

BMW

A Brand Product Concept

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TEAM 1

2023

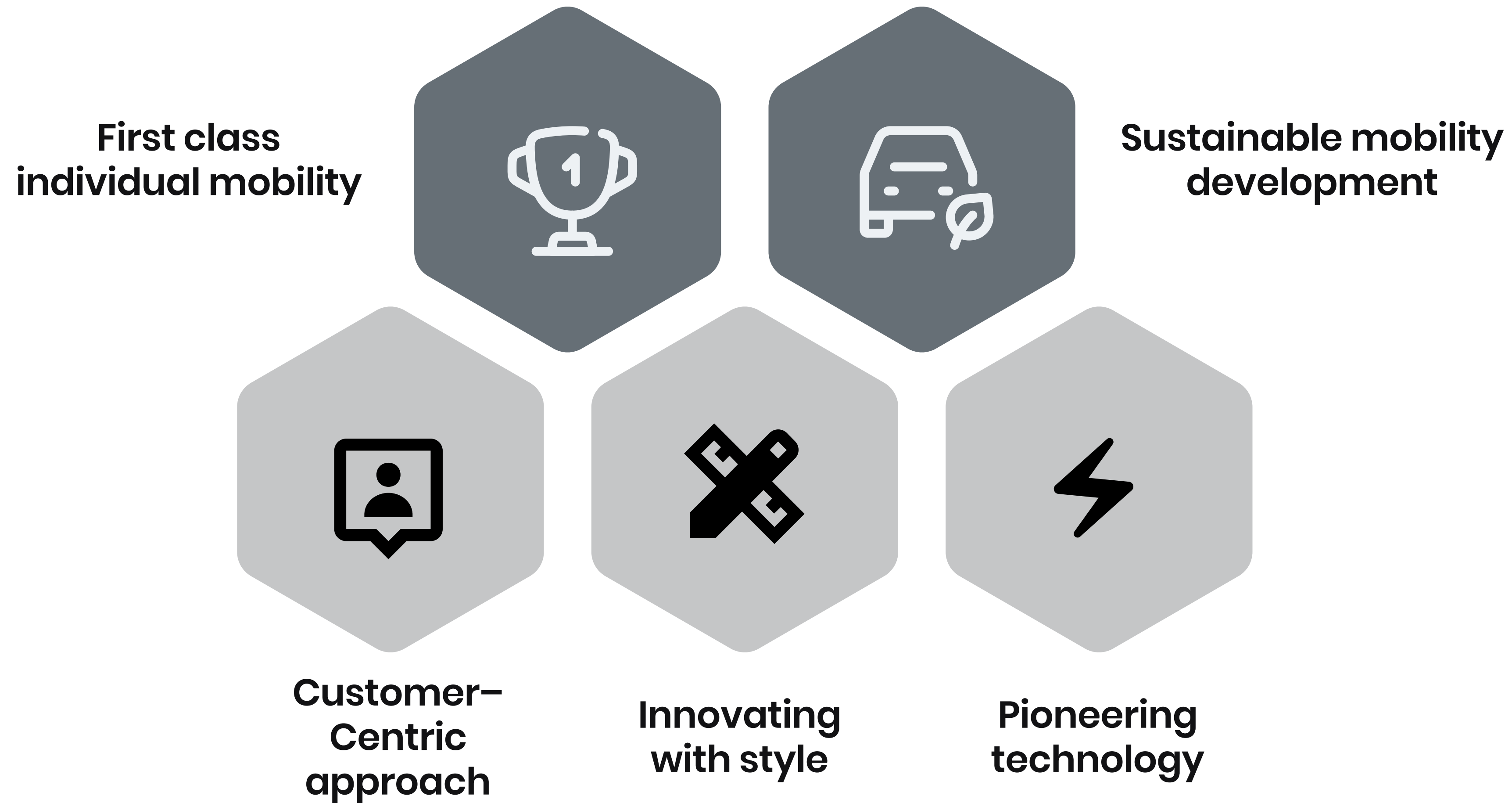


**Corporate
Entrepreneurship
and Design**
MUO-E9009



BMW STRATEGY

Overall Strategy



First class individual mobility

Premium

Personalized

Passenger–Car relationship



Sustainable mobility

Reducing resource consumption

Circular economy

Environmental responsibility

Climate neutrality by 2050



“Developing needs
appropriate solutions
while achieving
sustainability goals”

