



Tony Douglas, April 2012 , Intelligent Mobility Summit

FUTURE MODELS FOR MOBILITY. BMW I AND MOBILITY SERVICES.



Rolls-Royce
Motor Cars Limited

BMW GROUP STRATEGY NUMBER ONE.

... become the leading provider of premium products
and services for individual mobility...

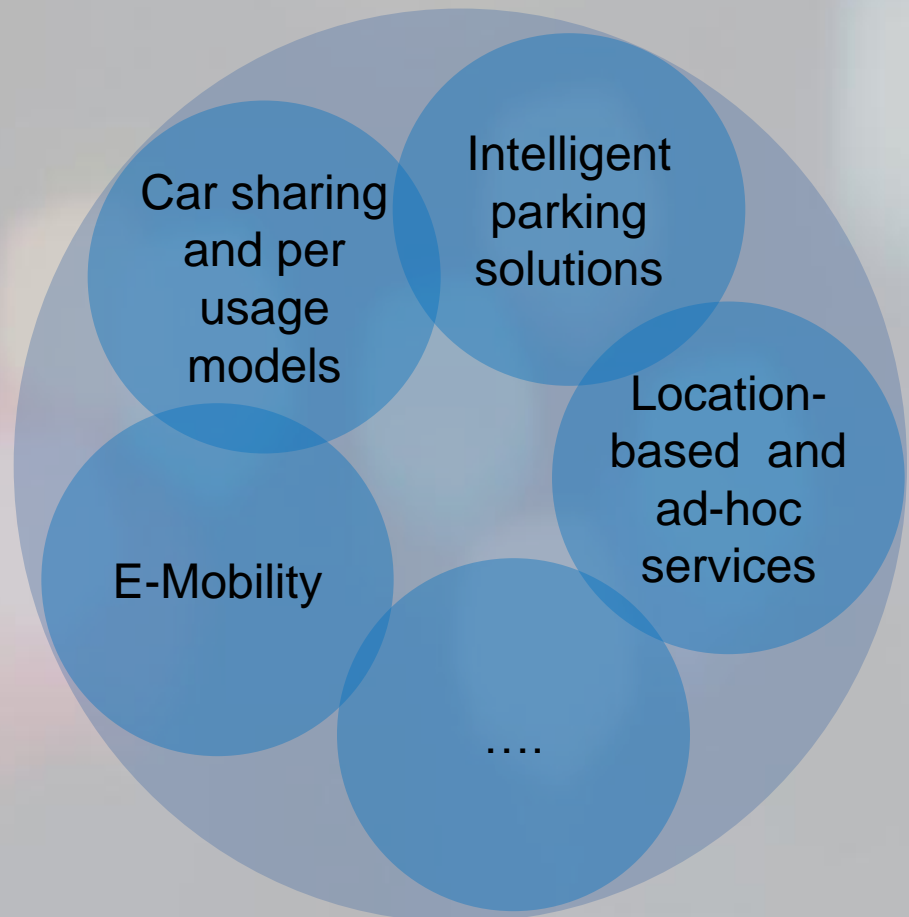


Dr. Norbert Reithofer

Chairman of the Board of Management BMW AG

CUSTOMER CHANGE: MEGATRENDS WITH IMPACT ON MOBILITY DEMAND AND MOBILITY PATTERNS.

CHANGING APPROACH TO URBAN MOBIL



MOBILITY SERVICES, THE REASON WHY.



