

How the ULCV programme has helped the BMW Group.
LCV 2011, Rockingham, September 7-8th, 2011.



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BMW Group



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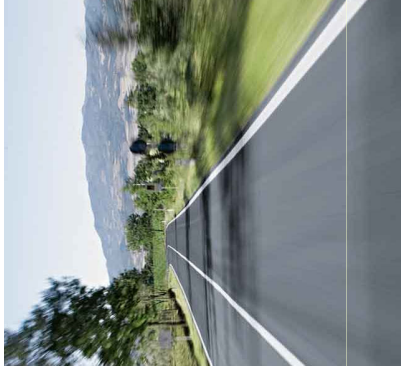
➤ The MINI E Field Trial.

➤ 40 MINI Es.

➤ December 2009 – March 2011.

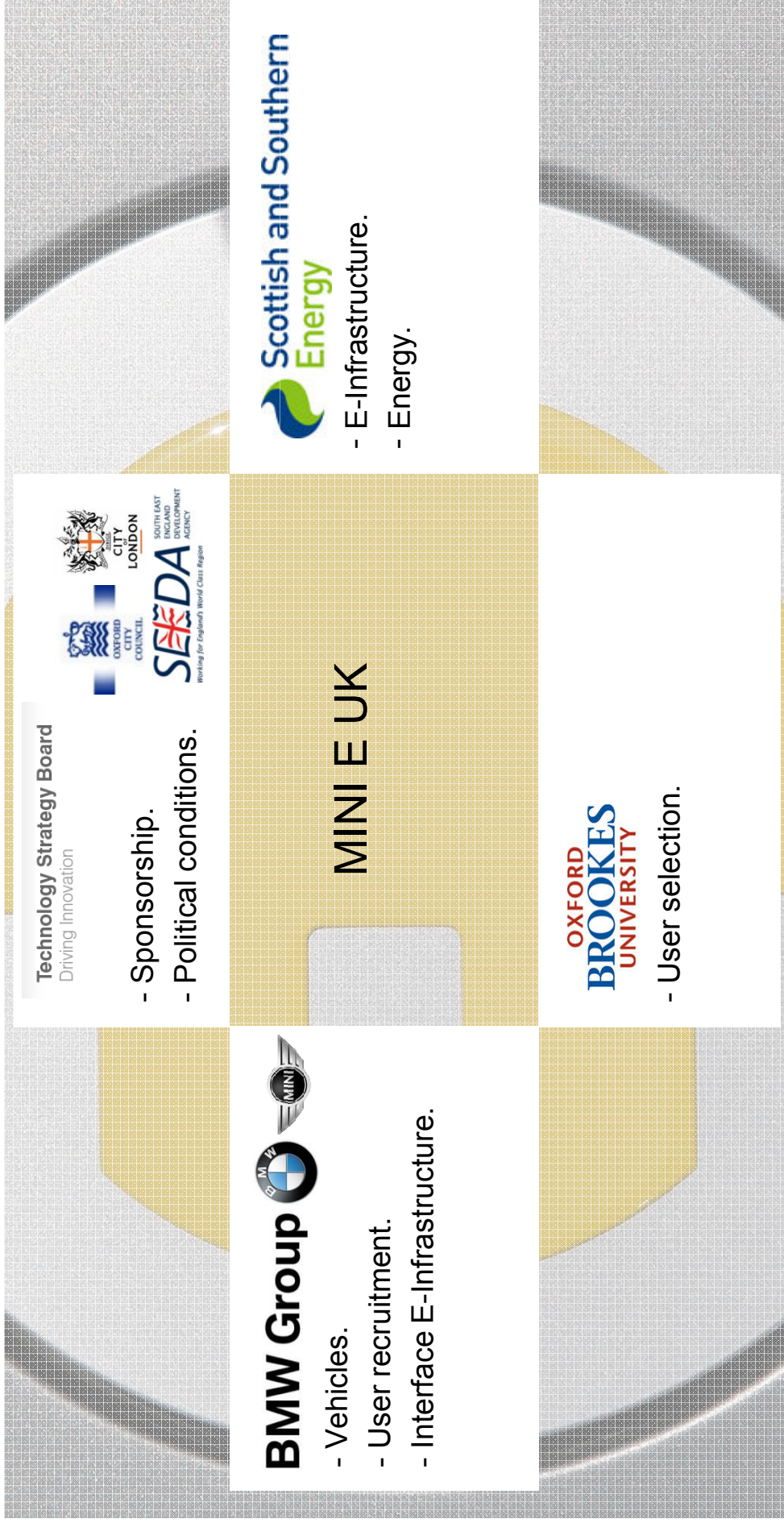
➤ Individual and pool users.