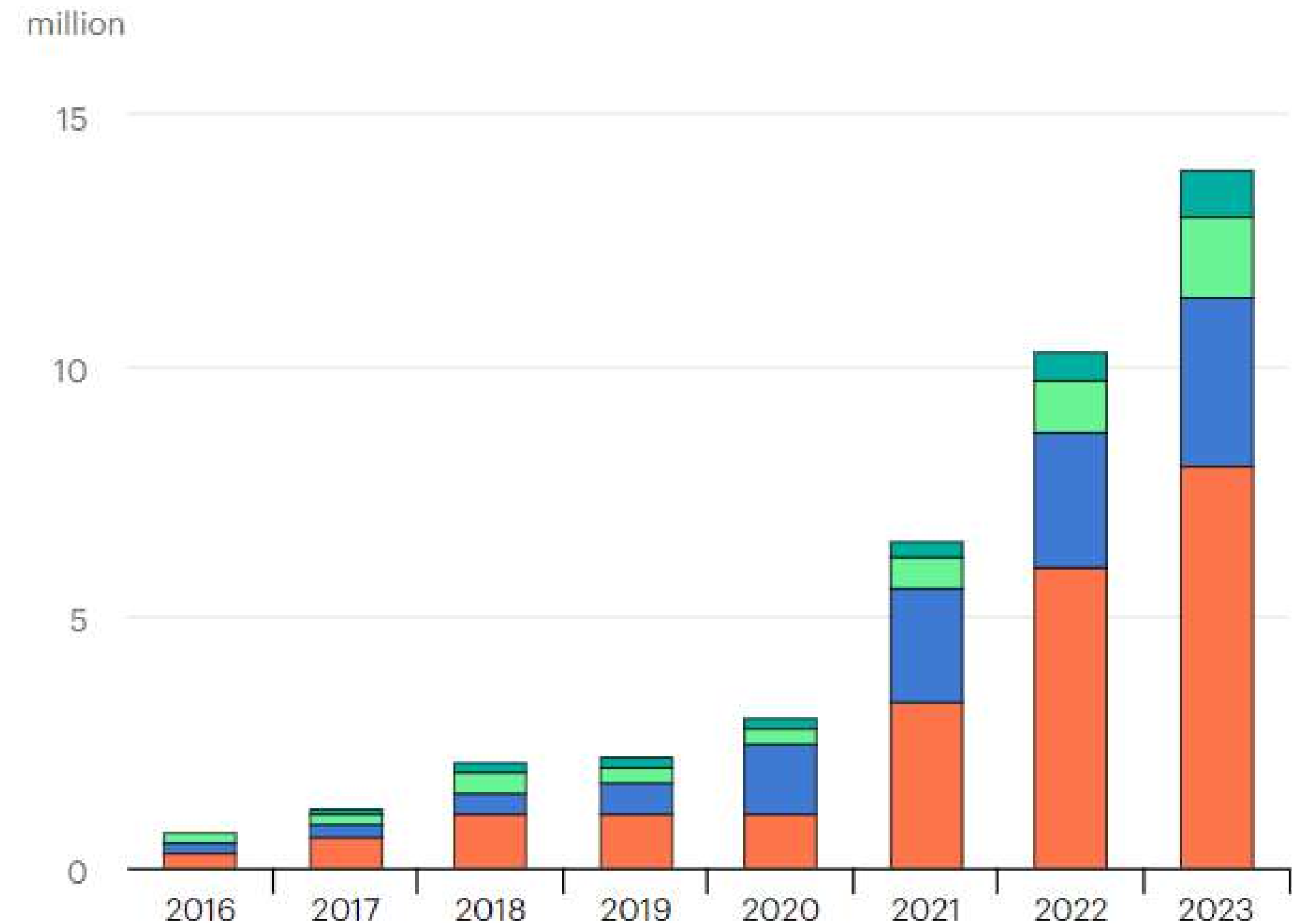
Global electric vehicle market

Growing global demand

The electric vehicle market is going through a rapid growth globally.

- 2020 ~3 million sold electric vehicles
- 2023 ~14 million sold electric vehicles*
