

BMW and Green Mountain Energy Company Partner to Support Renewable Energy for DriveNow Program

New car-sharing program available to San Francisco residents

Woodcliff Lake, NJ – August 20, 2012 ...BMW and Green Mountain Energy Company today announced their partnership to reduce the environmental impact of the entire BMW ActiveE fleet in the DriveNow program. BMW purchased renewable energy certificates (RECs) to cover the estimated electricity used to charge the 70 BMW ActiveE electric vehicles (EVs) in the new carsharing program, which is available in San Francisco.

"We're proud to have Green Mountain's partnership in our recent launch of the DriveNow program," said Rob Healey, EV Infrastructure Manager at BMW of North America. "Green Mountain supports renewable energy all day, every day which is consistent with the level of commitment to sustainability that we bring to our BMW ActiveE community."

DriveNow is a car-sharing program that gives drivers access to efficient, premium vehicles. By purchasing RECs, BMW is ensuring that the electricity being put onto the electric grid on behalf of these ActiveE vehicles comes from clean, renewable wind energy rather than fossil fuels, like coal or natural gas. All customers who drive a BMW ActiveE in the car-sharing program can trust that their vehicles are supporting a greener electric grid.

This news comes as a follow-up to the July 31 announcement made by the two companies outlining a program for the 700 BMW ActiveE drivers, known as "Electronauts," to support renewable energy for their cars. Each EV comes with a two-year lease and BMW uses the feedback from these drivers to develop premium, sustainable vehicles for the future. Electronauts ready to drive into an even cleaner future can visit www.greenmountain.com/ActiveEto sign up.

"Working with BMW to support its sustainability efforts is a perfect fit for Green Mountain," said Scott Hart, president of Commercial Services for Green Mountain. "A car-sharing program is inherently good for the environment since it takes cars off the road. BMW's DriveNow program amplifies this environmental impact by offering consumers the opportunity to drive an electric vehicle that also supports renewable energy."

Green Mountain Energy Company

Green Mountain is the nation's leading competitive retail provider of cleaner energy and carbon offset solutions, and believes in using wind, sun and water for good. Founded in 1997, the

company celebrates 15 years delivering on the mission to "change the way power is made" and is the longest-serving green power marketer in the nation. Green Mountain offers consumers and businesses the choice of cleaner electricity products from renewable sources, as well as a variety of carbon offset products and sustainable solutions for businesses. One of Green Mountain's largest customers is the "world's most famous office building," the Empire State Building in New York City. Green Mountain customers have collectively helped avoid over 19.4 billion pounds of CO₂ emissions.

BMW Group in America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 114 MINI passenger car dealers, and 32 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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