



# CIRCLE 2019

## Challenges for the Islands in the era of the Circular Economy

### *FUTURE MOBILITY*

*Thomas Ebner*

*BMW Group Central and Southeastern Europe*

Under the auspices of



## SMile 2019

### 6th Sustainable Mobility & Intelligent Transport conference





**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



# A C E S

**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**





**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



## REQUIREMENTS OF MOBILITY IN 2025

### **A**UTONOMOUS

An increasing share of traffic is done by robo taxis without the need of self driving.

### **C**ONNECTED

The smartphone is the „remote control“ for any mobility demand and the daily life.

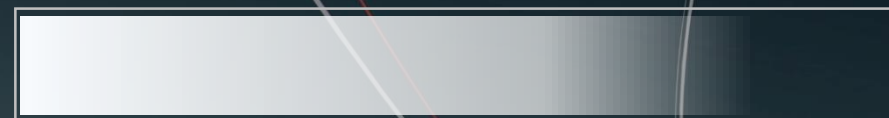
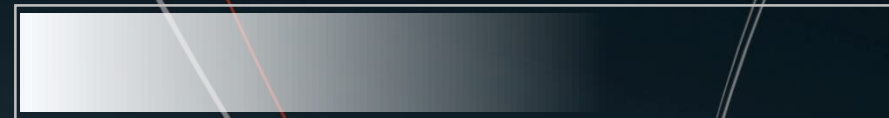
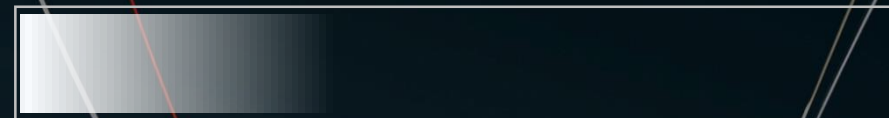
### **E**LECTRIFIED

There are hard restrictions for combustion engines driving in inner cities.

### **S**HARED

Only few customer own vehicles, they want to use mobility on demand as a service.

## LEVEL OF ACHIEVEMENT 2019



**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**







**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



# A C E S

# AUTONOMOUS

**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**





**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



Driver



Feet off



Hands off



Eyes off



Brain off



Passenger

-2021-



iNext

**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**







**CIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



## COOPERATION



### AUTONOMOUS DRIVING



## HD-MAP



### OEM COOPERATION



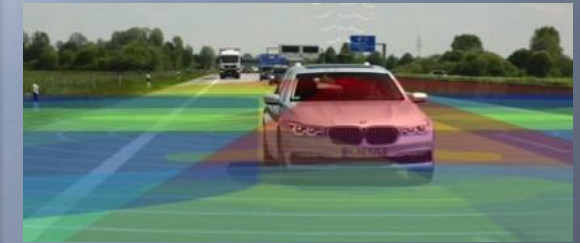
## INFRASTRUCTURE 5G



### 5G AUTOMOTIVE ASSOCIATION



## TEST FIELDS



### AUTHORITIES AND ASSOCIATIONS



**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**





**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



# A C E S

## CONNECTED

**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**







# WHAT CAN YOU DO ON A 20 MINUTE DRIVE TO THE OFFICE?

## Digital Key



- Use your phone as car key

## Intelligent Personal Assistant



- Get assistance from your digital companion

## Microsoft Office 365



- Work productively while driving

## Concierge Services



- Ask BMW anything you need to know

## Connected Music



- Relax in your car with your favorite songs







**CUSTOMER BENEFITS  
ALONG 4 DIMENSIONS.**

**BMW Intelligent Personal Assistant**

**EASY AND FLUENT**

Doing my things in  
an easy way.

Knows  
me

Thinks  
ahead

Character  
& Speech

**CAR EXPERT**

Making the most  
of my vehicle.

Genius

Control

Coach

**ASSISTANT**

Making the most of  
my in-car-time.

Navigation

Personal  
office

Enter-  
tainment



**3<sup>rd</sup> Party Assistant**

**ECOSYSTEM LINK**

Connects me to my  
other assistants.

BMW  
Concierge

ALEXA

Siri

Via long press Push  
to talk





**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



# A C E S

# ELECTRIFIED

**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**





**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**







**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



Hey BMW, drive me to  
the nearest ChargeNow charging station.

*Good evening*

*What can I help you with?*

Hey BMW, reserve  
a charging station.

Hey BMW, show me my recent  
charging stations.

Hey BMW,  
where can I  
charge my car?



*Please speak*

Hey BMW, how far  
did I drive electrically

**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**





# 6 Automotive manufacturers

**BMW  
GROUP**

DAIMLER



# 1 Joint Venture

# IONITY

# 400

## Charging Stations by 2020

# 2.400

## Fast Chargers



## Easy Access for ALL EVs

**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**







**CirCIE 2019**  
**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



# A C E S

## SHARED SERVICES

**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**







**1916  
Own**



**Owning Economy**

**~ 500.000 Customers**  
**1 Customer = 1 Car**

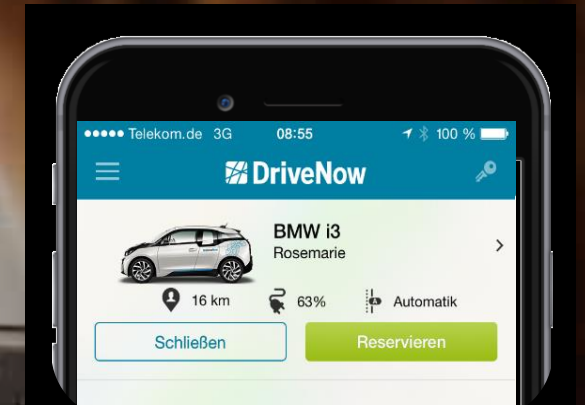
**Since 1971  
Leasing**



**Financing Economy**

**~ 2.000.000 Customers**  
**1 Customer = 1 Car**

**Today On-Demand**



**On-Demand Economy**

**~ 100.000.000 Customers**  
**1.000 Customers = 1 Car**







**CIRCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**







**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



**WITH 60 MILLION CUSTOMERS**

**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**







**CirCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

under the auspices of



**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**



# Thank you for your attention



*Thomas Ebner*

*BMW Group Central & Southeastern Europe*

[Thomas.eb.Ebner@bmwgroup.com](mailto:Thomas.eb.Ebner@bmwgroup.com)

*Tel: +43 676 83830656*



**CIrCIE 2019**

**Challenges  
for the Islands  
in the era of  
the Circular Economy**

Thursday 28 - Friday 29 March 2019, **Nicosia, Cyprus**

under the auspices of



**SMile 2019**

**6th Sustainable Mobility  
& Intelligent Transport  
conference**