- 2040 ~70 million sold electric vehicles*

**projected*



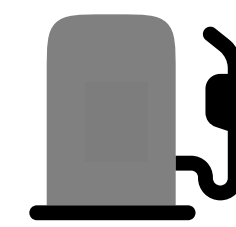
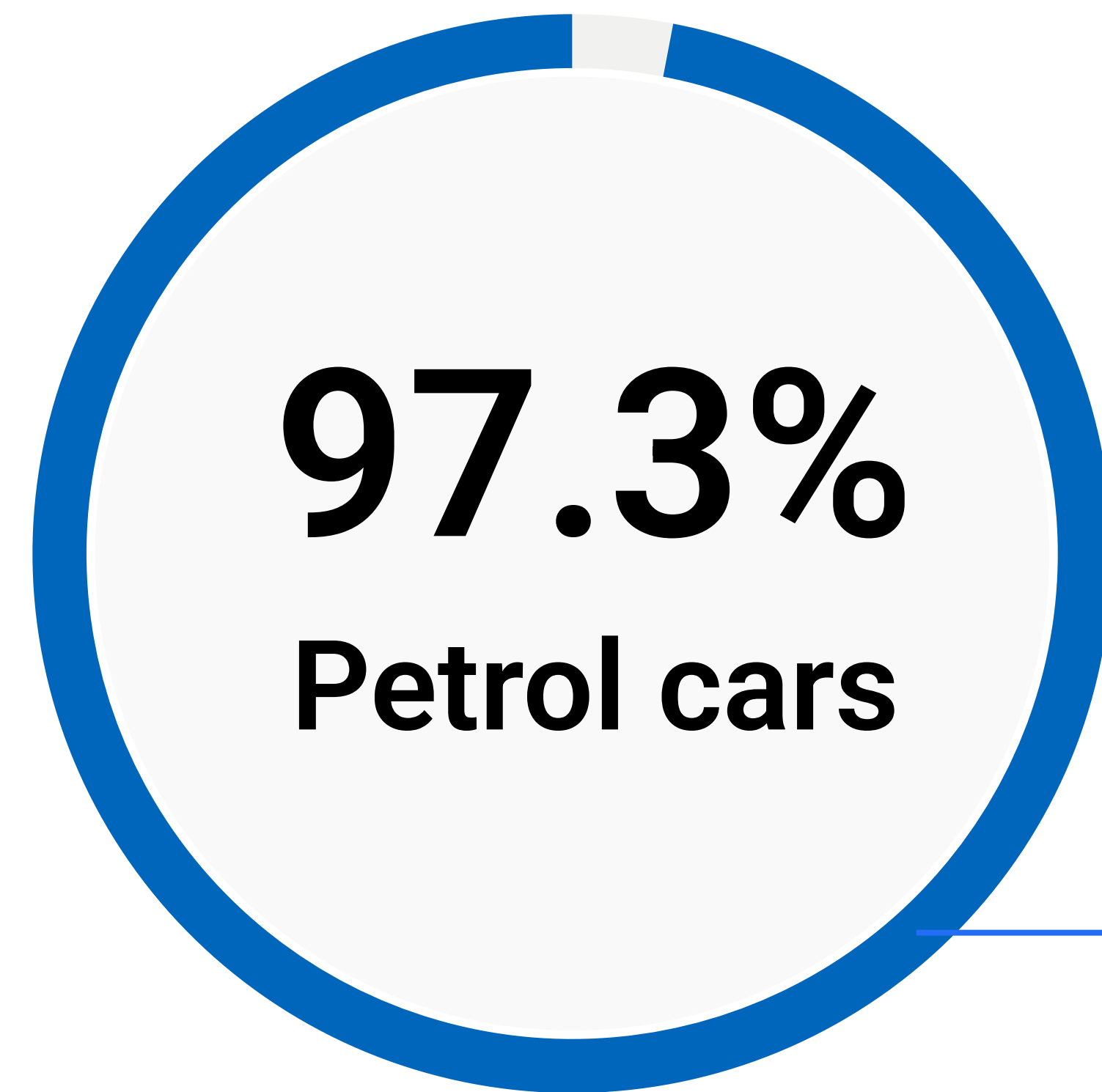
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China Europe United States Other