Changing demands
on flexibility



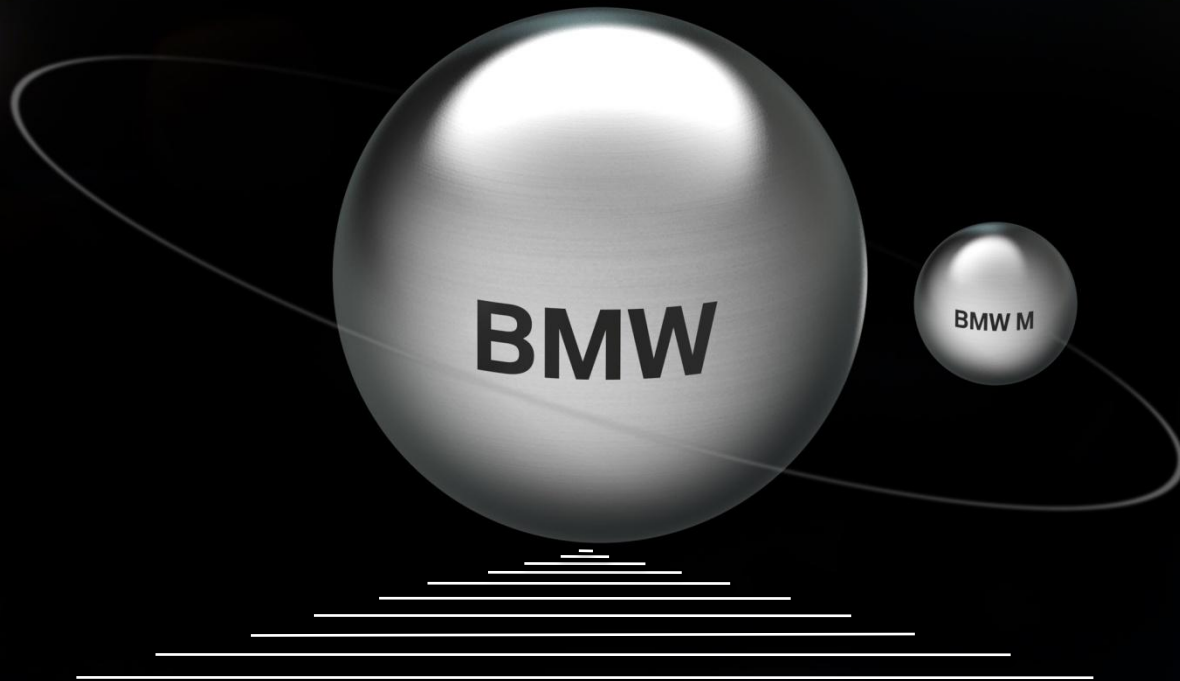
Increasing access
restrictions



Spreading
urbanisation

- BMW i mobility services for
- individual mobility – also beyond one's own car
 - real time information
 - connected services

THE PLANET.



