

The Transportation - Land Use - Environment Connection
UCLA Conference Center at Lake Arrowhead
October 16-18, 2011





BMW Group DesignworksUSA

Who are we?

1972 – Started by Chuck Pelly in a Malibu garage

1986 – First successful projects with BMW AG

1995 – BMW AG purchases DesignworksUSA

2000 – DesignworksUSA opens European studio in Munich


2006 – DesignworksUSA launches Asian studio in Singapore

2010 – DesignworksUSA awarded #1 Most Innovative Design firm by *Fast Company* and #25 of 50 Most Innovative Companies

2011 – DesignworksUSA Launches China studio in Shanghai




Los Angeles



Munich



Singapore



China

BMW Group DesignworksUSA
A unique and innovative business model

**BMW Group Board Mandate:
50%-50% mix**

**PUSH – PULL Model:
Cross-fertilization**

push
industry insights and capability to affect markets and industries

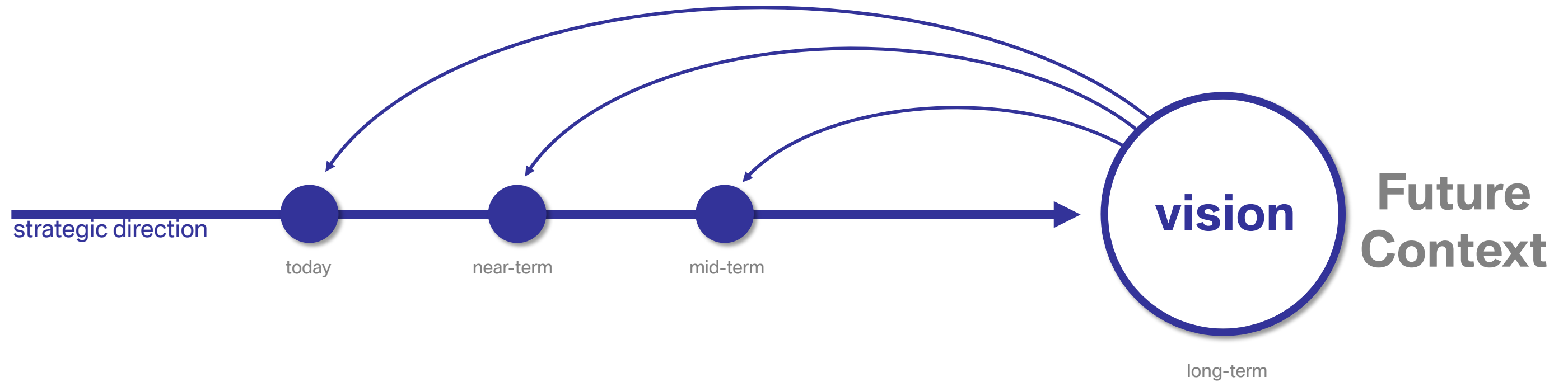
**Client worlds
50%**

DesignworksUSA

**BMW Group
50%**

pull
BMW thought process advantages and access to design competence

FIXSTERN (German for “Fixed Star”)



FIXSTERN (German for "Fixed Star")



MOBILITY CULTURE

- Future of Premium Individual Mobility
- Shifting outlook from “mobility products” to “mobility products and services”
- Mass Urbanization
- Connectivity
- Shifting Customer Values
- Alt Fuel Infrastructure
- Triple Bottom Line Sustainability
- Material Costs
- Compliance

