

BMW  
GROUP



# DIGITAL ART OF ENGINEERING.

3DEXPERIENCE – BMW GROUP



WELCOME.



**Ulrich Rungaldier**  
Head of Connected Engineering



**Jan-Steffen Kuhlmann**  
Vice President RnD, Quality, BMW Group  
IT

# NEUE KLASSE IS THE NEXT LEVEL MOBILITY IN 2025 WHICH DRIVES PROGRESS ON BOTH A PRODUCT AND A COMPANY LEVEL.

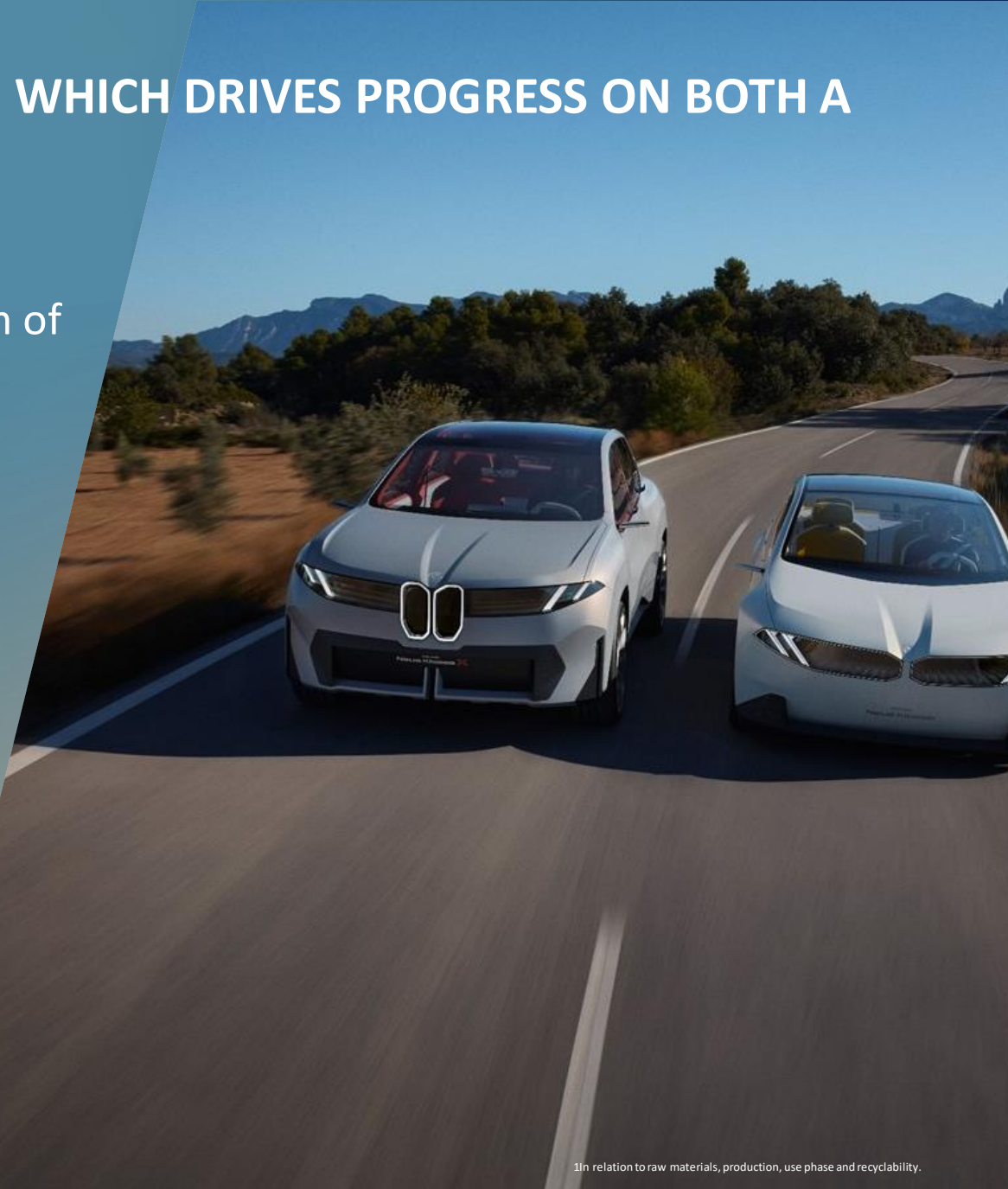
**ELECTRIC.** Taking efficiency of BEVs to a new dimension. Aim of matching range and margins with ICEs on a medium term.