Customer
needs



Culture



Environment



Urbanisation



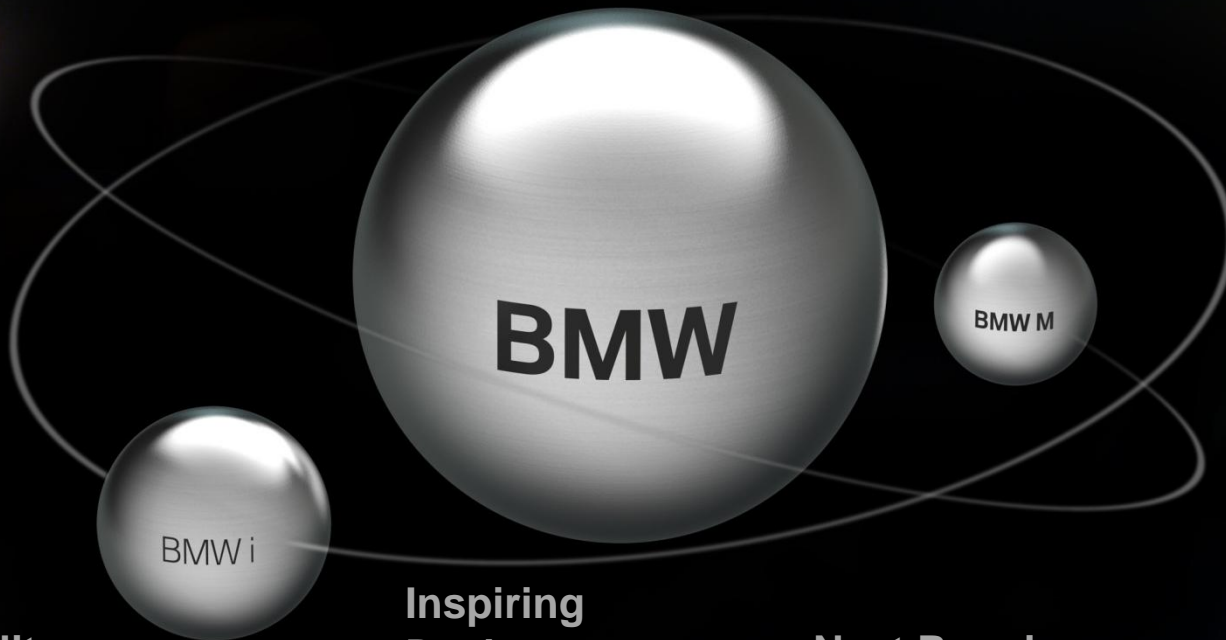
Politics



Economy



THE PLANET HAS A NEW MOON.



