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Introduction

The world and with it the environment of individual mobility, is facing an ecological upheaval, economic and social. Many phenomena recorded in the world; such as climate change, natural resource depletion and urbanization require new solutions. This paper will discuss the sustainable product development of BMW i3 which is considered one of the most sustainable products of recent time. BMW i3 is an electric car with a body length of 3,999 millimetres, a width of 1775 mm and a height of 1578 millimetres (Traverso et al., 2015). The brand stands for automotive visionary concepts, inspiring design and a new understanding of premium, strongly marked by sustainable development. It is a zero-emission electric car that can travel up to 340 km.

BMW i3

Ecology has been instrumental in the design of this vehicle which is 95% recyclable. Thus, the shell of the cockpit ("Life" module) is made of a carbon-resin composite and the "Drive" module with aluminium, which can compensate for the heavy weight of the battery and make the car lighter. As for materials used inside the vehicle, they are essentially ecological, made of wood (eucalyptus) from certified European forests leaders, natural vegetable fibre trim on the dashboard and doors, wool for seats, leather tanned without using chrome, but using extracts from olive leaves (Ramsbrock et al., 2013).

Production of the BMW i3 sets new standards in terms of environmental protection. Energy consumption is down about 50 percent and water by about 70 percent compared to the

average values already very effective in the BMW Group production network. The electrical power required for BMW i models of production at the Leipzig plant is derived exclusively from wind and therefore 100 percent from renewable energy sources. To this effect, wind turbines designed to directly supply the electric power plant have been located on the site of the automaker - a first in Germany. In the manufacture of carbon fibres in Moses Lake, the energy required is also produced exclusively from hydraulic energy available on site and is, therefore, entirely free of CO₂ (Traverso et al., 2015). Thus BMW i met the target from the beginning: the BMW i3 displays a potential gas emission of greenhouse gases (CO₂ equivalent) a third lower than the BMW 118d, "World Green Car of the Year 2008 ". When the customer operates his BMW i3 with energy from renewable sources, the potential gas emission of greenhouse gases goes down even 50 percent.

Besides the environmental concerns prompted BMW to use the recovered aluminium, whose production generates pollution up to 80% less than that of primary aluminium, and 50% reduction in energy consumption. Finally, with the electric motor of the BMW i3 Concept emits no noise, no chemical pollution or greenhouse gases, and consumes only 2 € for a "full" electricity to drive about 150 km and to be completely consistent in its environmental policy, BMW is negotiating partnerships with green electricity producers. The performance is excellent in terms of acceleration; the electric motor which deploys 170 bhp pushing the car from 0 to 60kmh in 3.9 seconds (Traverso et al., 2015).

Thus, it can be easily said that BMWi3 is one of the most sustainable cars and products which takes care of ecology and sustainability at every step of its production.

References

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