

# BMW Group

## Corporate and Governmental Affairs

Media Information  
04 December 2009

### **The BMW Group at the UN Climate Change Conference in Copenhagen (COP 15): taking responsibility – implementing sustainability. Clear target: At least 25% less CO2 emissions in fleet-average by 2020**

**Munich.** At the Copenhagen climate summit (COP 15, December 7 to 18), the BMW Group will take part in a variety of activities affirming its commitment, as industry leader in sustainability issues, to the fight against climate change. The BMW Group will not only provide vehicles for the official UN shuttle service, but for the first time at such an event will also take part in two official side events, at which it will put forward substantive ideas for tackling climate change. Partners will be the German Ministry for Environment, Conservation and Reactor Safety and the Potsdam Institute for Climate Impact Research. Furthermore, the BMW Group will also co-host a symposium at the Louisiana Museum of Modern Art. And the BMW Group is also joining the "Hopenhagen" campaign initiated by the UN for a deal on climate change.

Ahead of the global climate summit, Dr Norbert Reithofer, Chairman of the Board of Management of BMW AG, has set out his expectations: "We do support a common climate reduction target. The industrialised countries must share the burden equally – not least in order to prevent competitive distortions and displacement effects."

As far as the mobility sector is concerned, Reithofer sees the following challenges: "We expect Copenhagen to help pave the way for sustainable mobility. The next step after setting ambitious targets will be to translate them into concrete measures. For example, governments must offer incentives towards the purchase of electric cars, in order to ensure that there is sufficient initial demand."

### **Reduction in CO2 emissions of at least 25% by 2020**

At the same time the BMW Group is also committed to making its own contribution towards the climate targets. The company intends to reduce the CO2 emissions of its products by at least 25% by 2020. To achieve this goal, technologies like zero-emission electric drive will play a vital role. Between 1995 and

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2008, BMW Group has already reduced the EU fleet-average emissions by more than 25%. The company has also launched a wide-ranging sustainability strategy. Frank-Peter Arndt, Member of the Board of Management of BMW AG responsible for Production, comments: "The BMW Group is the world's most sustainable car company. That was confirmed once again in 2009 when the Dow Jones Sustainability Index listed the BMW Group as sector leader for the fifth consecutive year. No other manufacturer is as economical in its use of resources. For us this status represents both a motivation and an obligation. Both in our products and in our production processes, we shall not be easing off the pace. We aim to ensure that all our processes are geared to sustainability."

**Detailed information about the BMW Group's activities at the Copenhagen climate summit, in particular about the side events being co-organised by the BMW Group, is available at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).**

### **The BMW Group**

The BMW Group, with its three brands BMW, MINI and Rolls-Royce, is one of the most successful premium manufacturers of cars and motorcycles in the world. As an international group, it operates 24 production plants in 13 countries and has a global sales network in more than 140 countries.

In the 2008 financial year, the BMW Group sold more than 1.43 million cars and more than 101,000 motorcycles worldwide. Revenues for the year totalled 53.2 billion euros, with earnings before interest and taxes (EBIT) of 921 million euros. As at September 30, 2009, the company employed a global workforce of approximately 98,000 people.

The success of the BMW Group has always been built on long-term thinking and responsible action. Ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources are an integral part of the company's strategy. The BMW Group has been industry leader in the Dow Jones Sustainability indexes for the past five years.



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