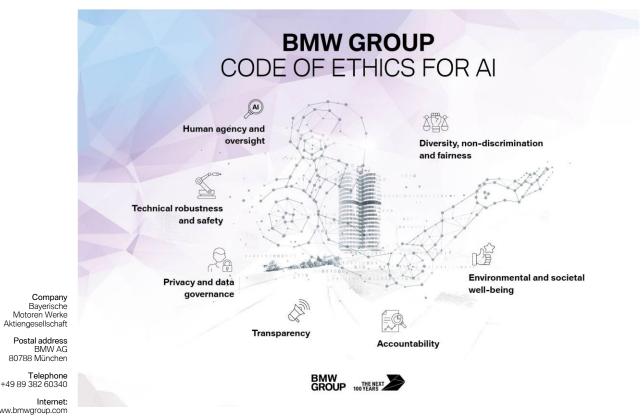Press release
12 October 2020

BMW Group code of ethics for artificial intelligence.

Munich. The use of artificial intelligence (AI) is a central element of the digital transformation process at the BMW Group. The BMW Group already uses AI throughout the value chain to generate added value for customers, products, employees and processes.

Building on the fundamental requirements formulated by the EU for trustworthy AI, the BMW Group has worked out seven basic principles covering the use of AI within the company. These will be continuously refined and adapted as required according to the multi-layered application of AI across all areas of the company. In this way, the BMW Group will pave the way for extending the use of AI and increase awareness among its employees of the need for sensitivity when working with AI technologies.

BMW GROUP
CODE OF ETHICS FOR AI

Human agency and oversight

Diversity, non-discrimination and fairness

Technical robustness and safety

Privacy and data governance

Environmental and societal well-being

Transparency

Accountability

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Seven principles covering the development and application of artificial intelligence at the BMW Group:

- **Human agency and oversight.**
  The BMW Group implements appropriate human monitoring of decisions made by AI applications and considers possible ways that humans can overrule algorithmic decisions.

- **Technical robustness and safety.**
  The BMW Group aims to develop robust AI applications and observes the applicable safety standards designed to decrease the risk of unintended consequences and errors.

- **Privacy and data governance.**
  The BMW Group extends its state-of-the-art data privacy and data security measures to cover storage and processing in AI applications.

- **Transparency.**
  The BMW Group aims for explainability of AI applications and open communication where respective technologies are used.

- **Diversity, non-discrimination and fairness.**
  The BMW Group respects human dignity and therefore sets out to build fair AI applications. This includes preventing non-compliance by AI applications.

- **Environmental and societal well-being.**
  The BMW Group is committed to developing and using AI applications that promote the well-being of customers, employees and partners. This aligns with the BMW Group's goals in the areas of human rights and sustainability, which includes climate change and environmental protection.

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- **Accountability.**

  The BMW Group's AI applications should be implemented so they work responsibly. The BMW Group will identify, assess, report and mitigate risks, in accordance with good corporate governance.

Overall centre of competence for the company: "Project AI".

"Project AI" was launched in 2018 to ensure that AI technologies are used ethically and efficiently. As the BMW Group's centre of competence for data analytics and machine learning, it ensures rapid knowledge and technology sharing across the company. Project AI therefore plays a key role in the ongoing process of digital transformation at the BMW Group and supports the efficient development and scaling of smart data and AI technologies. One of the developments to come out of Project AI is a portfolio tool which creates transparency in the company-wide application of technologies making data-driven decisions. This D^3 (Data Driven Decisions) portfolio currently spans 400 use cases, of which more than 50 are available for regular operation.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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