

INSIDETRACK

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Inside Track

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The Ultimate Driving Machine®



SUSTAINABLE CHIC: BMW i COLLECTION

Like the BMW i cars that inspired them, each item in the new BMW i Lifestyles Collection is crafted from unique and sustainable materials, helping to make daily life more elegant – and always more environmentally conscious.



To see the entire BMW Lifestyle Collection, visit shopbmwusa.com.



POWER YOUR DRIVE WITH BMW i FINANCING

Just as innovative as the BMW i vehicles: BMW i financing from BMW Financial Services. Exclusive products, such as OwnersChoice with Flex,¹ as well traditional lease and finance programs, and flexible payment options, help make it easier for you to get behind the wheel of a BMW i3 or BMW i8. To learn more, visit your BMW i center or bmwusa.com/fs.



¹ Where available. Subject to state restrictions and other conditions, including credit approval.



SUPPORT AT EVERY POINT: 360° ELECTRIC

What is it like to live “electric”? BMW makes the transition from fuel pump to charging station easy with 360° ELECTRIC. In this new portfolio, BMW and its partners offer charging and mobility products and services to optimize your EV driving experience and lifestyle. For more information, please visit bmwusa.com/i.

At Home

Home Charging: A BMW i Charging Station quickly delivers power to your vehicle’s battery. Bosch Automotive Service Solutions will provide a no-cost consultation and full installation services.

BMW Solar Energy Program: SolarCity offers BMW i customers special discount pricing and flexible financing options for generating their own clean, renewable solar energy.¹

On the Road

ChargeNow: For drivers on the road or without a home charging station, BMW offers ChargeNow to give customers access to a network of public charging stations on the ChargePoint network – the largest public charging network in the U.S. and Canada.

ParkNow LongTerm: For those who do not have access to home charging, ParkNow can offer customers long-term parking paired with charging.²

Flexible Mobility

DriveNow: This car-sharing program offers a fleet of all-electric BMW ActiveE vehicles.²

Assistance Services

Standard Navigation System: All BMW i vehicles come standard with Navigation Business, which allows drivers to locate public charging stations through the vehicle’s ConnectedDrive technology.

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BMW i owners can also purchase the Technology Package, which includes Navigation Professional, providing real-time information, such as the availability status of the public charging stations.

BMW i Remote App: Drivers can access detailed information about the current operating status of their BMW i3.

¹ Availability varies by state.

² In select cities. For more information, visit bmwusa.com/i.

BMW Ultimate Service[®]

\$0

Maintenance*

For the first 4 years
or 50,000 miles

- Engine Oil Services
- Inspection Services
- Wiper Blade Inserts
- Brake Pads
- Brake Discs
- Engine Drive Belts
- Brake Fluid Service

* From in-service date, whichever comes first. For details on BMW Ultimate Service, visit bmwusa.com/ultimateservice.



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FUELED BY INNOVATION: THE ALL-NEW BMW i3 AND BMW i8

Introducing BMW i: an innovative new automotive brand combining high performance BMW eDrive technology and premium quality, with a focus on sustainability. The all-electric BMW i3 and plug-in hybrid BMW i8 were designed from the ground up to offer extraordinary efficiency, no tailpipe emissions in electric mode, and the breathtaking performance you expect from the Ultimate Driving Machine.®

Touch the START/STOP button and hear... nothing. BMW i electric vehicles are silent on start-up when fully charged. Press the accelerator pedal to experience the eye-opening thrust of potent torque. If you're behind the wheel of the i8, you'll arrive at 60 mph in 4.4 seconds.¹ Release the accelerator pedal and feel the instant braking effect of Brake Energy Recuperation, which stores unused energy for future use. Near-perfect 50/50 weight distribution and a low center of gravity deliver handling that is pure BMW precision and confidence.

Outside, signature BMW i elements, such as U-shaped headlights and taillights, Frozen Blue and Frozen Gray exterior accents, and the glowing BMW i Electric Blue ring around the charging portal, signal these vehicles are charging. Inside, the roomy cabins are filled with beautiful and unique materials, expertly crafted, to provide a pleasurable ambiance.

BMW i proves: you don't have to sacrifice driving pleasure to enjoy a new world of sustainability.

¹ BMW AG preliminary test results. BMW urges you to obey all posted local speed laws and always wear safety belts.

