





# The challenge !

MOBILITY

FUTURE



## 30 years evolution

1976 > 2006

BlueMotion > Today

- + 500 Kg
- + 50 cm
- + 50 km/h
- + 100% hp
- + 100% Nm
- Euro IV norm
- \*\*\*\*\* Euro NCAP
- - 16% consump !



2006

1976

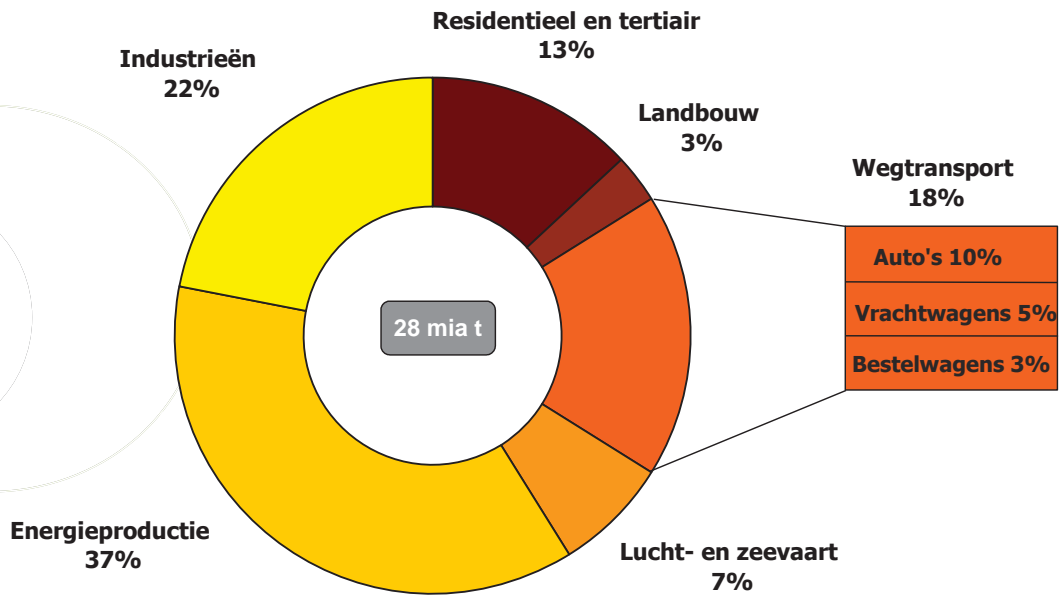
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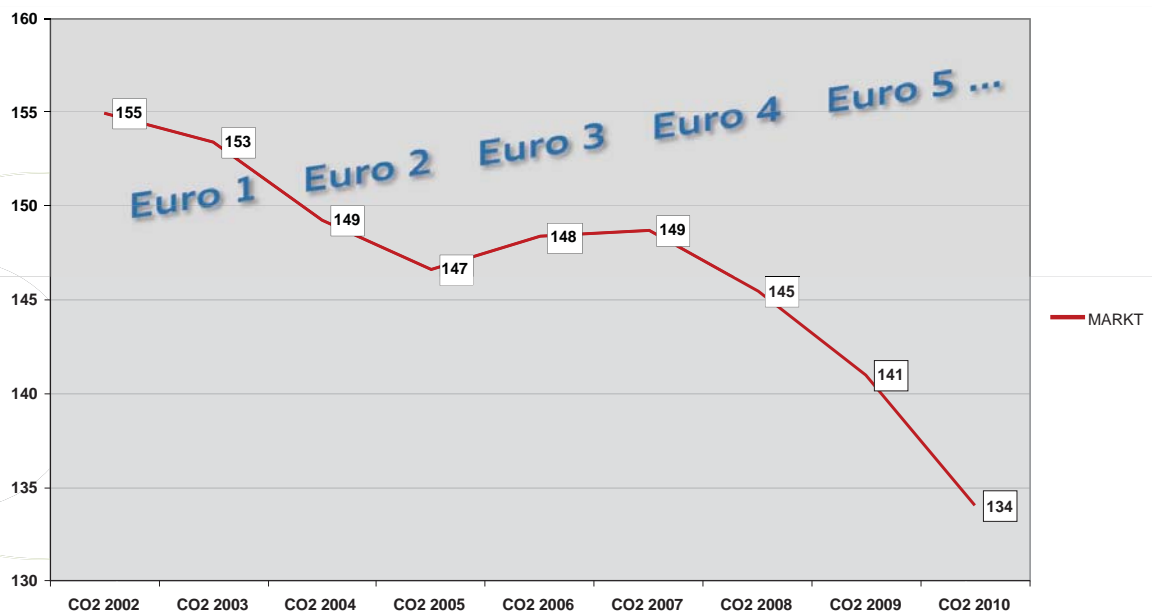