Visionary Mobility



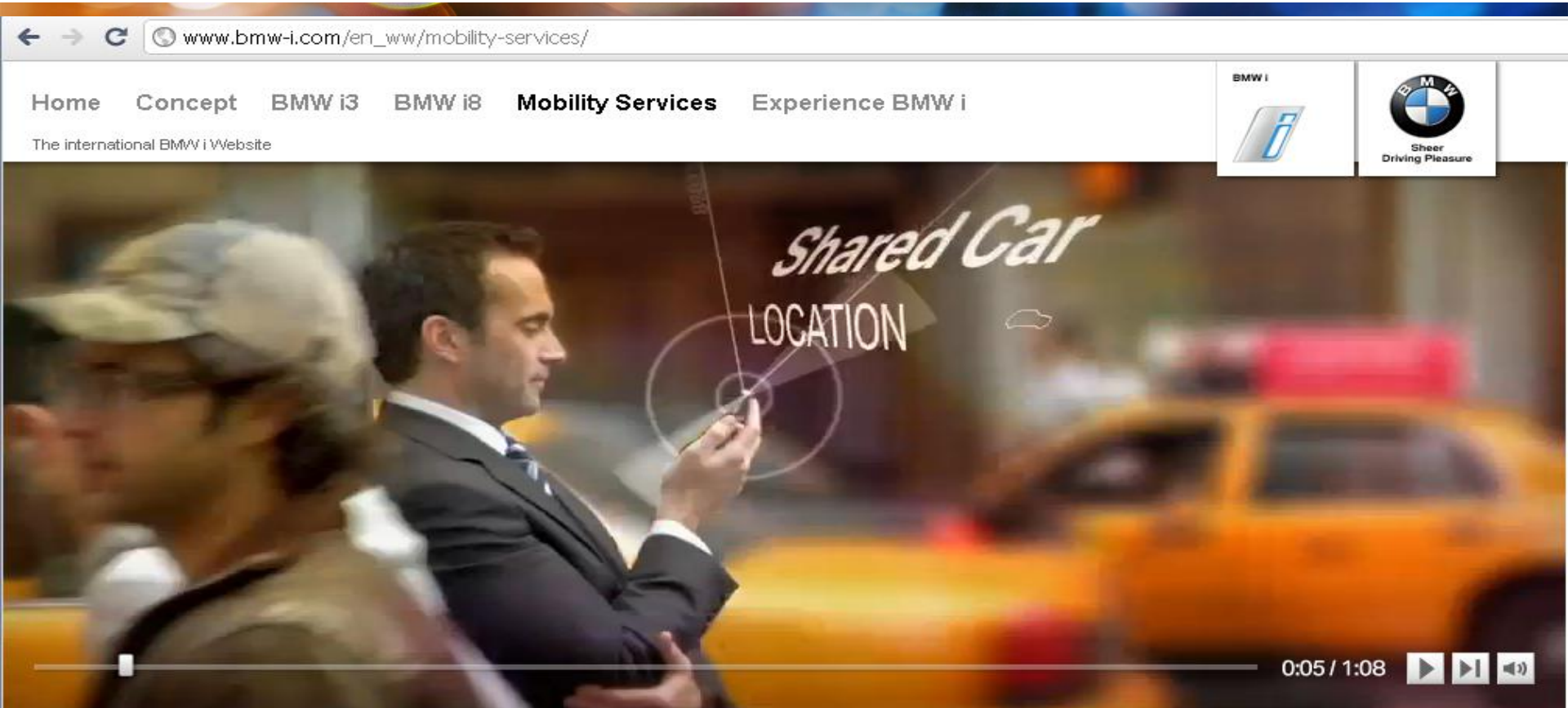
Inspiring Design



Next Premium



MOBILITY SERVICES. LAUNCHED TOGETHER WITH BMW i.



- ▶ DriveNow
- ▶ MyCityWay
- ▶ BMW i Ventures

Mobility Services

BMW i delivers innovative mobile solutions that improve urban mobility – inside and outside of the car. In a quest to help shape the cities of the future, we deliver smart services and seamless mobile experiences. This is the first set of apps you can download today – with more in development for release in the near future.

👍 197

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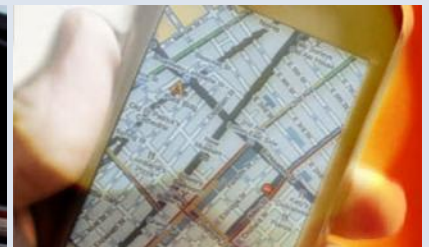
MOBILITY SERVICES: ADDRESSING NEW CUSTOMER SEGMENTS.



**Car-enabled
Mobility Services**

**Car-related
Mobility Services**

**Car-independent
Mobility Services**



BMW and MINI
Drivers

**Navigation
Traffic
Information**

Automobile User

DriveNow

ParkatmyHouse.com

Parking

Mobile User

mycityway

CAR-ENABLED AND RELATED MOBILITY SERVICES

NAVIGATION AND REMOTE APPLICATIONS.

Intermodal route planning







Integration of

- public transport timetables
- parking availability (park & ride)
- charging points
- car sharing



Last Mile and Vehicle Finder

15:25		S1 from: Heidelberg Hbf to: Pfaffengrund	
15:25		Walk 340 m	
15:32		Final destination Heidelberg	

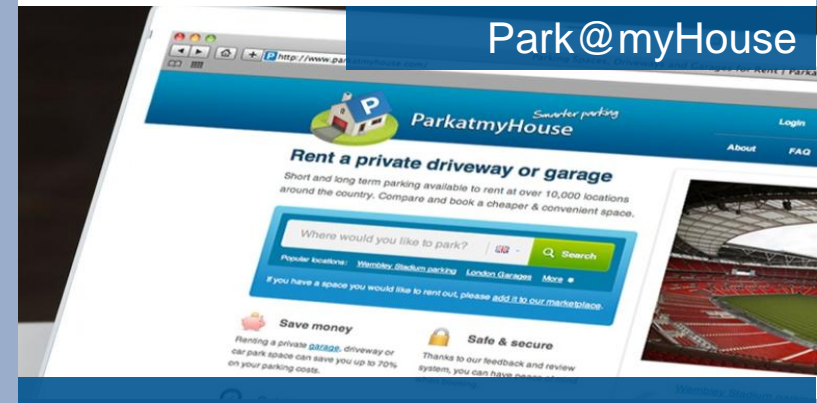
- Pedestrian navigation for the final leg of your journey
- Locating the parked car

BMW I MOBILITY SERVICES PORTFOLIO 2011. INNOVATIVE AND SUSTAINABLE SERVICES.