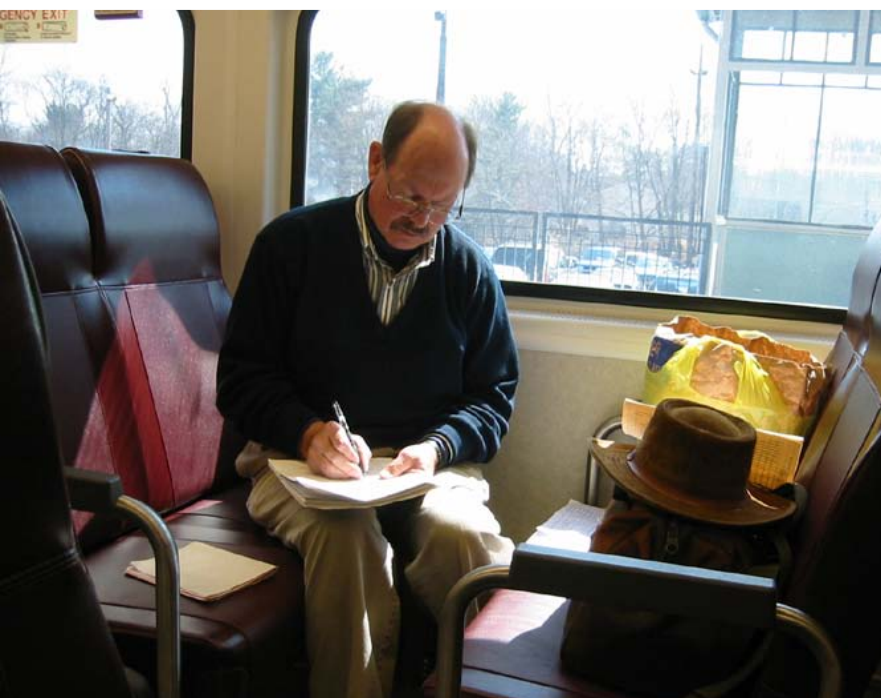
... to name a few

FILM ONE:

THE NEW CITY

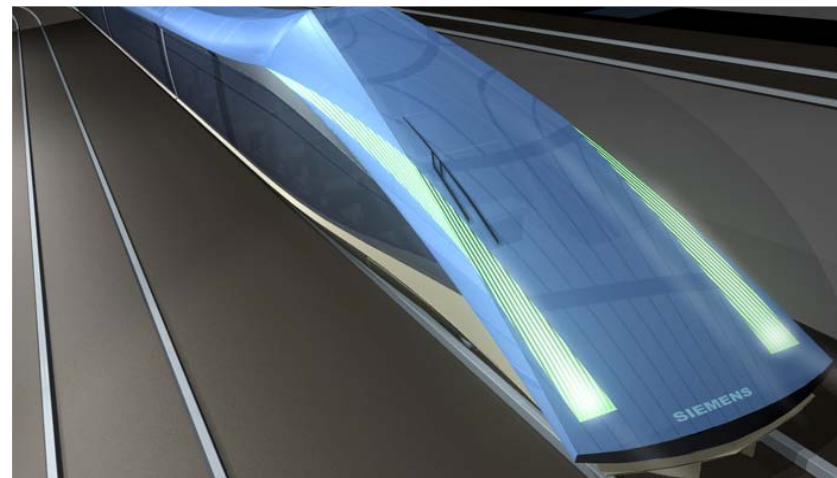
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We Immerse and Empathize



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Translate Insights into a Broad Spectrum of Mobility Products



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We Create Vision for Public Mobility



We Design for Quality Mode Transitions



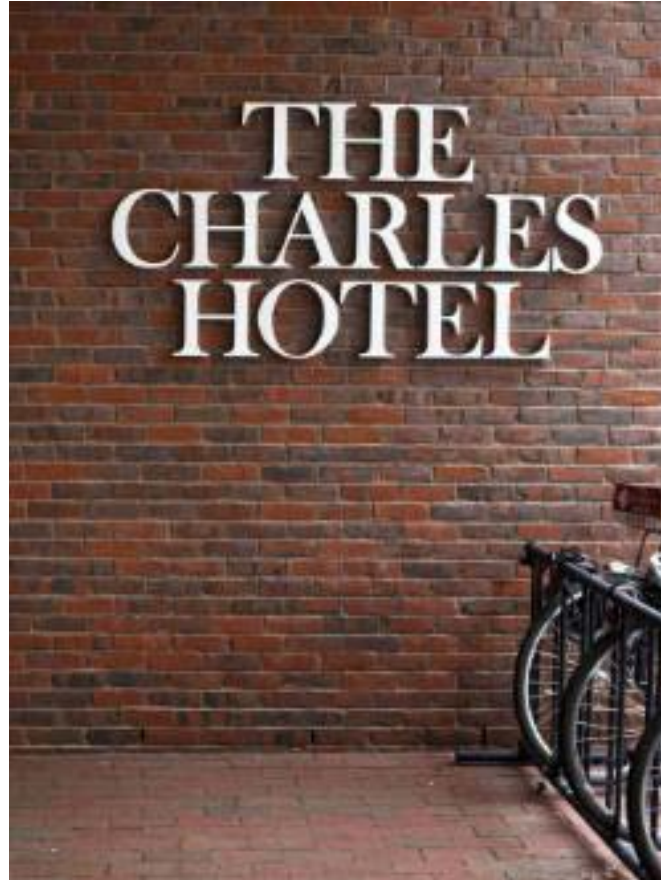
Today's Story is About a Vision of Green Parking



the **JuiceBar** free EV charging service

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Chapter 1



The CEO of **ProPark America** wanted to go green *and* be profitable. So we collaborated to design his suite of innovations that work together to make EV charging free:

- JuiceBar EV charger
- LED lights to reduce energy cost (pays for EV charging)
- Nano-Park scanner (parking price varies by vehicle size)

Not LEED certified because parking garages are ineligible.

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Chapter 2



We supported ProPark to develop the **Green Parking Council** to challenge the industry to collaborate and create open sourced, sustainable best practices.

- Transparent
- Certification standards and awards
- Integrated with government incentives
- U.S.G.B.C.: “Parking garages may not pursue LEED certification. More specifically, buildings that dedicate more than 75% of floor area (including areas not covered, enclosed, or conditioned) to the parking and circulation of motor vehicles are ineligible for LEED.”
- GPC is now the only body to offer sustainability certification to parking facilities

Chapter 3

We collaborated with Green Garage Associates to design a visionary platform for green parking.

- New construction
- GPC Certified Green Garage
- GPC Demonstrator Site
- LED lighting
- Wind, Solar, Geothermal energy
- Zero emission EV Charging service



Valet Parking Area



Celebrates and rewards EV drivers

- Best location in the garage
- Attended...not self service
- **Frontier Airlines Partnership**

View From Shuttles Stop



FREE EV CHARGING
juice bar
freejuice.com

FREE EV CHARGING
juice bar
freejuice.com

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Lesson 1: Agility through a Multi-supplier Strategy

Fit any charger inside the JuiceBar

- Cost flexibility as business evolves
- Scalable to different charging loads
- Ownable customer experience



CLIPPERCREEK, INC.
INNOVATIVE INFRASTRUCTURE FOR
ELECTRIC AND HYBRID VEHICLES

Portland General
Electric

cloudify

Coulomb
Technologies

elec
an e2i company

plug smart
intelligent energy solutions

AV
environment

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JuiceBar Explained

Customer Interface:

- Design language **communicates value proposition: Friendly, Clean, Ethical.**
- Panels on each side **“Super-wrap”** the multi-supplier brands within.
- “Sandwich” form factor offers GGC a controlled communication channel to **attract self park customers to up-sell.**