➤ 6 month phase x 2.



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Valuable Market Data

- Generated valuable data for the commercialisation of a series electric vehicle:
- Technology
 - Consumer receptiveness /expectations
 - Readiness of the broader market framework (industry stakeholders, policy framework).

Market Insight

- Highlighted potential of the UK market for plug-in electric vehicles within the Group and allowed companions with trials in other markets
- Provided experience to shape a customer proposition and an approach to market designed to instil confidence and market growth.

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➤ Optimised market collaborations

Stimulated contact between market players and market influencers that will optimise BMW Group's approach to market both within the Consortium and beyond.

➤ Experience prior to market launch

Understanding of new business relationships required to support electric vehicle customers based on real experience.

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Early Resource

Organisational resource put in place to execute the trial has accelerated BMW UK's organisational development in support of this market.

Production demand

Through the platform of the trial and media exposure for the product, MINI E's contribution to the MINI brand has helped the UK market to continue to strengthen production demand for the global manufacturing operation of MINI in the UK.

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Technical Knowledge

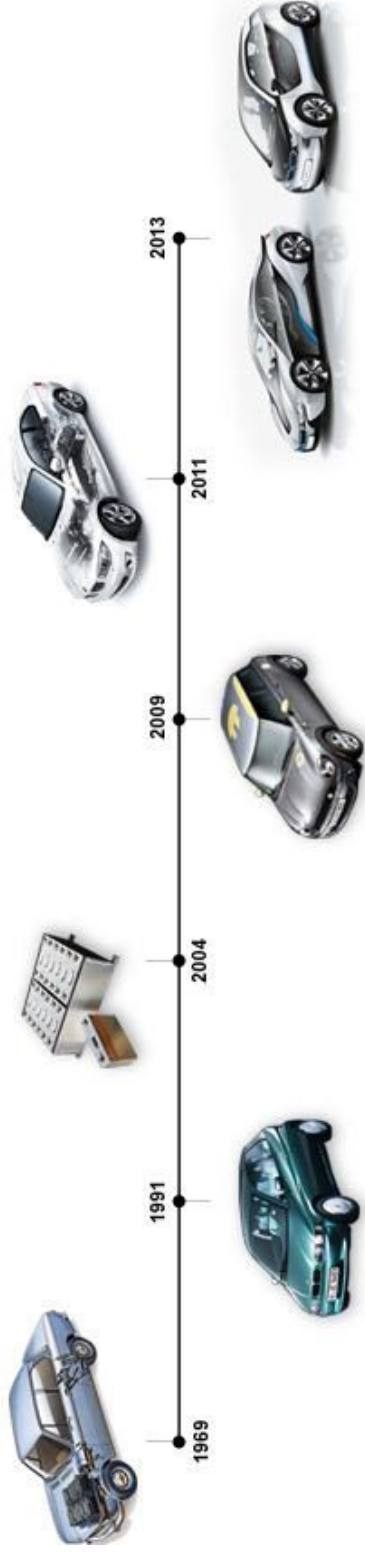
- Technical support operation expertise assembled for the trial will be put to good use supporting electric products within the London 2012 vehicle fleet
- The UK technical operation is in contention as a European electric vehicle and hybrid competence centre.

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A fundamental building block in BMW Group's Electromobility roadmap



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