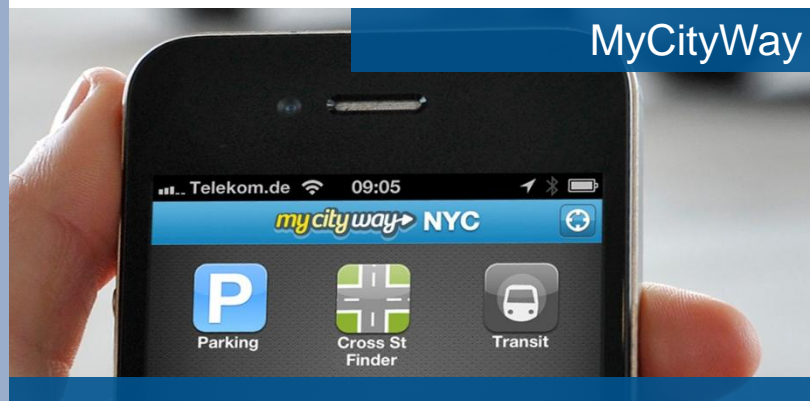
A) Flexible Use



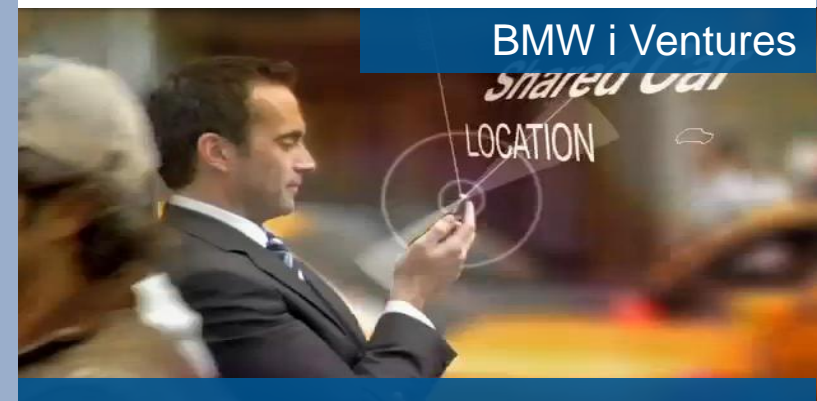
B) Parking



C) Information and Intermodal routing



D) Secure innovation and speed



CUSTOMERS RETHINK OWNERSHIP.



Cash purchase

Personal vehicle ownership

*"I can't afford that car –
it belongs to the bank."*

CUSTOMERS RETHINK OWNERSHIP.



Cash purchase

Leasing

Financing

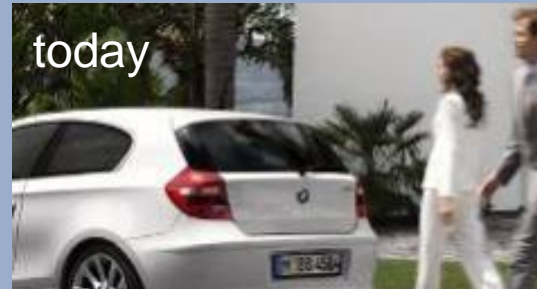
Personal vehicle ownership

"I can't afford that car – it belongs to the bank."

Personal vehicle use

"Leasing gives me greater flexibility, plus I can get everything from one source."

CUSTOMERS RETHINK OWNERSHIP.



Cash purchase

Leasing

Financing

Usage

Personal vehicle ownership

"I can't afford that car – it belongs to the bank."

Personal vehicle use

"Leasing gives me greater flexibility, plus I can get everything from one source."

Access to mobility

"I want to be able to use the right vehicle when I need to."

FLEXIBLE MOBILITY, SPONTANEOUS USE,
REAL ONE WAY.



DRIVENOW HOW IT WORKS.

MOBILITY SERVICES: DRIVENOW.



THE PRODUCT OFFERING.



DriveNow HELP ▾

Hello Mr. Green,
Welcome to DriveNow Car On Demand.
Before you can start the car please log in
in 4 easy steps.