TRIGGER FOR INNOVATION

CONTRADICTION

Circular economy



What happens to the old petrol vehicles?

In 2023

<https://hedgescompany.com/blog/2021/06/how-many-cars-are-there-in-the-world/>
<https://www.virta.global/en/global-electric-vehicle-market>

Do we need to manufacture whole new products, if we can apply the new technology in old vehicles?



What could be done with brands, that are timeless?

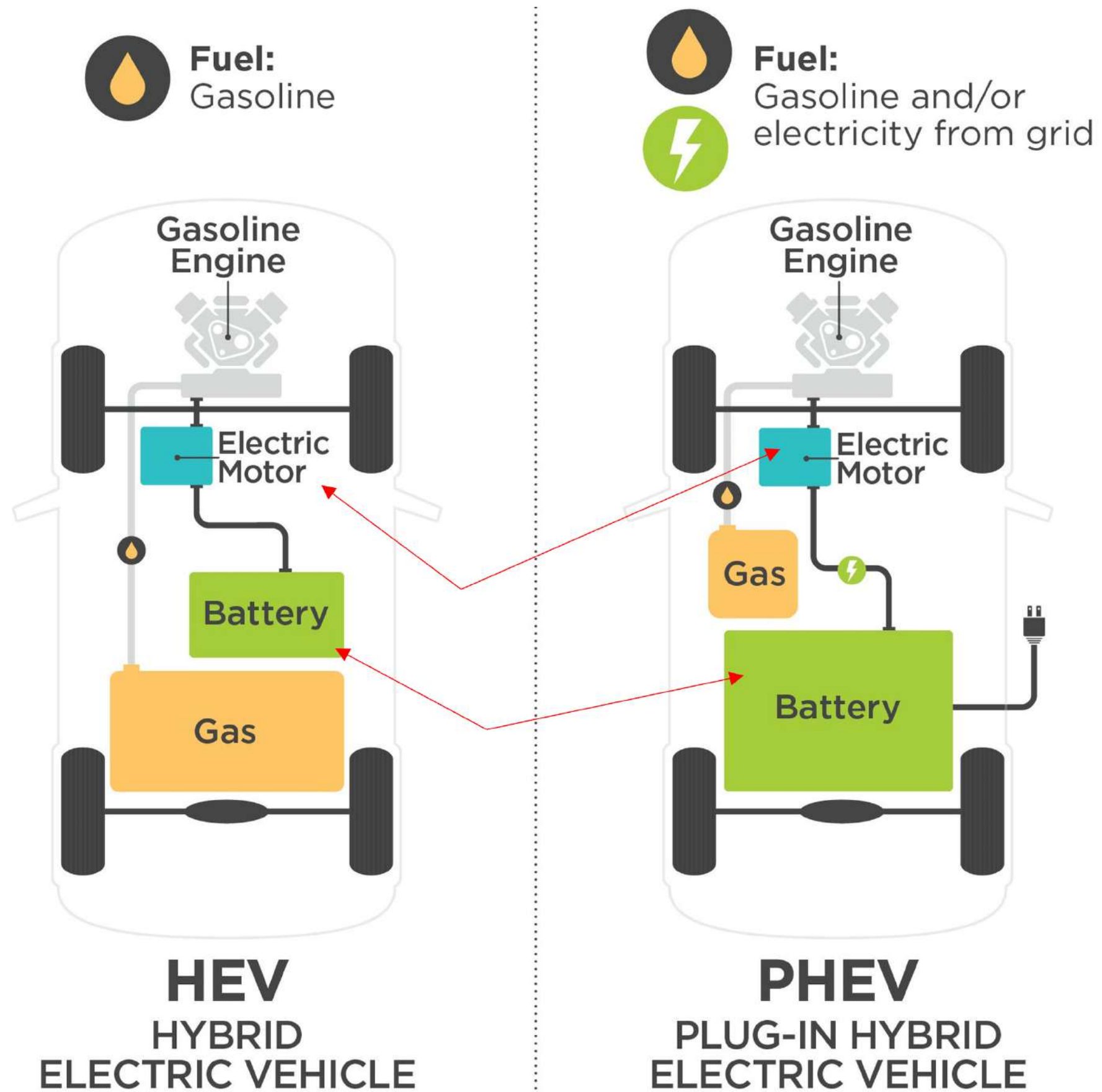
**“Forget about Teslas:
Converting vintage
muscle cars into
electric vehicles is
now a thing”**

Fortune, 2022





TECHNICAL FEASIBILITY



Electric Motors & Batteries

Is there enough space?



