



To the Executive Board
BMW AG
Petuelring 130
80788 Munich
Germany

Netherlands, Eindhoven, August 6, 2025

Dear Members of the Executive Board of BMW AG,

As valued counterparts, we would like to inform you of the establishment of the Free the Fremantle BMW Foundation (www.free-the-fremantle-bmw.com).

As you are surely aware, some of your senior executives are advocating for 260 brand-new and completely undamaged BMW vehicles to be scrapped. These vehicles were rescued from the burning cargo ship Fremantle Highway because they were located on a deck far removed from the source of the fire. Now, they must be rescued a second time. This time from BMW itself.

The Free the Fremantle BMW Foundation aims to mobilise automobile enthusiasts worldwide, in a constructive and positive way, to join us in saving these vehicles. It would be a great loss, not only for these high-quality cars from your production, but also a severe setback for the environment, given the 1,800 tonnes of CO₂ emissions their manufacture caused. Like you, we stand for sustainability. So why scrap them when BMW fans worldwide could enjoy many years and tens of thousands of kilometres with these vehicles?

Last week, we cautiously went public with the foundation's establishment in the German and Dutch media. This has already resulted in numerous positive and hopeful articles (see enclosures), as well as many grateful responses, particularly because we are striving to prevent an ecological disaster.

The daily newspaper Algemeen Dagblad, the largest national newspaper in the Netherlands, conducted a reader survey in light of your executives' uncompromising stance on scrapping these



robust vehicles. The result: an overwhelming majority sees this as ‘pure waste of money and resources.’

And this is despite the fact that our international campaign will not officially launch until Monday, August 11. Our goal is to reach car lovers around the world, from China to Brazil, via social media. We are deliberately using popular hashtags such as #BMW #BMWlife #BMWi #BMWrepost #sustainability to engage authentic BMW fans.

We also run a company page on LinkedIn to connect directly with the BMW community: <https://www.linkedin.com/company/free-the-fremantle-bmw>. There we also highlight BMW’s sustainability goals, especially your ambition to design vehicles so durable and robust that, with proper maintenance, they can be enjoyed for many years to come.

For example, your Head of Sustainability, Ms Monika Dernai, said at a specialist circular economy conference:

‘Sustainability also means driving our cars longer. Of course, as a car manufacturer, we will continue to sell new models. But perhaps we should also develop a business model that promotes the preservation and upgrading of existing BMWs.’

We would therefore like to ask Ms Dernai for her view on the impending fate of the Fremantle BMWs, and we will contact her accordingly.

As part of our campaign, we are organising a symbolic event this month on a specially built test track. We have invited journalists from leading daily newspapers and trade magazines to personally test drive a Fremantle BMW.

Some editorial teams have already confirmed their participation. Also in the company of technical experts from universities, to assess the vehicles objectively. We will send you the final dates shortly, once media schedules have been coordinated.

We would greatly appreciate it if BMW would also send an official representative to this event to present your perspective. The Foundation stands for transparency and open dialogue. For this reason, we are informing you of our activities with this letter. We will also publish all relevant documents on our website, including this correspondence and any reply you may send, so that the public can form its own opinion.



In addition, we are planning an international discussion format with well-known automotive vloggers from, among others, the USA.

In the Netherlands, we will launch at the end of the month the independent journalistic podcast series 'Rescued from the Fire', hosted by a well-known presenter. In this talk show, prominent figures discuss current social issues, including the Fremantle BMWs. Guests will include a successful entrepreneur with a well-known car care empire, achieving over 10 million views per month on social media, as well as a former negotiation expert from the Dutch police, who may propose solutions to save the vehicles. In short, there is plenty of material for a series of entertaining and informative episodes.

We warmly invite you to take a seat at the discussion table for this as well. The first five episodes are already planned, and we would be happy to suggest suitable dates to you.

We hope that you, as the Board and management of BMW AG, will support our initiative. You can become a supporter via our website, and you can follow and join the discussion on LinkedIn.

We look forward to your response.

Yours sincerely,

On behalf of the Board of the Free the Fremantle BMW Foundation

Eric Bakker

Ad Kornet