[Start Log In](#)



Registration
One-time registration fee



One way car sharing
Boarding and parking
everywhere

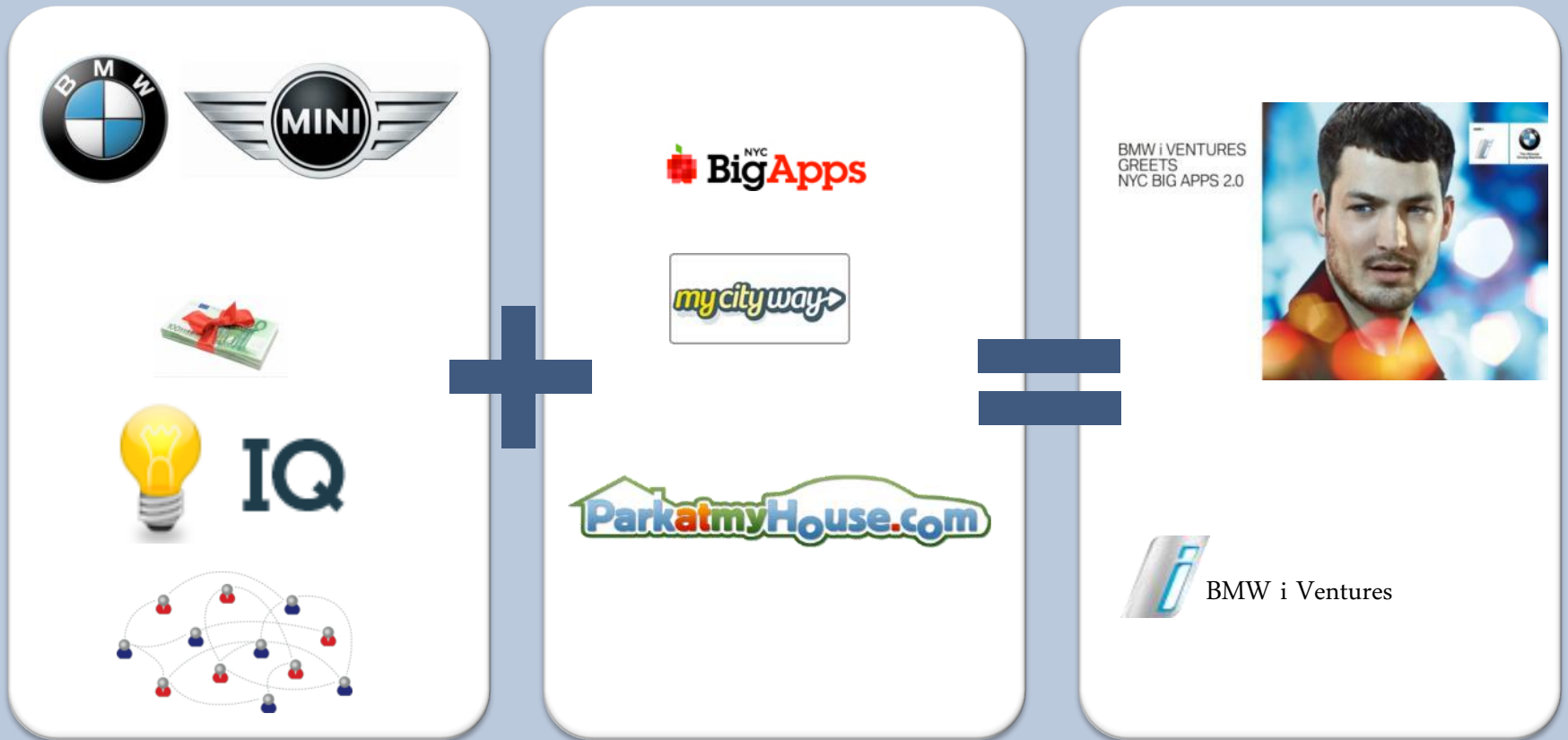


One standard rate
29 cent per minute



All inclusive
Parking, refueling

BMW i VENTURES: BEST OF BOTH WORLDS.



