

AUTOMOTIVE

BMW introduces eDrive Zones to push for electric power in UK cities

August 7, 2020



BMW has introduced its eDrive Zone service in select U.K. cities. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW is launching a new digital service that improves the efficiency of its plug-in hybrid models within select cities.

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BMW eDrive Zones uses GPS geo-fencing technology to automate the process of switching to electric-only power when its hybrids enter specific areas. This will help further reduce vehicle emissions as the automaker strives to meet its global electromobility goals.

"This is the flexibility that customers want, as they make the transition to electromobility," said Pieter Nota, board member for Customer, Brands, Sales at BMW AG, in a statement. "A plug-in hybrid vehicle combines the best of two worlds: emission-free city-driving as well as long-distance capabilities."

eDrive Zones

BMW eDrive Zones are currently available in London and Birmingham, with expansion plans across the United Kingdom and Ireland.

The service will now come standard on several BMW models and has been made available via a free over-the-air software update for compatible BMW plug-in hybrid vehicles.

Introducing BMW eDrive Zones, launching today in London and Birmingham. Find out how this world-first technology brings out the best in BMW Plug-in Hybrid models here:

<https://t.co/22EHPXsJcq> pic.twitter.com/6OJ9GkRLJ0

BMW UK (@BMW_UK) August 7, 2020

BMW plans to expand eDrive Zones to more cities

With eDrive Zones, BMW plug-in hybrid models will automatically switch to electric driving once they enter a designated zone. If drivers enter a journey in the car's navigation system, the service will also conserve electric power specifically for when the vehicle enters a low emission zone.

A growing number of cities, particularly in Europe, have introduced low emission zones to reduce air pollution from vehicles.

BMW is one of several automakers linking with the state of California to create a framework for reducing car emissions, working towards standards that are more stringent than the proposed national regulations. The framework also intends to make it easier for automakers to get approval for new technologies, such as ones that would make cars have lesser emissions while driving at highway speed ([see story](#)).

"We urge governments to prioritize plug-in hybrid vehicles in order to encourage consumers to live a more sustainable lifestyle," Mr. Nota said. "It improves air quality in cities fast and reduces running costs for driver."

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