



PRINCETON POWER SYSTEMS POWERS ON ENERGY STORAGE SYSTEM AT BMW TECHNOLOGY OFFICE
The System is the first of its kind to use Princeton Power's Demand Response Inverter

(July 23, 2012) PRINCETON, NJ – Princeton Power Systems (PPS) turns on its Energy Storage System (ESS) at BMW Group's Technology Office in Mountain View, CA. The ESS is the first of its kind to use PPS' new Demand Response Inverter in an integrated system.

The ESS, consisting of a 100kW Demand Response Inverter (DRI-100) and 30kWh lithium ion batteries, will be used to store renewable energy from the on-site solar array, reduce peak electricity demand and demonstrate DC fast charging technology for electric vehicles. The Princeton Power ESS is just one piece of BMW Group Technology Office's USA e-mobility lab, a smart-home and electric vehicle ecosystem demonstration.

"Sustainability is a core mission of the BMW Group. The Princeton Power Energy Storage System will ensure that BMW Group Technology Office USA is using renewable energy reducing its impact on the electric grid," noted Dirk Rossberg, Head of the BMW Group Technology Office USA. "More importantly, we'll be gaining valuable insight into how these systems can be integrated on a broader scale in the future."

The DRI's direct DC power routing capability demonstrates one of its critical advantages over other available inverters on the market. "These advanced capabilities make BMW's charging system much more flexible than a typical charging station, and suitable to the deployment of both electric vehicle charging and smart grid applications," said Darren Hammell, Executive Vice President at Princeton Power Systems.

PPS' DRI-100 was introduced in 2011 as an advanced bi-directional multi-port inverter with the ability to directly route power through its multiple AC and DC terminals, revolutionizing applications such as electric vehicle charging and demand response. PPS received an R&D 100 Award for the DRI Technology.

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About Princeton Power Systems

Princeton Power Systems, founded in 2001, is a manufacturer of advanced power conversion products and alternative energy systems, with patented electronics that provide a more reliable and cost-effective means for converting electric power cleanly and efficiently. The company provides solutions for renewable energy, distributed power generation, and military applications. Princeton Power Systems products reduce energy consumption, lower peak electric usage, and provide clean renewable energy sources with superior performance.

About BMW Group in America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 110 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the internet at:

www.bmwgroupna.com

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