

PASTURE TO POWER

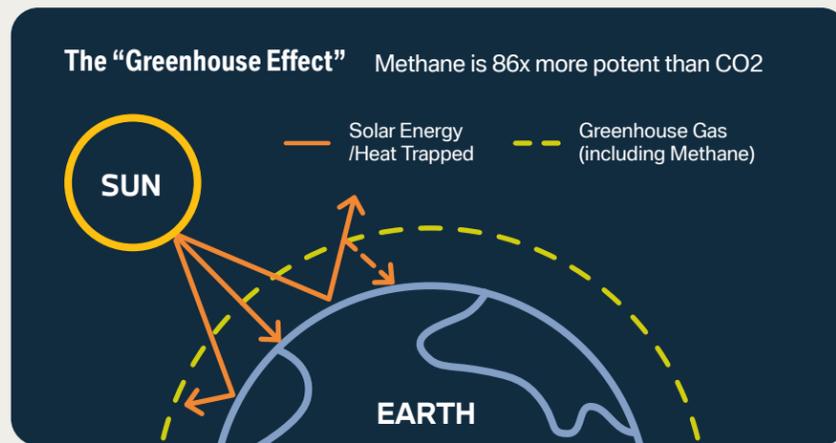
How partnerships between BMW Group and dairy farms power BMW electric vehicles.



1. THE ENVIRONMENTAL DOUBLE BENEFIT

METHANE'S CLIMATE IMPACT

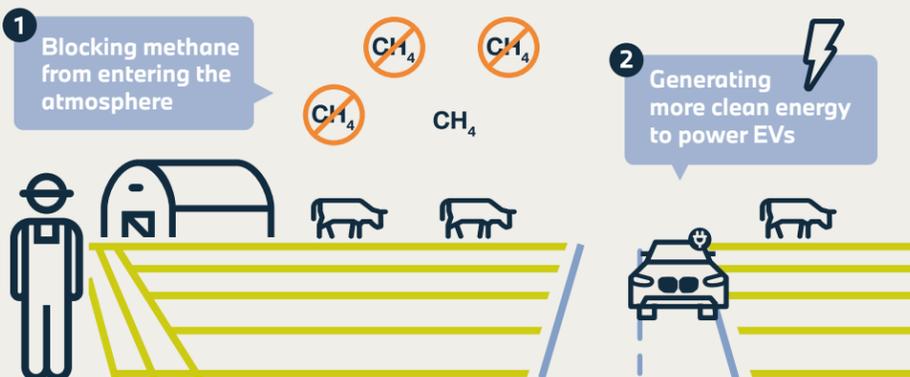
Methane (CH₄) is a natural byproduct of life, but it traps significantly more heat in the atmosphere than CO₂. Reducing global methane emissions is a primary solution to reducing the impacts of climate change.



HOW DRIVING CAN HELP

BMW Group is partnering with dairy farms to install biodigesters and reduce methane emissions. Driving an electric vehicle (EV) powered by biodigesters helps reduce the environmental impact of methane, creating a double benefit.

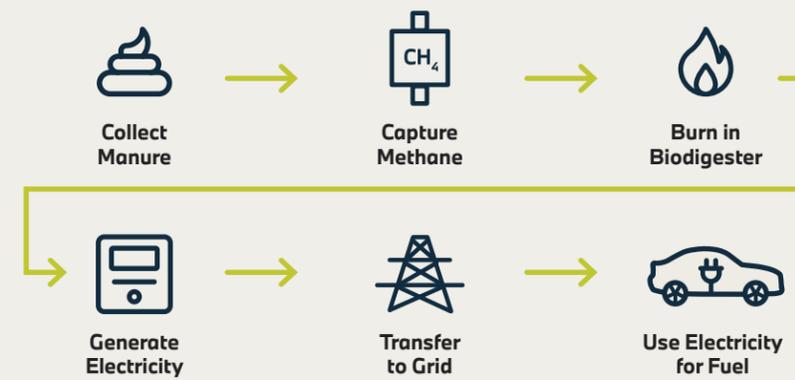
The Double Benefit:



2. TURNING MANURE INTO MOTION

HOW BIODIGESTERS WORK

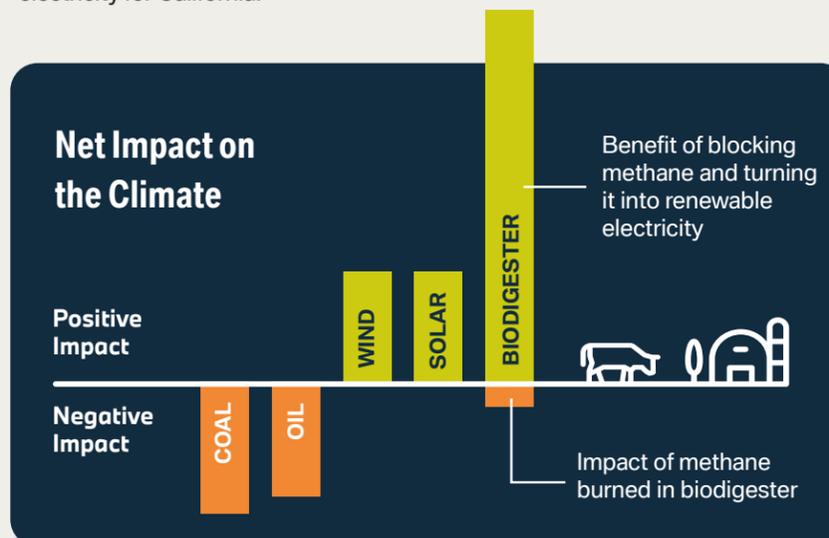
Cow manure is collected and stored in pools or tanks, where the methane emissions are captured and burned to generate electricity.



WHY IT MATTERS

Burning methane instead of releasing it into the atmosphere significantly benefits the environment, even more than solar or wind energy.

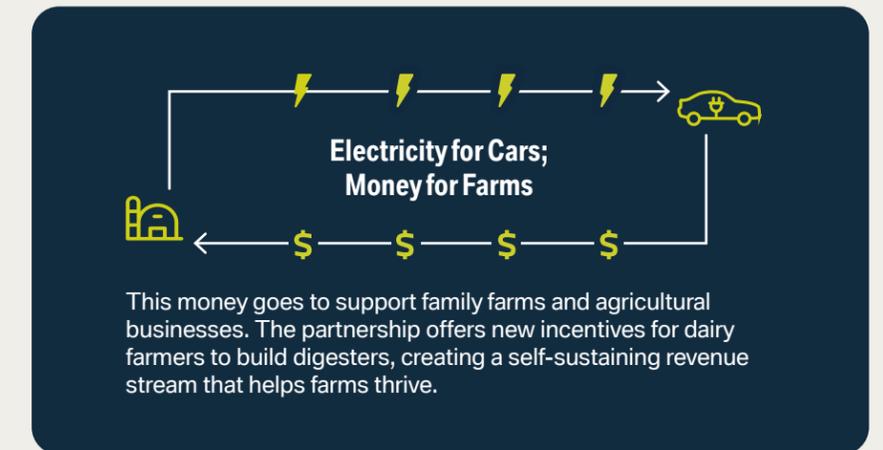
For example, the biodigester at the Straus Organic Dairy Farm **decreases yearly methane emissions by 720 metric tons** and generates renewable electricity for California.



3. DRIVERS AND FARMS EARN MONEY

SUPPORTING LOCAL FARMS

Not only does this partnership help the environment, it also generates energy credits that provide local farms in California with a **new revenue source**.



CHARGE SMART TO GET PAID

Through BMW Group's smart charging program, ChargeForward, you'll get paid just by plugging in your BMW EV and letting your vehicle charge when it's best for the grid.



Learn about our work with the Straus Organic Dairy Farm



youtube.com/watch?v=XLncjcl92c0

Check if you are eligible for BMW ChargeForward



bmwchargeforward.com