Hub motors by Protean Electronics





Protean Electronics

Tyre sizes

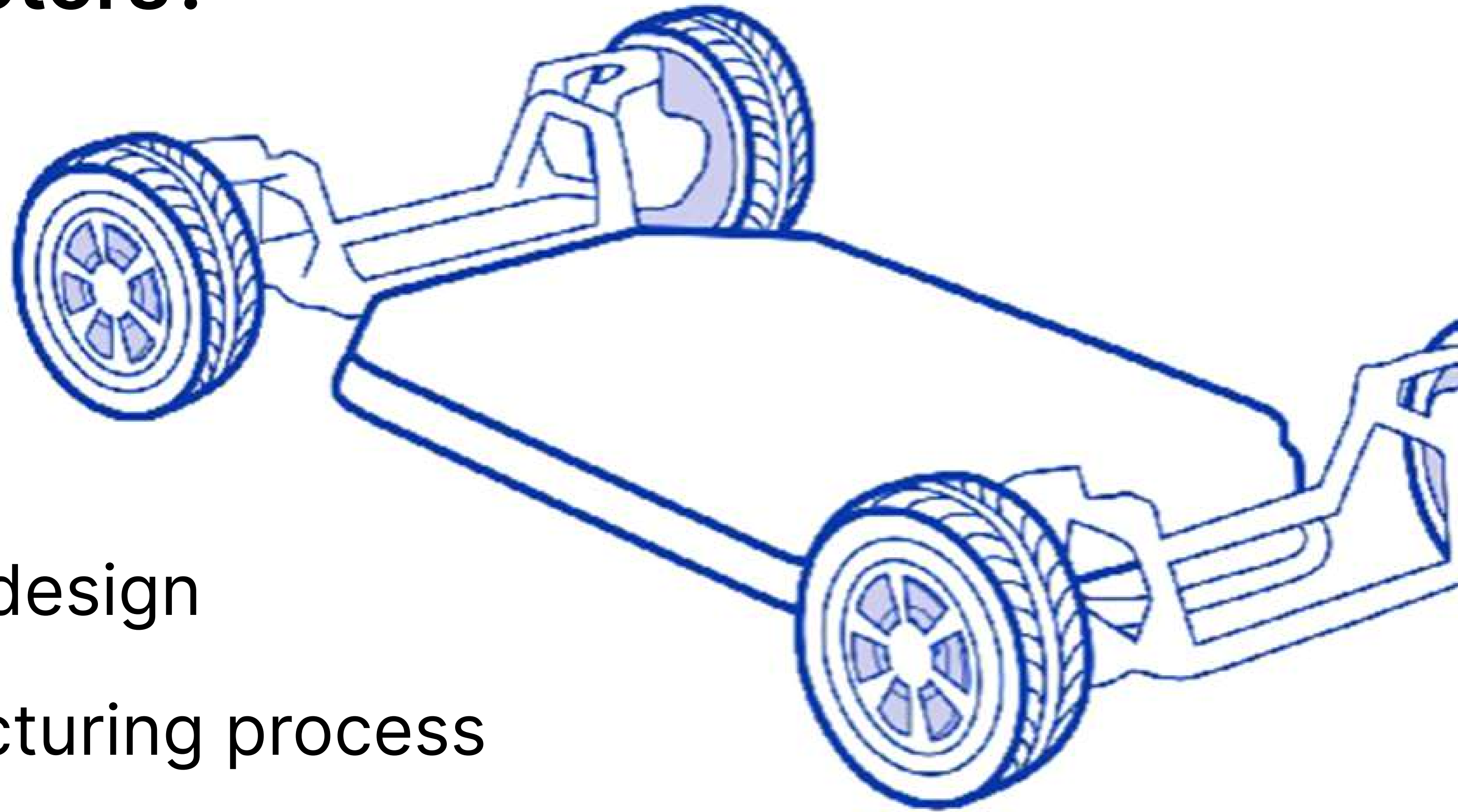
18 - 24 inch

BMW Z8

Tyre sizes

18 - 20 inch

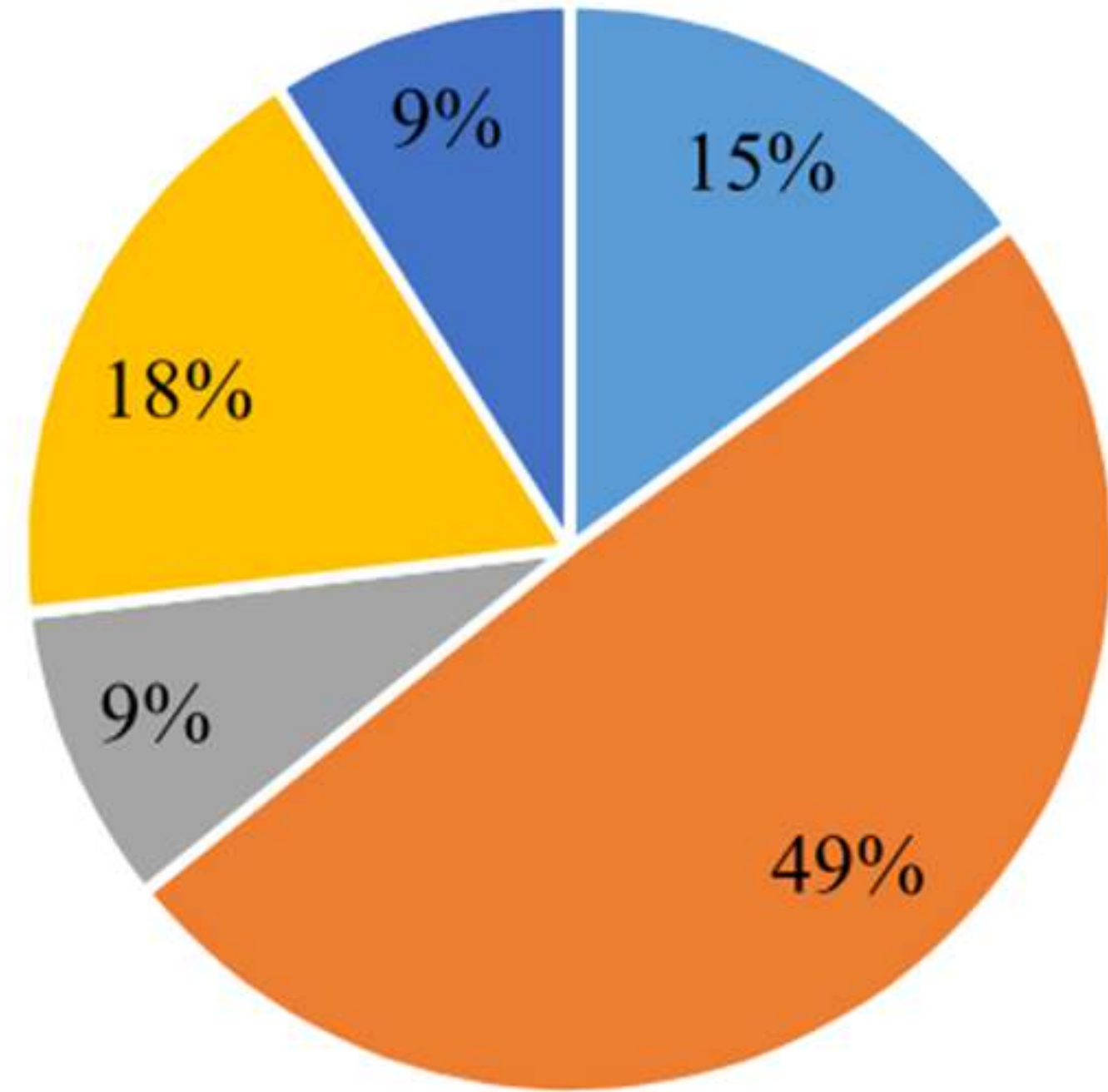
Why in-wheel motors?

