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Driving into the future. BMW strategy for Sustainable Mobility.

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Abstracts

The BMW Group has long recognized the challenges faced by the auto industry and society of air quality, climate change, resource scarcity and urbanization. To address these issues BMW has developed a comprehensive strategy aimed at ensuring sustainable future mobility. It includes further improvement of conventional drive trains as well as the electrification of the BMW Group fleet.

The first products and services are available right now: the fully electric megacity vehicle BMW i3, the plug-in hybrid BMW i8 and new mobility services such as DriveNow – an innovative car sharing system.

To accelerate the “greening” of vehicle fleets in world markets, support from local and regional governments is needed. A very powerful factor in this regard is the taxation system. If say, CO₂, is chosen, an equitable taxation system will play an important role in customer decisions and help drive the national fleet towards higher fuel-efficiency and less CO₂. For electrification of the fleet, challenges include high technology costs and lack of infrastructure that require cooperation of vehicle manufacturers, energy providers and governments.

Biography:



Gerhard Woerle is a senior government affairs manager responsible for environmental legislation world-wide. After attaining a master degree in geophysics, Gerhard worked for several years as a researcher at the Fraunhofer institute after which he held several environment and government affairs related positions at the BMW Group. His current work focuses on environmental and technical regulations in worldwide markets covering CO₂ fleet regulation, emission legislation, test cycle, recycling and taxation.

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