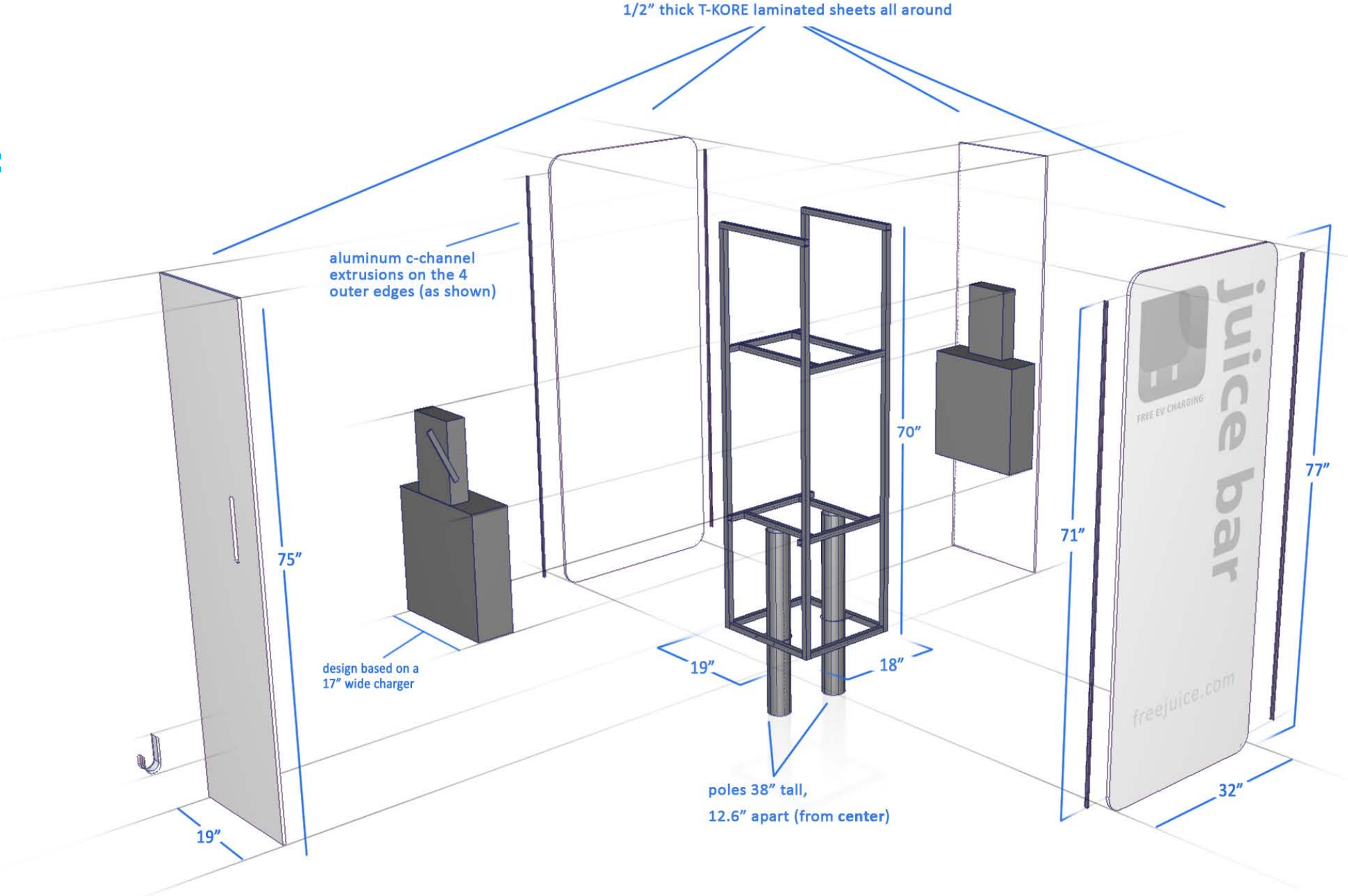


User Interface:

- Instructions
- Charger status lights
- Cord hanger

BMW Group DesignworksUSA JuiceBar Explained

Exploded view:



Integrate multiple cost levers so it pays for itself

- Nano-Park
- LED lighting
- Gov. Incentives



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Lesson 3: Self Governance through Coopetition



Cooperation

NATIONAL PARKING ASSOCIATION **IPI INTERNATIONAL PARKING INSTITUTE**

Platinum Level Partners

Brookfield **ProPark AMERICA** **LAZ**

TOWNE PARK **SCHEIDT & BACHMANN** **AMPCO SYSTEM PARKING**

AMANO McGANN **GREEN GARAGE ASSOCIATES**

Gold Level Partners

theParkingSpot **AmeriPark** **impark**

Bronze Level Partners

parkassist **107** **DENISON PARKING**

BOEHRMANN **Carl Walker Parking** **EVSE inc**

Standard Parking **TRANSCORE**

Competition

GREENSCAPE CAPITAL GROUP INC

Denver International Airport

CANOPY AIRPORT PARKING

juice bar

FREE EV CHARGING

freejuicebar.com

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How do we measure success?

Enabling Massive and Rapid *transformation* to Sustainable Mobility.

Transformation:

Rapid Speed: In the last 12 months ProPark America has deployed **70 JuiceBars.**

Massive Scalability: the **Green Parking Council partners** operate or own the majority of US parking facilities.

Sustainable Mobility:

Environmental: Enabling electrification of cars

Financial ROI: “...occupancy rates and revenues **exceeding budget expectations** in June, July, August and September.” - Greenscape Capital

Social: Free charging **rewards sustainable behavior.** On average, more than **2,000** paid customers per day used the [parking] facility throughout the summer months.

Open iTunes to buy and download apps.



