has been an undisputed motorcycle pioneer, and its VISION VEHICLE promises to raise the bar, yet again.

You can be among the first to see BMW Motorrad's bike of tomorrow at the Iconic Impulses exhibition. The event is free and the only pre-requisite is a natural curiosity (leather jacket optional).

Los Angeles will be the final stop for the Iconic Impulses tour, and will be the first time all four BMW Group VISION VEHICLES will be showcased as a quartet.

Find out more www.bmwgroup.com/en/next100/iconicimpulses.html

10am-5pm Oct 13-16, 10 Barker Hangar, 3021 Airport Ave., Suite 203, Santa Monica, CA 90405.

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