

## Bangladesh plug-in electric vehicles phev

A plug-in hybrid vehicle (PHEV, Plug-in Hybrid Electric Vehicle) combines a petrol engine, an electric engine and a high-voltage battery - thus offering the best of two worlds. This allows a reduction in fuel consumption as well as CO2 emissions. Interaction between the two systems also provides additional performance and acceleration power.

As its name suggests, a plug-in hybrid can be charged from a socket, wall box, or public charging station. The maximum efficiency of a plug-in hybrid is achieved with a fully charged battery; which means that a charging facility should be available at home and the workplace.

For example, the electric range for purely electric driving with fully charged battery in the case of a BMW 530e extends up to 58-64 miles. As is the case with all vehicles with high-voltage batteries, technological advances will also see the electric range increase further in the coming years. During braking, that means whenever you lift your foot from the accelerator pedal, kinetic energy is converted into electrical energy and fed into the battery - and as a result, you gain further kilometres for the electric range.

As part of its "Power of Choice" strategy, BMW is offering its customers a large selection of plug-in hybrids as a conscious decision in favour of this particularly efficient drive system.

A plug-in hybrid is ideal for drivers seeking the greatest possible versatility. On the one hand, it provides an electric drive for everyday use, such as the cost-optimised and sustainable commute to the office. Optimum use comes with regularly recurring medium-distance commutes, in which the electrically driven kilometres predominate. On the other hand, the vehicles offer maximum range and flexibility for long distances, such as the weekend excursion with the family.

Among the benefits for the driver of a plug-in hybrid are an almost silent driving experience in purely electric mode and additional acceleration power from the electric engine. Many plug-in hybrid owners already manage to cover the majority of their routes electrically.

After all, daily distances travelled are frequently less than 50 kilometres. Depending on the individual electricity tariff, this already results in significant cost savings compared with a classical combustion-engine vehicle. And there is no need at all to sacrifice the convenience of the latter's range with a plug-in hybrid. If the battery charge or capacity is insufficient, the combustion engine is switched on automatically to meet the need.

There are also country-specific financial benefits for this category of vehicle: directly through subsidies for electric vehicles and indirectly through favourable taxes thanks to the lower CO2 emissions.

No matter where you are and what you plan to do with your BMW electric vehicle or BMW plug-in hybrid & the charging solutions from BMW Charging keep every avenue open with numerous tailor-made offers for charging at home, on the road, and at work.

Executive Motors Ltd, authorized importer and dealer of BMW vehicles in Bangladesh, launched three BMW iPerformance plug-in hybrid electric vehicles (PHEVs)--the BMW 530e, BMW 740Le xDrive and BMW X5 xDrive40e--at their showroom in Dhaka's Tejgaon area on November 3rd, 2018. A press conference was held at the Executive Motors showroom at Tejgaon. Dewan Muhammad Sajid Afzal, Director of Operations, Executive Motors Ltd and Md. Bazlul Karim, Director of After Sales, Executive Motors Ltd, were present at the press conference along with other top officials from BMW Asia.

"Sustainable mobility is the future of mobility. We've reached a milestone today in Bangladesh by offering customers a range of BMW iPerformance models with electrified drivetrains. We look forward to providing our customers the opportunity to better the environment while experiencing an entirely new dimension of pure driving pleasure with the power of electro-mobility," said Dewan Afzal.

The iPerformance model designation is given to all BMW PHEVs. By combining an electric motor with a highly efficient and sporty engine, BMW iPerformance cars can achieve excellent fuel efficiency yet provide dynamic performance.

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