Description

JuiceBar Locator is an application that will help Electric Vehicle (EV) users to find and provide information about EV charging stations (EVSE) locations across the country; not only JuiceBars, but any EV charger that is listed in the national Department of Energy (DOE) EVSE Registry. Save your favorite locations, view contact information, and get

[Green Garage Associates, LLC Web Site](#) [Juice Bar Locator Support](#) [...More](#)

What's New in Version 1.01

- * Greater precision with GPS location
- * Fixed minor formatting bugs

[View in iTunes](#)

Free

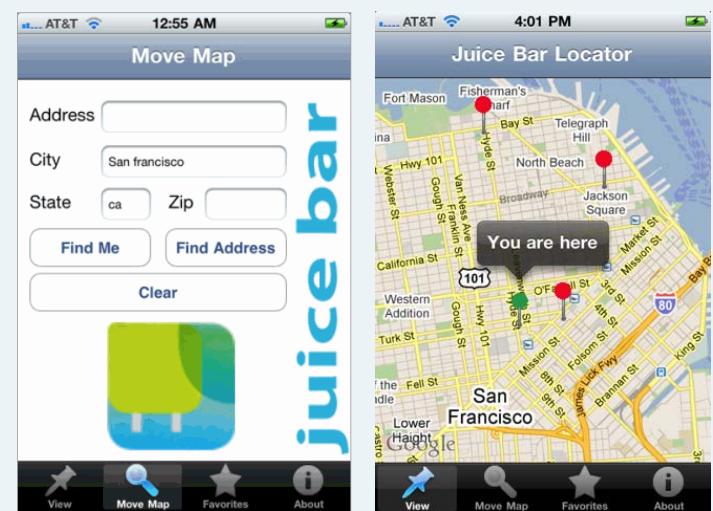
Category: Lifestyle
Updated: Apr 04, 2011
Version: 1.01
Size: 1.1 MB
Language: English
Seller: Green Garage Associates, LLC
© 2011 Garage Juice Bar LLC
Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later