**DIGITAL.** Completely novel and immersive user experience with a new quality of human-car-connection.

**CIRCULAR.** Further enhanced use of innovative materials and processes to reduce the carbon footprint.

Developing our flexible production network to a globally connected iFactory leveraging digitalization & virtual reality in all divisions.

From a collaborative organization to new working models and clustering of development, production & purchase expert teams.



1In relation to raw materials, production, use phase and recyclability.

OUR PASSION FOR THE PRODUCT MAKES US STRONG.

# Our products are **BENCHMARK!**



Through our love for WHAT and through our BMW pioneering spirit, we have become market leaders.

HOW DO WE GET THE RESULT?

# Benchmark in our product development!

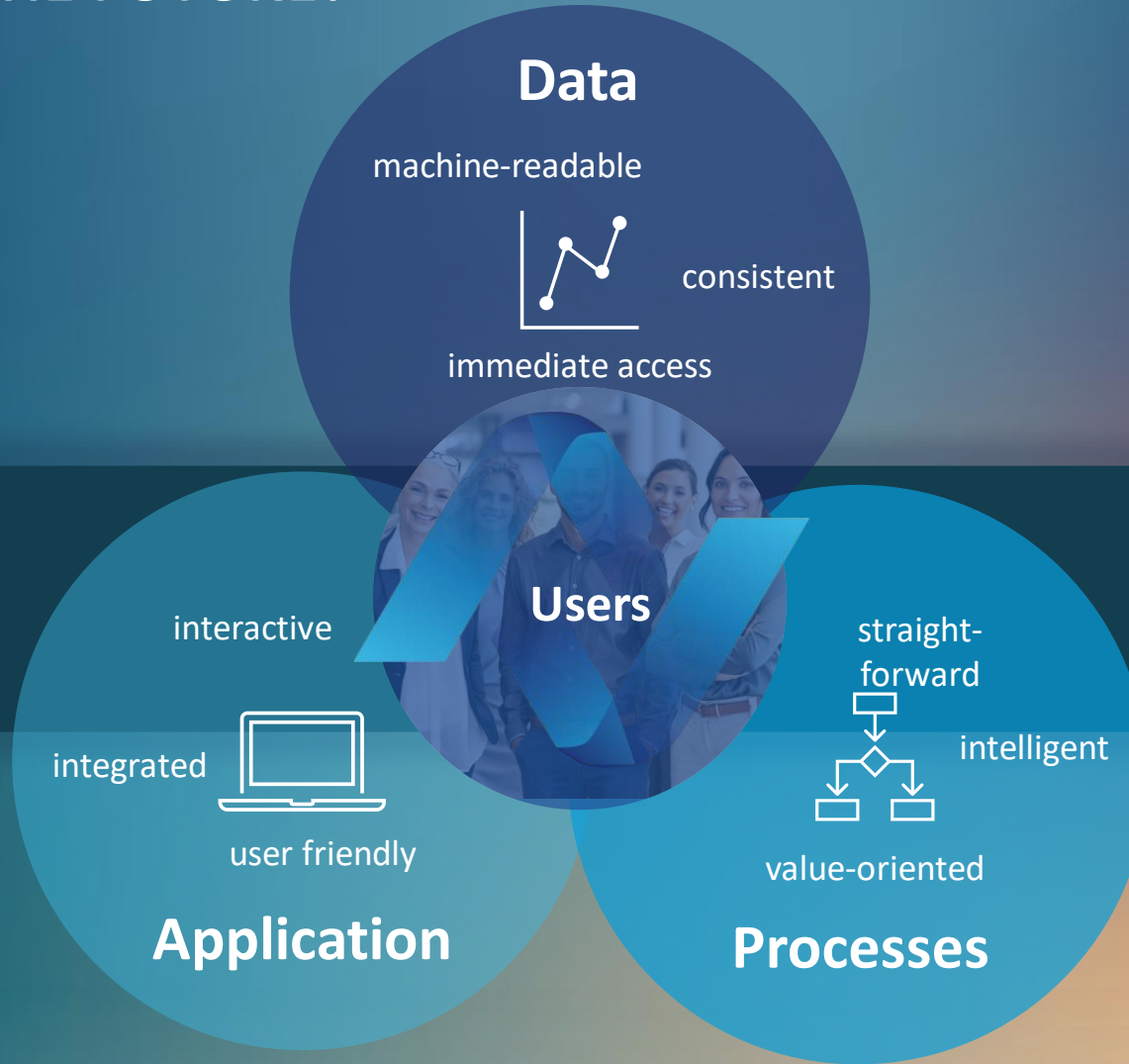
We strive for best-in-class processes.