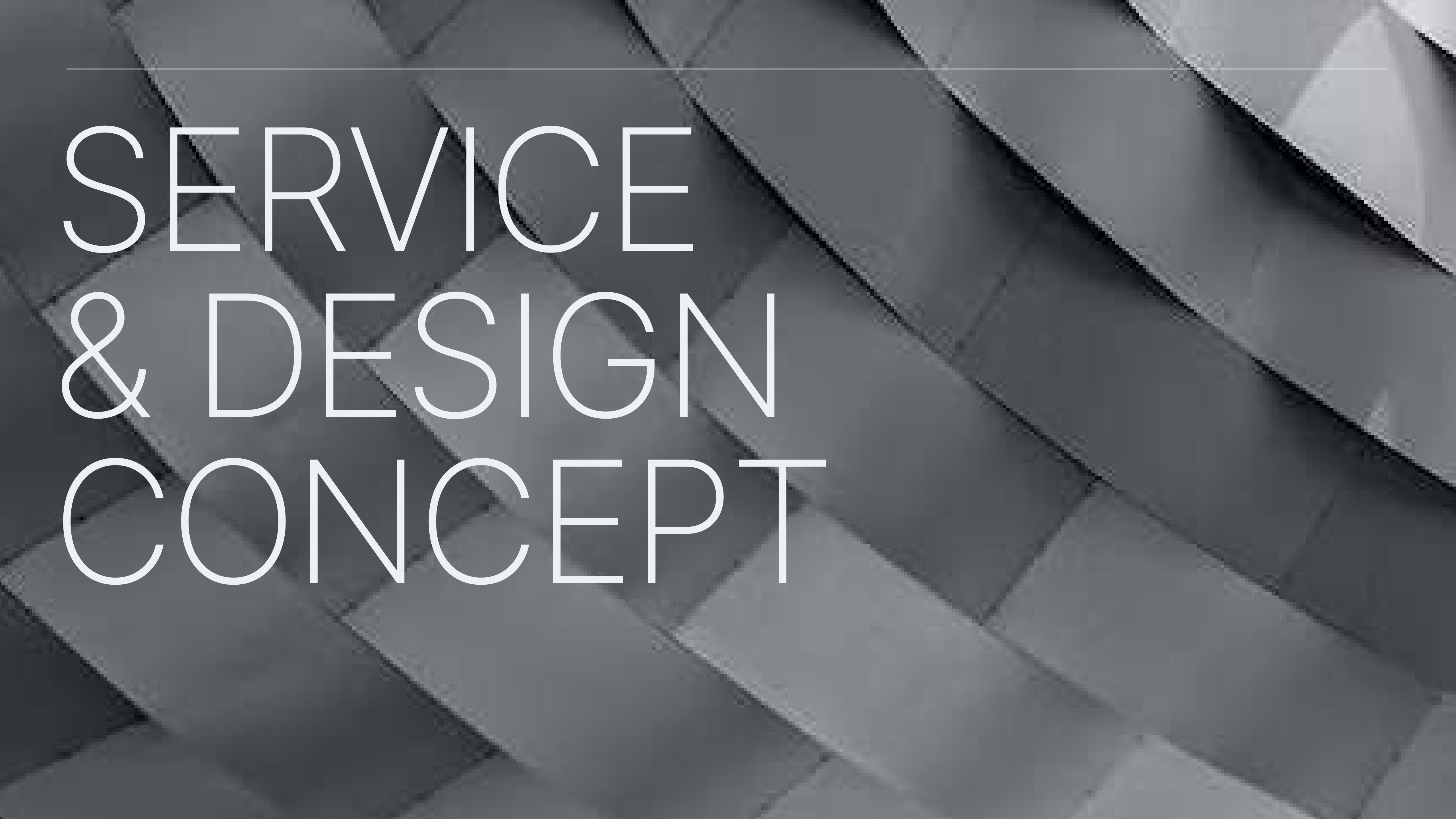


1. Flexible vehicle design
2. Flexible manufacturing process
3. Simpler development of hybrids

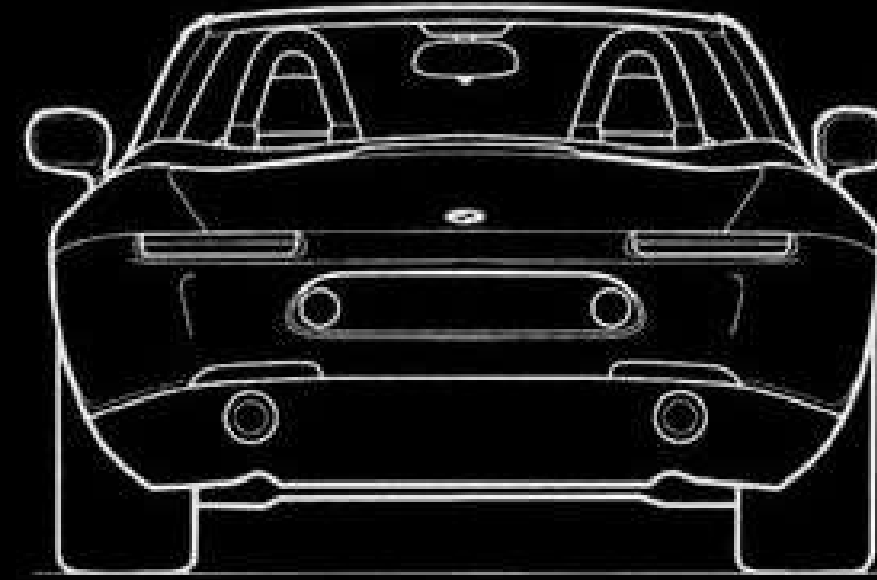
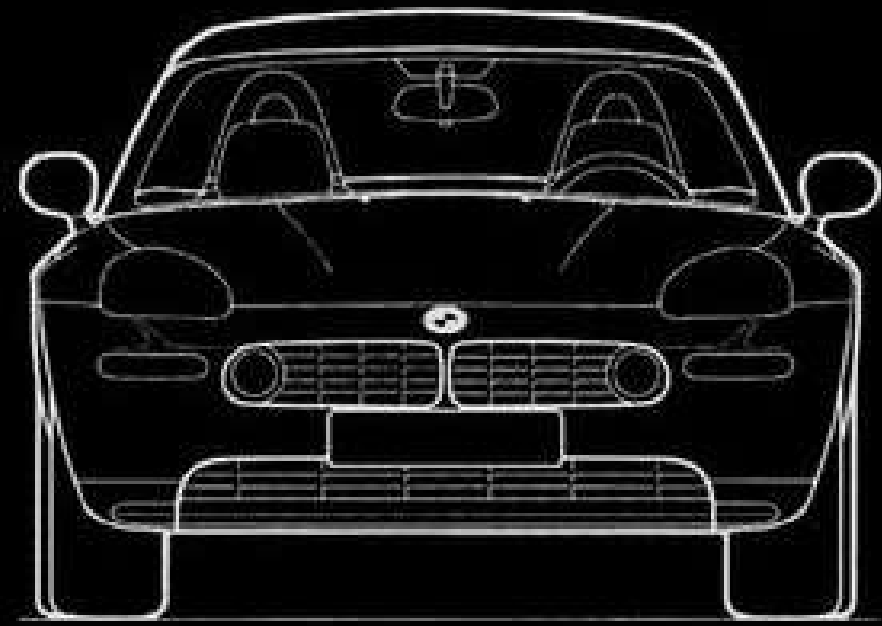
Retrofit electrification offer acceptance

■ Yes, definitely ■ Probably ■ I am undecided/ It depends ■ Probably not ■ Definitely not