## CO<sub>2</sub> and traffic

### Antropogenische CO<sub>2</sub>-emissies in de wereld



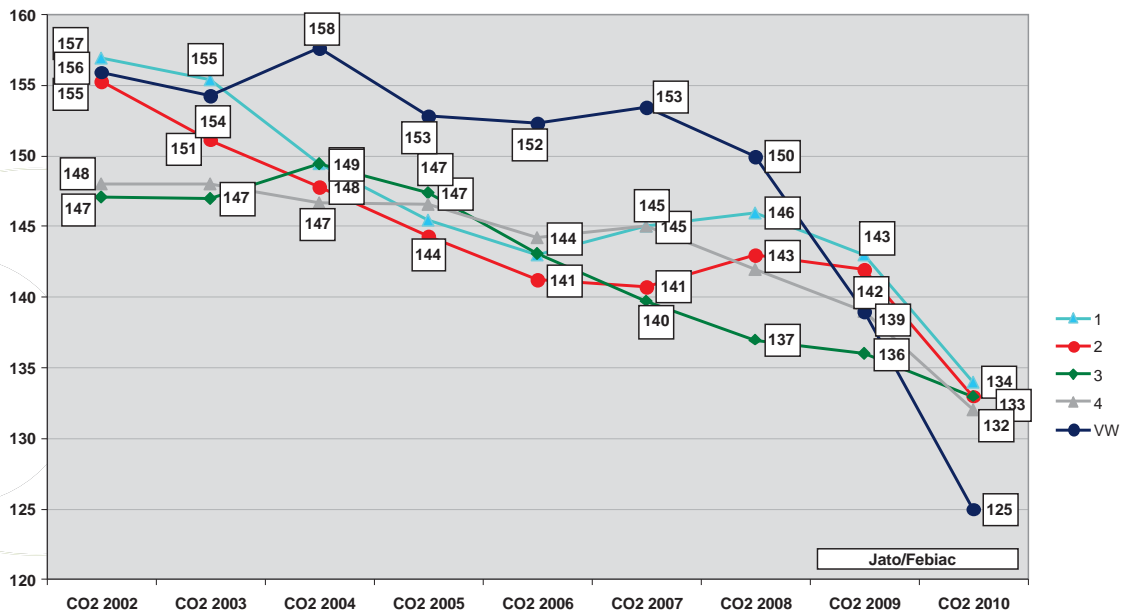
## CO<sub>2</sub> Markt België





# CO<sub>2</sub> VW + Concur.

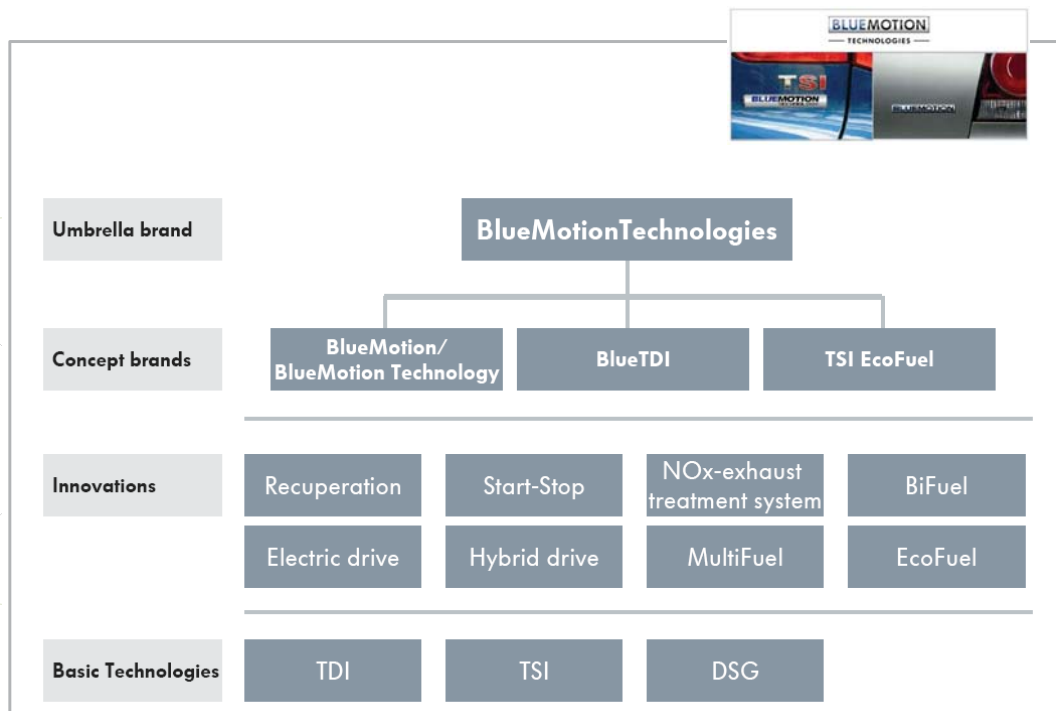
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## Combination of sustainable products and technologies under one umbrella brand



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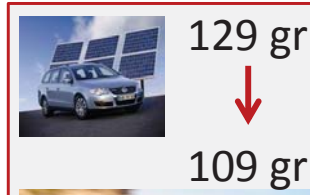
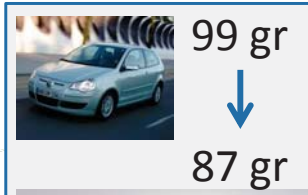




# BlueMotion - Eco-nomic /Eco-logic

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## BLUEMOTION — TECHNOLOGIES —



# Fuels strategy

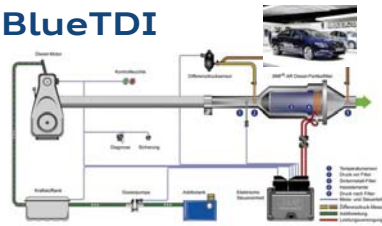
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## Downsizing



