

Session Title: Mobility Transition

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The vision of the BMW Group is to shape tomorrow's individual premium mobility. In realizing that successfully, the pursuit of sustainability along the entire value chain is essential. For example, BMW i, a sub-brand of BMW, adopts a holistic approach such as adopting new vehicle concepts, pursuing sustainability, developing new mobility services, etc., not only just manufacturing electric vehicles. The lessons learnt there are deployed throughout the BMW Group businesses. Furthermore, based on sustainability and integrated viewpoint, BMW Group already started tackling new challenges such as provision of seamless mobility services, and the integration of mobility and energy sectors through e-mobility.