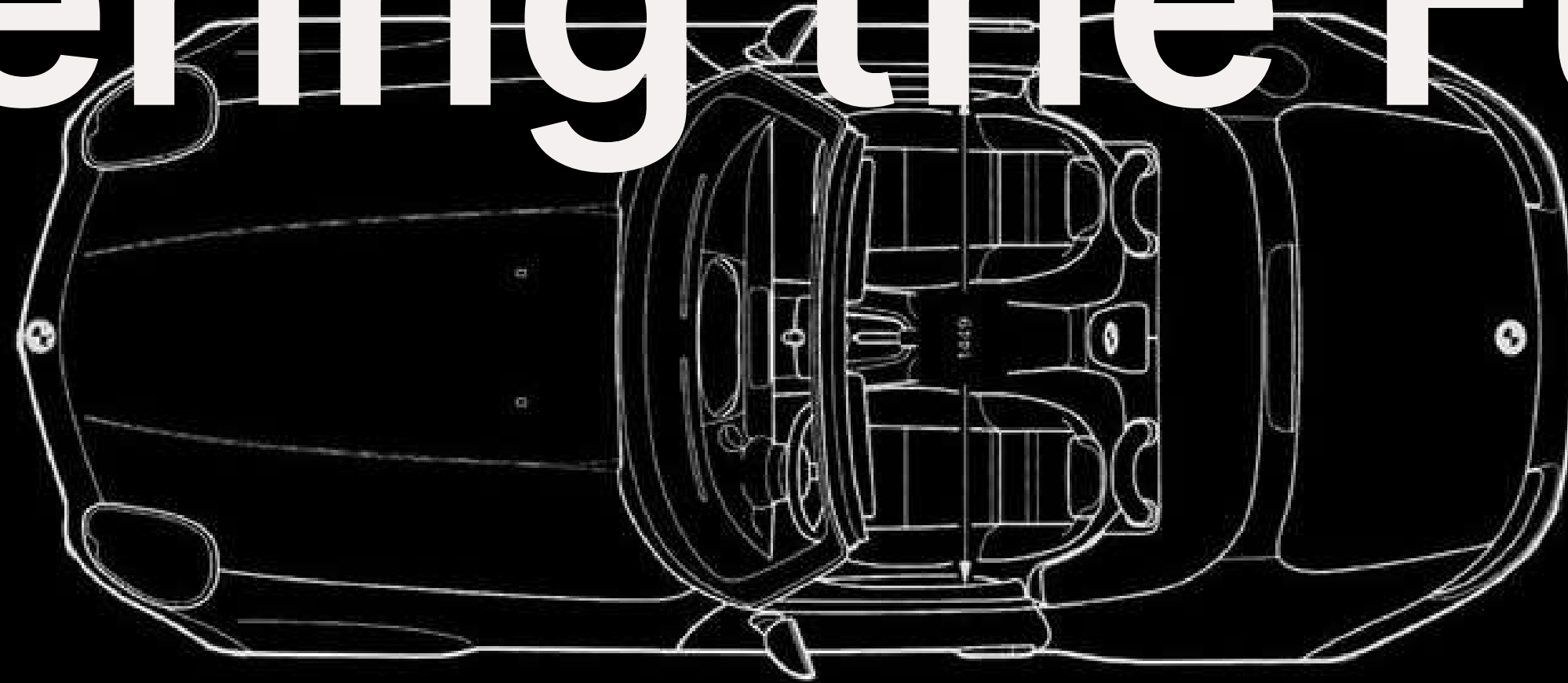




SERVICE & DESIGN CONCEPT



Reviving the Past,
Powering the Future





First BMW EV



Latest BMW EV



?



BMW Z8 Electric Conversion

With the BMW Z8 electric conversion, you can embrace the future of automotive innovation while preserving the legacy of your cherished classic, making it a true embodiment of automotive history and modern sustainability.



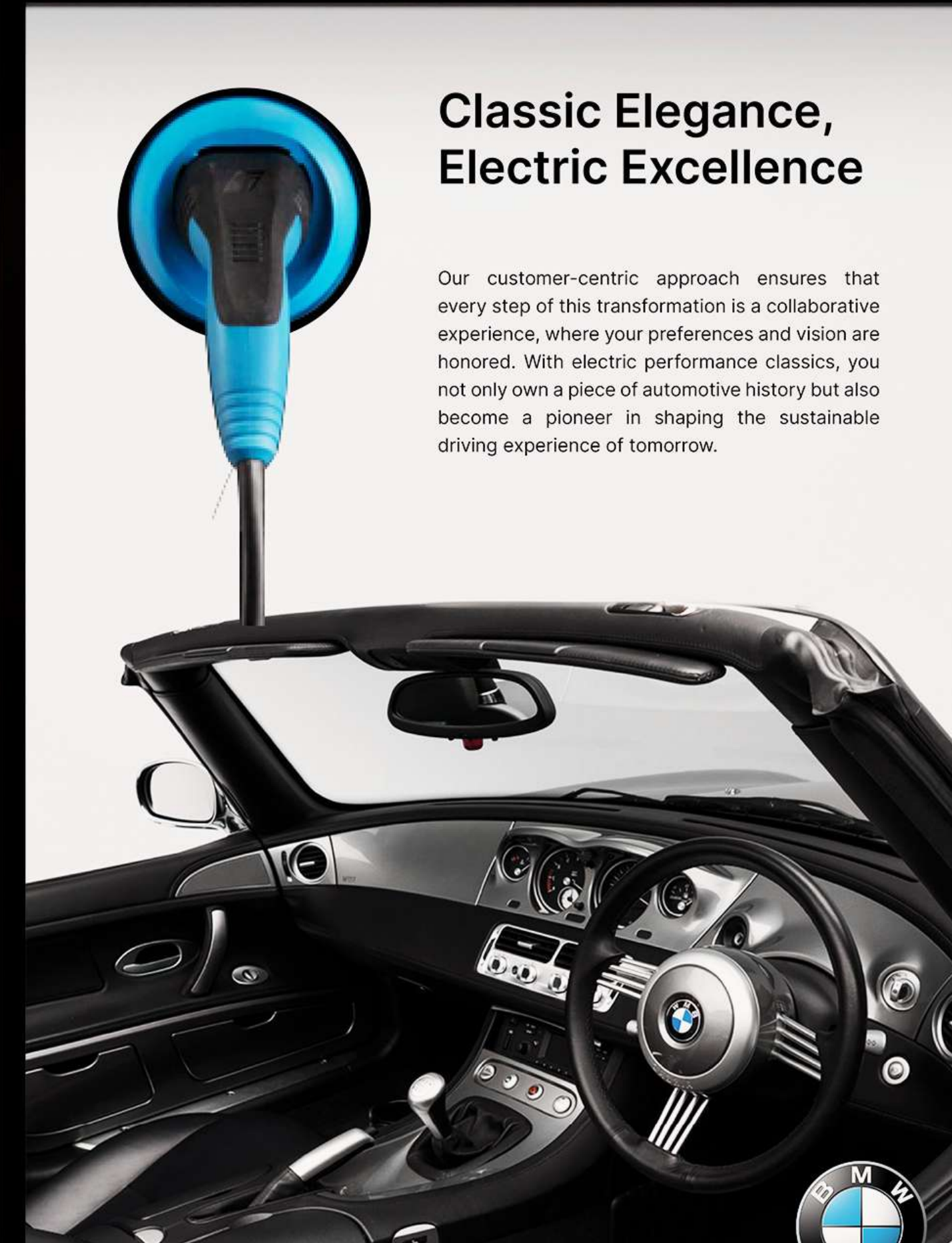
The BMW Z8 Electric Conversion is an extraordinary venture into the world of classic cars meeting modern sustainability and performance. This comprehensive process is a meticulously engineered journey, breathing new life into your beloved vintage BMW.