# HOW DO WE SHAPE THE FUTURE?

Digitalization of our operating system.

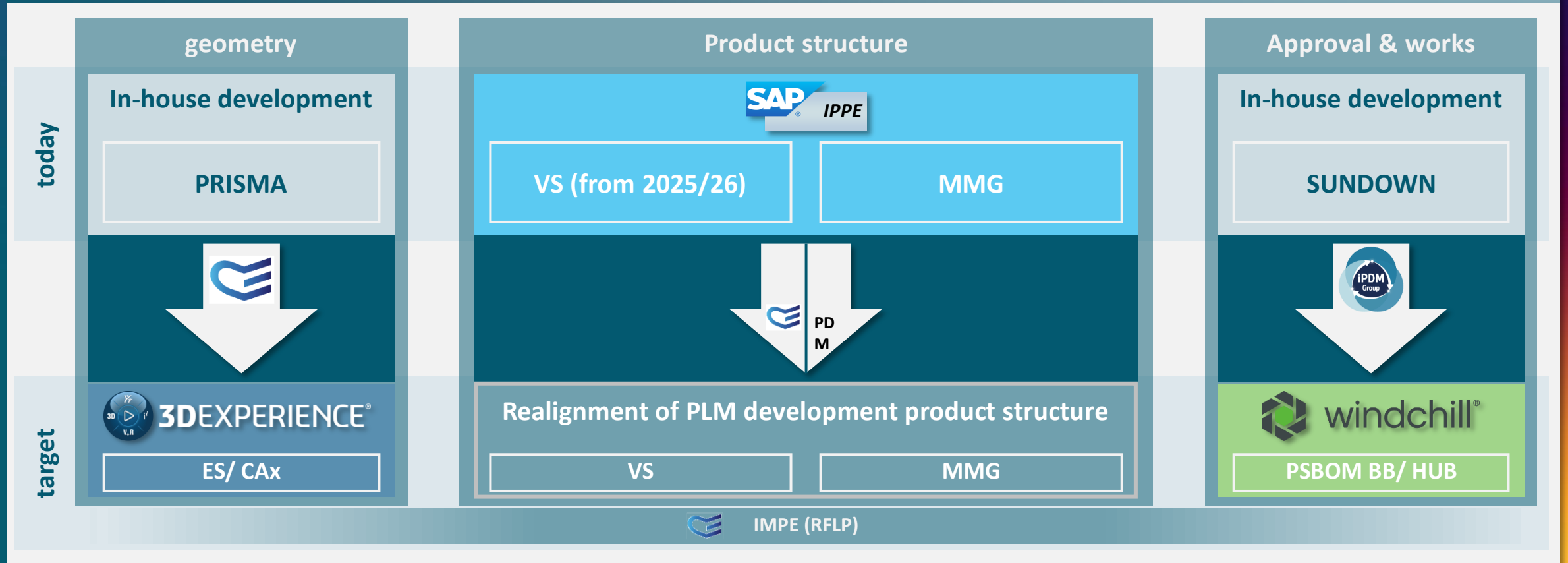
Strengthening the core value creation.



## DIGITAL ART OF ENGINEERING.

# FOR GEOMETRY AND RELEASE/PLANTS, THE NEW PLM SETUP IS DECIDED. FOR THE PRODUCT STRUCTURE, IT IS STILL OPEN.

## PLM development decisions for the PDM domain





# DIGITAL ART OF ENGINEERING.