

BMW IS SPONSORING THE MEETING "THE ELECTRIC CAR, A COMMITMENT TO THE FUTURE"

# "We do want to Contribute a better future"



## Ricardo Fraguas Poole

I return to meet Guenther Seemann, President of BMW who understands mobility is zero emissions as an obligation. He decided to start moving things really investing in communication. The technology is mature and the infrastructure prepared for a transition to electric mobility based on clean, renewable sources, but people still do not know the wonders and benefits of electric mobility. You have to tell him.

Guenther announced the partnership with media group Publishing Unit to advance in this direction. In presenting the good news, the president of UNEDISA Antonio Fernández Galiano claims that "more can not robbing the planet" and to make people aware of this issue is a challenge of communication with the stake of BMW fully assumes, rigor.

The head of BMW in Spain and Portugal ensures that the paradigm shift is here. Its responsible for institutional relations Thomas Becker gives the impression that the career development of the combustion engine is necessarily in the past. And with the show, and in trade, that can transport in vehicles with equal and better performance without polluting absolutely nothing, benefit almost ten times the energy used, based on clean, renewable sources, must be exceedingly elusive as the reason for not realizing that there is no turning back.

Guenther, as always so nice and close, trust me some issues they can not agree more.

"Education is critical," he explains, "which is in the schools where our children spend much of their lives. This is where knowledge transfer should be done naturally. It is essential that teachers and teachers are convinced of the inevitable need to change the way we generate and use energy. Yes, teachers and educators are essential allies for change "

And where it comes to the momentum Guenther to promote this cause, as generously as it involved me, her daughter apparently makes every effort to enlighten his father in these areas and particularly the continuing of unreason abusing finite natural resources such as fossil fuels that harm to health of the planet and deteriorated.

I also said that he has learned to be patient on this front "because change takes much longer than we would like."

As I already taking confidence with the leader of the designs of the Bavarian Motor Manufacturers (Bayerische Motoren Werke) I transmit to recognize how important it is that a person in your position is convinced of the need for rapid transition to sustainable mobility and drive the change and informed him that we have him to contribute to "enlighten" our politicians, European and Spanish, so they do not interfere with the possibility that citizens can contribute to renewable generation to our homes to produce clean energy now, with vehicles like BMW that manufactures and markets i can also be used to move. Accepting the invitation says "We are not a greedy company, believe me. We do want to Contribute to a better future "

In presenting Antonio López responsible for electric mobility of the City of Barcelona articulates a coherent and surprisingly candid speech that disturbs us the voice criticism of a public representative.

"We have not been living up to the circumstances to facilitate a rapid adoption of clean vehicle by the citizen. Some erratic and poor communications aids, uncoordinated ... "infrastructure. "But it is our duty to continue to try to do better" In the case of Barcelona with 2000 registered electric vehicles of which 110 are passenger cars are trying to remove barriers to the adoption of electric vehicles. Providing stability in aid and subsidies in the acquisition by leasing and renting and helps recharge managers are included. Lopez encourages the DGT to make a registration identification of zero-emission vehicles and calls for total tax

exemption but only for vehicles 100% electric zero emissions. "They are not worth half measures but does not like to hear the manufacturers of hybrid and so is BMW, we need to accelerate change. Our cities can not afford more pollution. "

Juan Azcarate, Director of the Energy Agency of the City of Madrid, admits that public officials in charge of promoting energy efficiency "We are also guided by emotion," "we face a serious problem that air quality and noise pollution. "The big challenge is the information to the public and the regulatory framework to induce immediate change.

Arturo Perez de Lucia AEDIVE Director (Business Development Association and Promote Electric Vehicle) can not agree more. "We must invest in communication."

Begoña Cristeto, General Secretary of Industry, joins the closing act for offering its full support to an industry in which Spain is already a leader. "In Spain five models 100% electric and components for the charging infrastructure are made," and ends with the confirmation of the news that this summer we moved in Santander president of the association of automakers Mario Armero and that " Government is preparing a strategic plan to encourage the purchase and use of alternative energy vehicles that will be presented, with probability, the month of November. "

Now we know that we strongly allied to the president of BMW to remind the government that it is necessary that the plan comes into force as soon as possible and, "please", are informed citizenship.

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