Take BMW's brand(s), customers, financial power, brain and contacts....

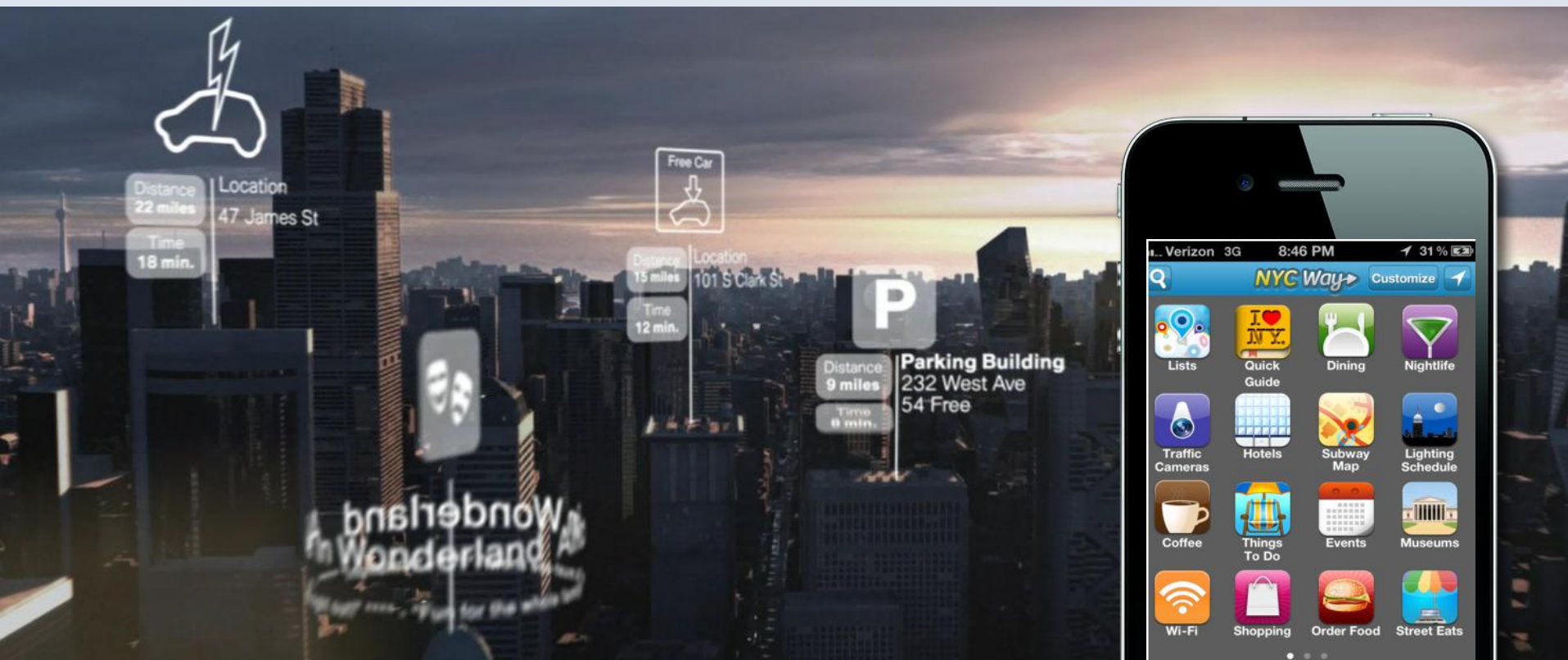
...add start-up attributes speed, innovation, disrupting ideas, agility creativeness...

...to get the best of both worlds:

BMW i Ventures.

CITY INFORMATION: MYCITYWAY.

