



The BMW i8 — Ushering in a New Era of Sustainable Performance

Correction — Priced from \$135,700 plus destination and handling in the U.S.

Woodcliff Lake, N.J. – September 11, 2013. . . . The U.S. Manufacturer's Suggested Retail Price was misstated in the original announcement about the new BMW i8. The 2014 BMW i8 will be priced from **\$135,700** plus destination and handling fees. This is before any federal or state incentives for which the i8 may qualify.

The BMW i8 at a glance

- First plug-in hybrid vehicle from the BMW Group and world's most forward-looking sports car; revolutionary interpretation of BMW's hallmark driving pleasure; groundbreaking premium character clearly defined in terms of sustainability.
- 2+2-seater with LifeDrive architecture developed specifically for BMW i, aerodynamic groundbreaking body design and visionary interior design deliver an intense driving experience; Life module passenger cell made from Carbon-Fiber-Reinforced Plastic (CFRP); drive system technology, high-voltage battery, chassis, and crash and structural functions integrated into the aluminum Drive module; curb weight: 3,285 lbs (1,490 kg); Cd: 0.26; very low center of gravity (below 18 inches/460 millimeters); well-balanced weight distribution.
- Emotion-led visual impression based around established BMW i design language; classic sports car proportions and a fresh interpretation of BMW design features; doors open upward like wings; clean lines, plus surface design (external and internal) based on the layering principle; full-LED headlights as standard, innovative laser headlights — unique worldwide — available as an option where regulations allow.
- Plug-in hybrid system developed and produced by the BMW Group represents the latest development stage of EfficientDynamics; debut for three-cylinder gasoline engine with BMW TwinPower Turbo technology, displacement: 1.5 liters, output: 170 kW/231 hp, maximum torque: 320 Nm (236 lb-ft); power sent to the rear wheels via a six-speed automatic gearbox; model-specific hybrid synchronous electric motor, output: 96 kW/131 hp, maximum torque: 250 Nm (184 lb-ft); power channeled through the front wheels via a two-stage automatic

transmission; lithium-ion high-voltage battery with liquid cooling and a usable capacity of 5 kWh.

- First combination of BMW TwinPower Turbo and BMW eDrive technology plus intelligent energy management produce system output of 266 kW/362 hp (max. torque: 570 Nm / 420 lb-ft) and that gives the BMW i8 the performance characteristics of a pure-bred sports car (0–100 km/h/ 62 mph in 4.4 seconds) combined with fuel economy and emissions comparable to a small car — EU fuel consumption: 2.5 liters per 100 km / 94 mpg (U.S.); “glued-to-the-road” AWD driving experience with torque distribution geared toward optimized dynamics.
- Driving Experience Control switch and eDrive button allow driver to choose from five driving modes; range of up to 35 kilometers (22 miles) on electric power alone and a top speed of 120 km/h (75 mph); COMFORT Mode offers optimum balance between dynamics and efficiency; combined range in everyday conditions: over 500 kilometers (310 miles); SPORT Mode with ultra-intense boost function provided by the electric motor; ECO PRO Mode can be used in both all-electric mode and hybrid mode.
- Sophisticated chassis technology featuring a double-wishbone front axle and a five-link rear axle; Electric Power Steering; Dynamic Damper Control (DDC) comes as standard; 20-inch light-alloy wheels are standard.
- Intelligent lightweight construction with elements including a CFRP passenger cell, doors with a CFRP-aluminum structure, an instrument panel with magnesium support, an aluminum chassis and a partition between the passenger compartment and trunk made from thin glass; comprehensive safety concept and an ultra-torsionally stiff passenger cell.
- Extensive standard equipment includes the Navigation system Professional with proactive drive system for all-electric driving, fully digital instrument display, BMW iDrive with freestanding control display and leather sports seats; choice of four exterior paint finishes and four interior equipment variants.
- Wide range of BMW ConnectedDrive features: Park Distance Control, cruise control system with braking function, rain sensor and Intelligent Emergency Call function, optional driver assistance package with High Beam Assistant, a Rear View Camera, Surround View, Speed Limit Info including No Passing Info display, and Collision Warning with pedestrian recognition and braking function; also available are the Head-Up Display, BMW Online™ Entertainment, Concierge Services, Real Time Traffic Information and mobility services developed specifically for BMW i, e.g., intermodal route guidance as standard.

- Services specifically developed for BMW i as part of the 360° ELECTRIC program: BMW i Charging Station for convenient battery charging at home, ChargeNow card giving customers a cash-free payment option at public charging stations, as well as innovative mobility services such as MyCityWay and ParkatmyHouse; flexible sales concept enables made-to-measure mobility solutions.
- All-embracing sustainability concept running like a thread through the value chain; carbon-fiber production and vehicle assembly using 100-per cent renewable electricity; high proportion of recycled materials; use of materials manufactured and treated in an environmentally friendly manner.

The 2014 BMW i8 will arrive in showrooms in Spring 2014. Complete information and images for the all-new BMW i8 are available at www.bmwusanews.com.

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