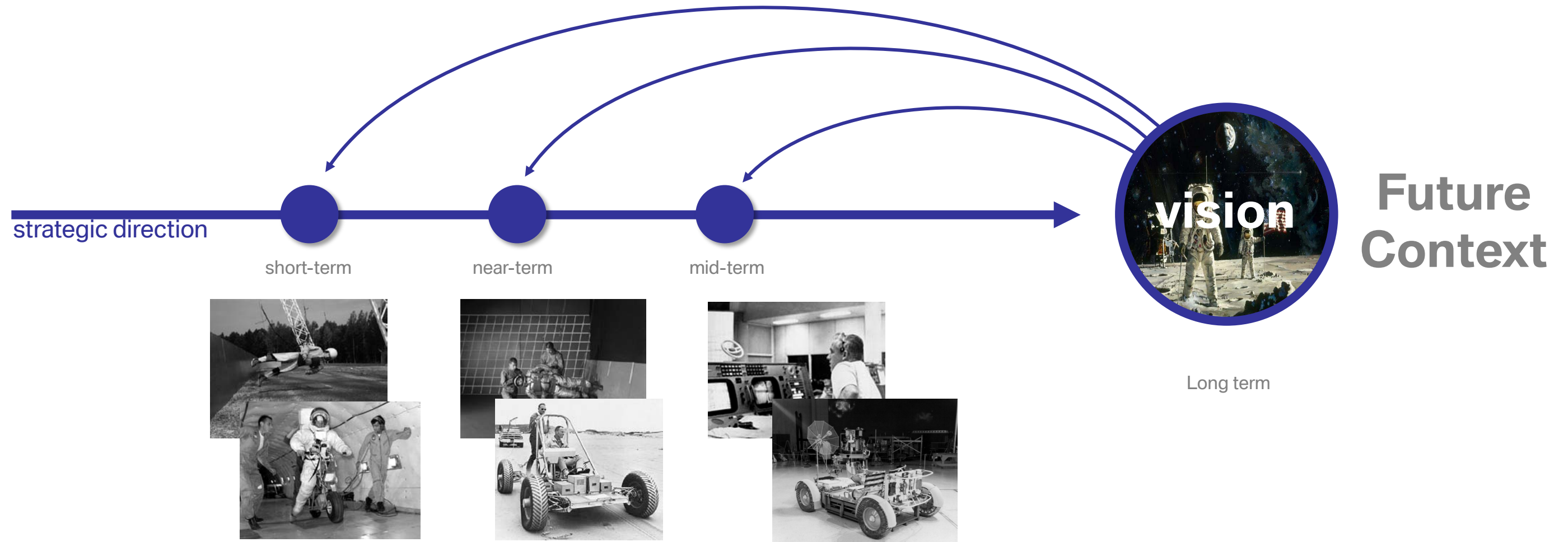
Customer Ratings

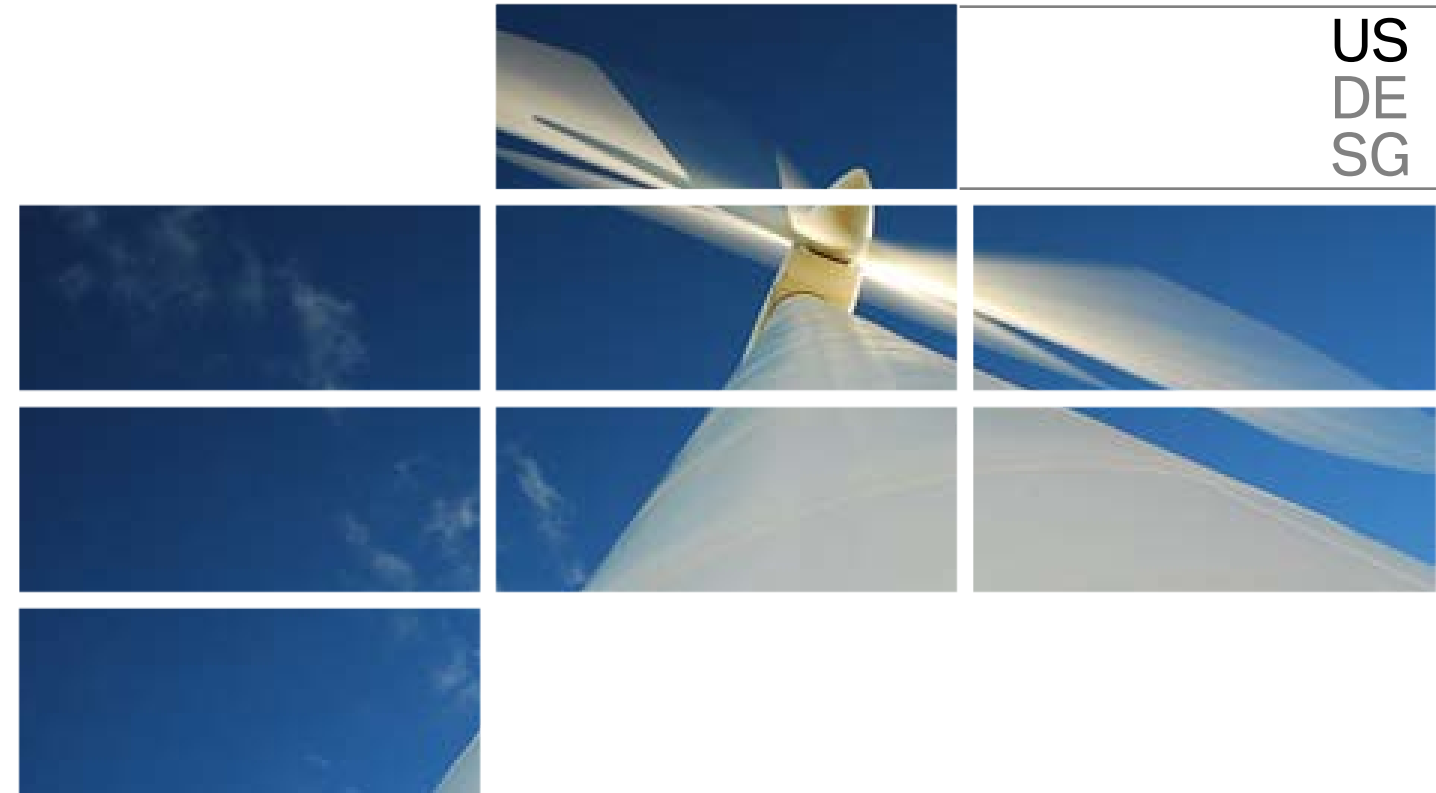
We have not received enough ratings to display an average for the current version of this application.

iPhone Screenshots



Moon-Shot (inspired a creative culture of innovation)





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