

RETAIL

BMW accelerates Selfridges' sustainability efforts via electric chauffeur service

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BMW i3

By STAFF REPORTS

British department store chain Selfridges is inspiring consumers to be sustainable in aspects of their lives beyond its in-store merchandise through a collaboration with BMW.

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As part of the retailer's larger "Buying Better, Inspiring Change" campaign, Selfridges has established a complimentary chauffeur service in BMW's electric i3. This driving service puts Selfridges one step closer to its goal of reducing carbon emissions by 15 percent by 2020.

Driving awareness

For BMW, this offers the brand an opportunity to introduce its zero emissions vehicle to an affluent audience in an experiential way.

The automaker's i3 will take over six charging stations within Selfridges' parking garage. Consumers who want a ride can book in the technology department of Selfridges' Oxford Street flagship in London or in the personal shopping suite at the retailer's Manchester store.



Exterior of Selfridges' Oxford Street store

This partnership with BMW began Jan. 30 and will run through April 9.

As consumers seek more ecologically friendly transportation options, BMW has worked to tout its i3 as the ideal choice, from a partnership with the exclusive Soho House to digital campaigns ([see story](#)).

In 2016, Selfridges received the Intercontinental Group of Department Stores' first sustainability award. Aside from storewide campaigns centered on greener buying choices ([see story](#)), the retailer has been recognized for its work to cut its carbon and water usage, as well as its improvements in waste management.

Commenting on the award in a statement last June, managing director of Selfridges Anne Pitcher said, "More so than ever before, the role of business in society is changing, sustainability is no longer a bolt-on or a nice-to-have, it is in fact, integral to the success of any business.

"Over the last five years, we have deepened our understanding and commitment to sustainability which has become increasingly aligned with our business strategy and is now a core part of both what we do, and how we do it."

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