## BlueTDI



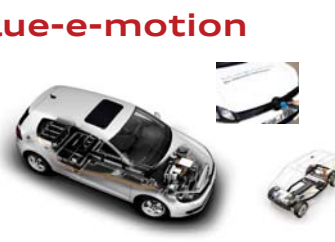
## EcoFuel



## 2gen. Bio



## Blue-e-motion



## HyMotion



## TwinDrive



## Hybrid



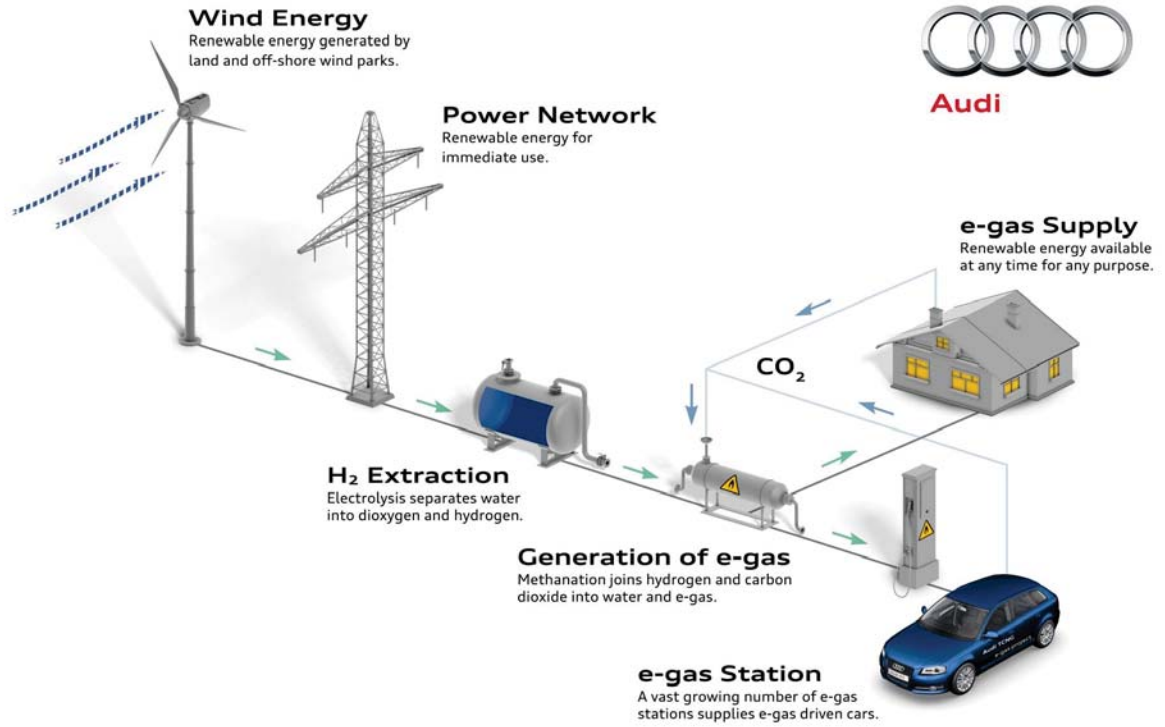
## Bi-Fuel





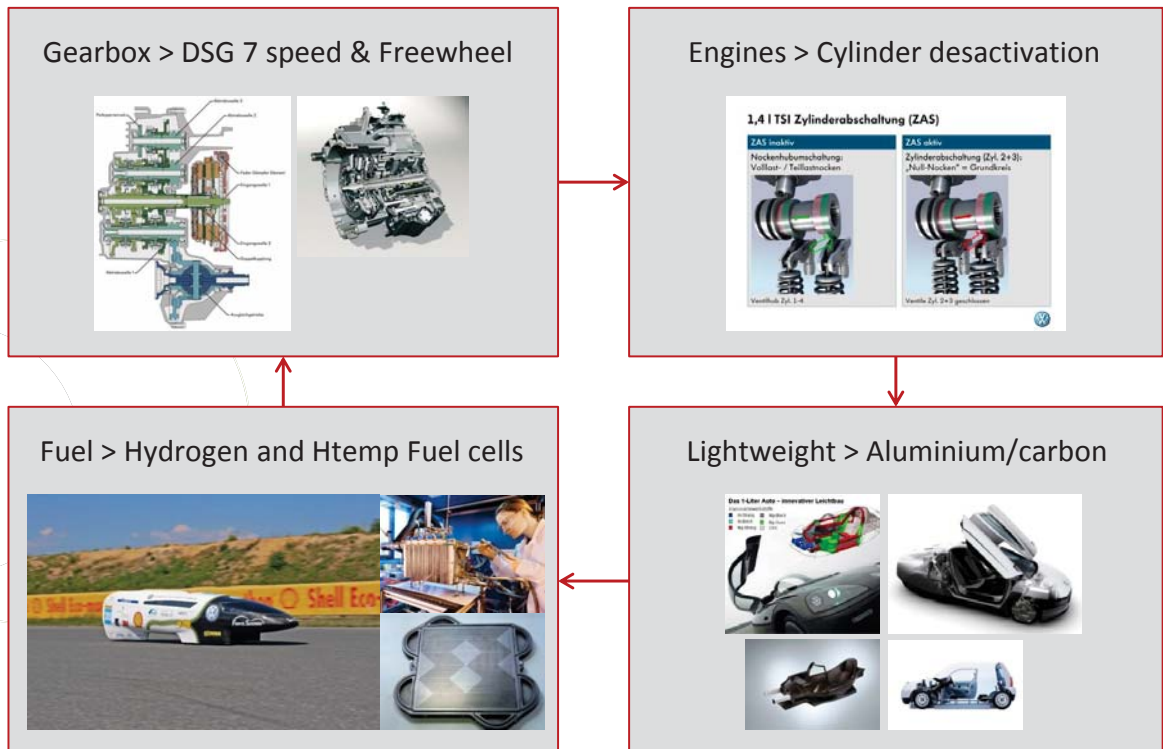
# Green Energy Production

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# Innovation strategy

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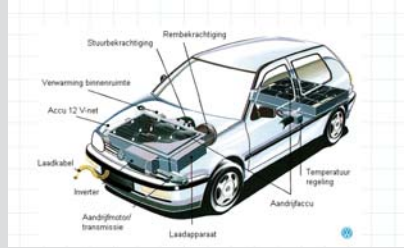
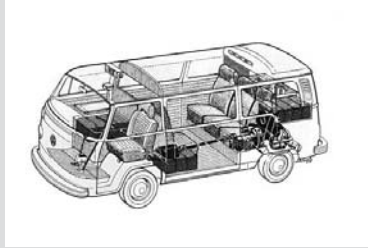


