

AUTOMOTIVE

BMW has milestone year with EVs amongst consumer apathy

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BMW headquarters turned into batteries. Image credit: BMW

By BRIELLE JAEKEL

Despite consumers still being relatively uninterested, German automaker BMW is celebrating reaching a milestone number of electric vehicles sold in 2017.

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BMW has surpassed 100,000 electric vehicles (EVs) sold this past year and is celebrating by transforming its headquarters in Munich into batteries. The landmark milestone comes at a time when auto brands are flocking to electric while consumers are still holding back.

"We deliver on our promises," said Harald Krger, chairman at BMW.

BMW's milestone

BMW believes its 100,000 mark in delivered EVs is a milestone, but that it is only the beginning.

The automaker's Munich headquarters is known as the "Four Cylinders" due to its shape, which represents a four-cylinder motor.

Through lighting, however, BMW has transformed the building into four giant batteries. The blue and white lighting display also reads, "The future is electric" for all of Munich to see.

The **#BMW** Group delivered 100,000 electrified vehicles in 2017. An important milestone - but this is just the beginning. **#emobility #electriccar #BMW** pic.twitter.com/MMdbTLwWof

BMW i (@BMW i) **December 18, 2017**

Hoping to excite consumers beyond Munich, BMW has shared a video on social media of the transformation, along with the text reading, "The **#BMW** Group delivered 100,000 electrified vehicles in 2017. An important milestone - but this is just the beginning."

In the beginning of the year, the company had declared a goal of selling 100,000 EVs within the year.

The 100,000th vehicle sold was to an 80-year-old man in the North Rhine-Westphalia region of Germany. The elderly man was invited to collect his vehicle from BMW's headquarters, where the CEO came to greet him.

BMW took into account all vehicles that were partially electrified such as the HEVs and PHEVs, not just those that are completely electric. The auto group sold 28,040 of the BMW i3 within the year.

Electricity is in the air. Stay tuned to find out more. #BMW i <https://t.co/a3Vu5vPXaR> | <https://t.co/fMmKZKdoeq> [pic.twitter.com/IKqTylr4j6](https://t.co/fMmKZKdoeq)

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While this was a success for BMW, Bloomberg published findings from LMC Automotive revealing that EVs only account for 1 percent of global auto sales, with even less in the United States. Research shows that even by the year 2025, EVs will account for less than 10 percent of vehicles worldwide and 2.4 percent in the United States.

Automakers and EV

Even though consumer demand is not all there, automakers are racing to introduce new interpretations of EVs into their businesses.

For instance, automaker Jaguar's announcement that all future models will have an electric option revealed the competition of sustainable energy in the auto industry.

Jaguar Land Rover announced that every one of its models starting in 2020 will be available to be electric-powered, following similar news from BMW and Volvo. As Volvo is a mass production brand, BMW a luxury and Jaguar a sport, the auto industry is headed for a future heavily integrated with sustainability, if consumers adapt ([see more](#)).

BMW has been working diligently at moving forward with EVs, but not just in the factory. The auto group is hoping to usher in driver adaption with consumer-facing initiatives and getting more EVs on the road.

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

As part of the retailer's larger "Buying Better, Inspiring Change" campaign, Selfridges 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 ([see more](#)).

"This 99-metre-high signal is lighting the way into the era of electro-mobility," BMW's Mr. Krger said.