Revive the Past, Power the Future



The BMW Z8 Electric Conversion is an extraordinary venture into the world of classic cars meeting modern sustainability and performance. This comprehensive process is a meticulously engineered journey, breathing new life into your beloved vintage BMW.



Classic Elegance, Electric Excellence

Our customer-centric approach ensures that every step of this transformation is a collaborative experience, where your preferences and vision are honored. With electric performance classics, you not only own a piece of automotive history but also become a pioneer in shaping the sustainable driving experience of tomorrow.



The BMW Z8 Electric Conversion is an extraordinary venture into the world of classic cars meeting modern sustainability and performance. This comprehensive process is a meticulously engineered journey, breathing new life into your beloved vintage BMW.

Customer Persona



Richard

Investment Banker

- Classic
- Enthusiast
- Traditionalist
- Savvy
- Eco-Conscious

“

My BMW Z8 is a timeless masterpiece, but it's time for it to evolve sustainably.

”

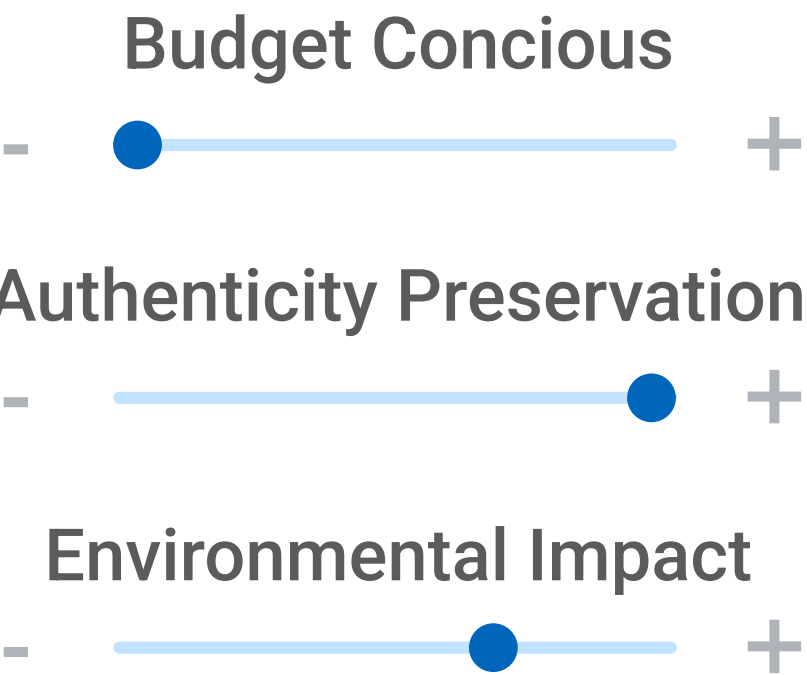
Demographics

Ages: 55

Owning car model

BMW Z8

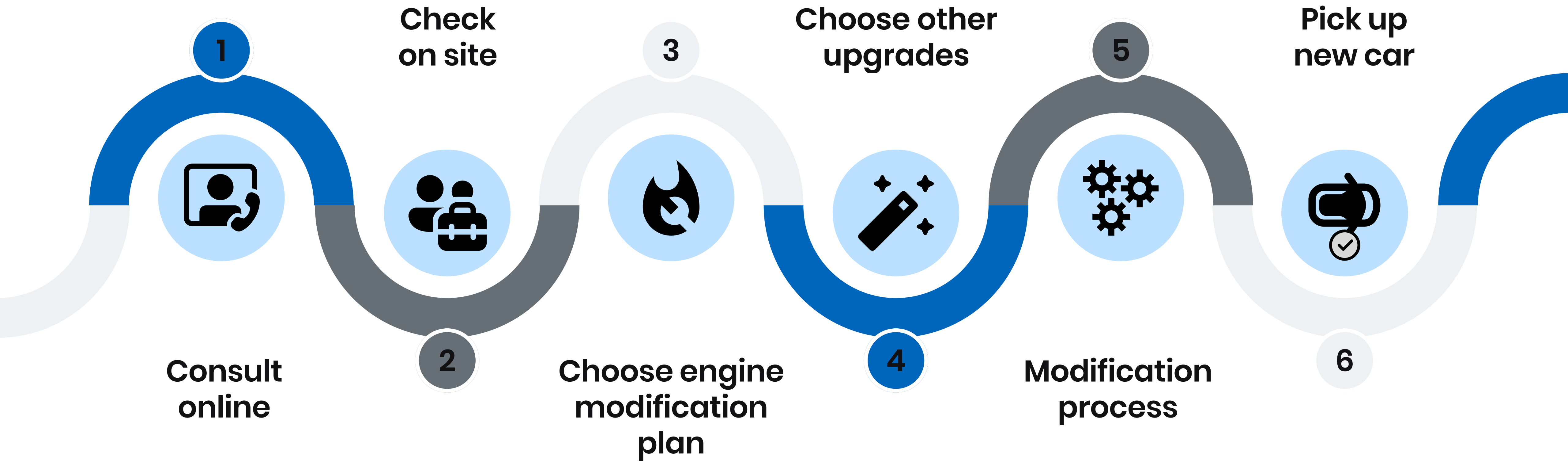
Traits



Needs

- Expertise and Craftsmanship
- Customization Options
- Sustainability Certification
- Maintenance Support

User Experience Flow





Engaging Customers in modification process

Unlike traditional high-end services, we involve our customers in the car transformation process. Recognizing the deep emotional value our clients attach to their beloved vehicles, we offer tailored customization experiences.

Whether through remote video updates or onsite participation with DIY options, customers build a one-on-one relationship with their conversion specialist, ensuring their cherished cars receive the finest care.





B

Beautiful

M

Masterpiece on

W

Wheels