# New story ?

1947

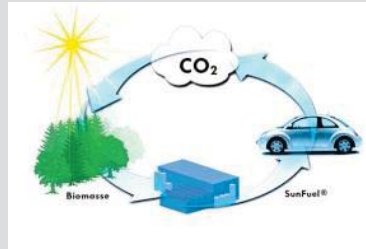
→ 1996

→ 1999



2002

→ 2004



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# Run to 0

4 LITER CAR



3 LITER CAR



2 LITER CAR



1 LITER CAR



0 LITER CARS



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# Think Blue strategy

Solar energy



95% recycling SiCon



Multi-Modality



Blue Tram at Dresden



Energy saving syst  
Chattanooga



Birds alert



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# Awareness

Alternative mobility  
(Internal initiatives)



Courtesy car  
alternative mobility



Racing on CNG



Eco-driving trainings  
Fleet



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# Car to X communication

## Car to car and car to network communication (wi-fi/3G)

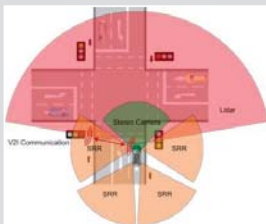
### Traffic alert



### Route planner



### Intersection assistant



### Emergency assistant



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# Driver assistants

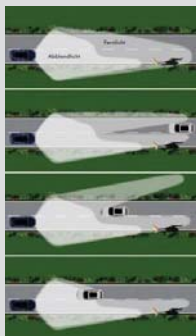
### Night vision



### Awake assist



### Light assist



### Park assist



### Brake assist



### Lane assist

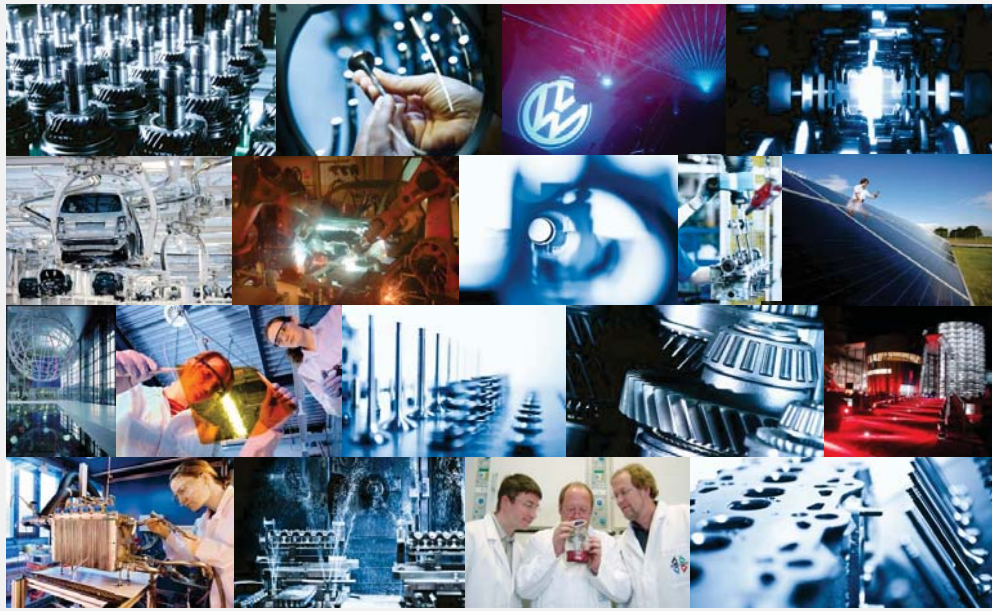


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Thank you for your attention !