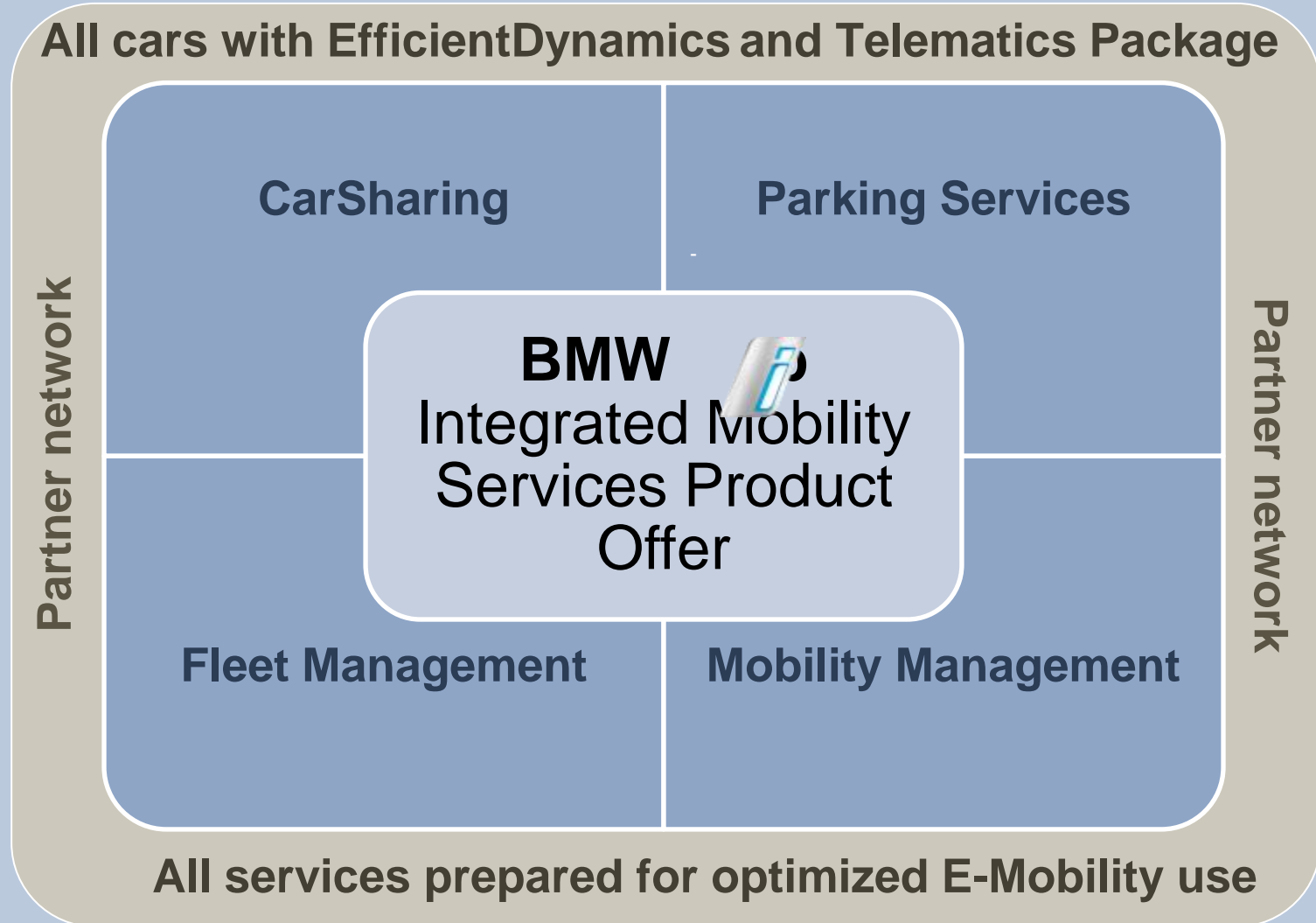
Explore the urban landscape, over 70 urban markets



PARK@MYHOUSE “E-BAY“ FOR PARKING SPOTS.



VISION: BMW GROUP ECOSYSTEM OF MOBILITY.



THANK YOU FOR YOUR ATTENTION.

