

BMW i8



The Ultimate
Driving Machine

THE NEW BMW i8.

BORN ELECTRIC.

BMW i.
THE FUTURE OF MOBILITY.

The world is in motion. We are in motion. And motion always means something exciting: change. BMW i is a far-reaching and ground-breaking concept for sustainable mobility, presenting visionary electric vehicles and networked services, inspiring design and a new understanding of what premium means – strongly defined by sustainability. Not tomorrow, but today. BMW i – proof that sustainability and pure driving pleasure can complement each other perfectly.



THE NEW BMW i8.

The BMW i8 experience..... 8–25

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EQUIPMENT OF FEATURED MODEL.

System output:	266kW (362hp)
Overall range, everyday use:	600km ¹
Wheels:	20" BMW i light alloy wheels W-spoke 470 with mixed tyres
Exterior colour:	Sophisto Grey, brilliant effect metallic with BMW i Blue accent
BMW i Halo interior design:	Sport leather steering wheel with BMW i Blue accent, Sport seats with natural leather in exclusive Dalbergia Brown and textile accent, Amido metallic interior surfaces

¹ Tank with 42-litre capacity required (optional).

GO DIGITAL WITH THE NEW BMW i8.

Access exciting digital content from every page with a QR code – movies, picture galleries and much more.



All you need is a QR code-reader, which you can simply choose and download from the App Store. Start the QR code-reader and place your smartphone or tablet about 20cm from the code.



You can also discover the new BMW i8 in digital brochure format. Simply download it directly to your tablet from the BMW brochure app, which can be found in the App Store.

Internet use, depending on your mobile contract, may incur costs.



Experience the new
BMW i8 in this short film.



THE POWER OF PROGRESS.

Progress accepts no compromise. Progress explores the limits of possibility – and exceeds them. The result, in this case, is a vision of the future that can be seen today in the shape of the new BMW i8. This is a thoroughbred sports car that delivers a truly outstanding driving experience. And yet, at the same time, its BMW EfficientDynamics technology, with BMW eDrive and intelligent lightweight construction, means that it also offers fuel economy that can rival that of a small car. Experience one of the most progressive sports cars of its time. The new BMW i8.



MAGNETISM
NOT REQUIRED

TO FEEL THE FORCE OF ATTRACTION.

INTELLIGENT LIGHTWEIGHT CONSTRUCTION.

When innovation is your guiding principle, unprecedented creativity becomes inevitable. The intelligent lightweight construction of the new BMW i8 was conceived from the very beginning to meet the demands of a hybrid sports car. Its innovative LifeDrive architecture comprises two parts, each precisely tailored to fit their respective requirements. The aluminium body – or Drive module – contains the lithium-ion high-voltage battery and all the other drivetrain components front and rear. In between these is the passenger cell, or Life module. This is built in high-strength carbon (CFRP), a material with ideal properties for the innovative vehicles from BMW i: extreme stability, ultra-light weight and a degree of flexibility that allows an unprecedented degree of design freedom. The result is a vehicle that delivers unique driving pleasure coupled with exceptional economy.



POWERFUL AND EFFICIENT – BMW eDRIVE.

Thinking ahead means getting ahead – and also cutting fuel consumption. An electric motor, a lithium-ion high-voltage battery and an advanced energy management system make up the innovative BMW eDrive technology package. The 96kW (131hp) electric motor at the front axle delivers its peak torque of 250Nm with just a light touch of the accelerator. Together with the newly developed 1.5-litre, three-cylinder petrol engine with BMW TwinPower Turbo technology and 170kW (231hp) at the rear axle, the new BMW i8 accelerates from 0 to 100km/h in just 4.4 seconds. Combined fuel economy of only 2.1 litres per 100km¹ is also possible. That's what happens when the best of two powerful drive systems join forces to create an innovative plug-in hybrid – and a driving experience never before experienced in this form.

¹ Further information on power and fuel consumption can be found on page 59.



NUMBERS
NOT REQUIRED

TO EXPERIENCE THE SPEED.



BREATHTAKING DRIVING DYNAMICS.

Perfect balance is right here, waiting to be discovered – and experienced. The new BMW i8 is ideally balanced, with the axle load split 50:50 front to rear. A particularly low centre of gravity increases agility even further. Outside town, the new BMW i8 can unleash its full power, with four-wheel drive propelling it rapidly to 250km/h and, depending on driving style, within a range of more than 600km. The new BMW i8 switches to all-electric drive at the touch of a button for a top speed of 120km/h – silently and with zero emissions². This is no ordinary car, as the extraordinary driving experience proves.



AERODYNAMIC AESTHETICS.

To leave the wind behind, simply relinquish all resistance. The fluid lines and flat silhouette of the new BMW i8 give a distinctive impression of powerful forward thrust even at a standstill. Everything about this car is designed for aerodynamic perfection paired with the highest aesthetic standards. Witness the almost closed kidney grille, which allows in only as much air as required for cooling, or the sweeping lines of the singularly dynamic exterior design, or the handle-free “scissor” doors. There are also strongly expressive LED headlights with extended features such as special light distribution for motorway driving. These are additionally available, on request, with laser lighting¹. This technology has been developed by BMW to give a particularly bright, white light and increased range for remarkably effective road illumination. At the same time, however, it consumes only a fraction of the energy used by conventional headlights. Even a cursory glance reveals a compelling vision of the future – today.



¹ Due to become available from 11/2014.

² Subject to the use of power from 100 per cent regenerative sources.



EMBELLISHMENT
NOT REQUIRED

TO ELECTRIFY.



SMALL PRINT
NOT REQUIRED

TO UNDERSTAND GOOD SENSE.



INNOVATIVE INTERIOR.

An exterior designed to perfection is a compelling interior in every way. The inside of the new BMW i8 takes its cue from the fluid, dynamic exterior with a reprise of the layered surfaces that underpin the unique style of this car. Every feature in the cockpit is systematically focused on the driver, allowing total immersion in the intensely rewarding experience behind the wheel. The fully digital, three-dimensional Control Display, for example, presents everything the driver needs to know – such as speed, range, charge status and route – in high-resolution clarity. At the same time, the newly developed ConnectedDrive Services ensure flawless connectivity with the outside world at all times – demonstrating, yet again, how the new BMW i8 is venturing into new and uncharted technological territory.

EXCEPTIONAL MATERIALS.

When innovation is a core principle, it can be found everywhere you look. With the new BMW i8, this is apparent from a casual glance at the distinctive scissor doors through to scrutiny of even the smallest detail. Indeed, each individual piece of material used is far ahead of its time. The carbon fibre reinforced plastic of the passenger cell, for instance, has superb safety properties and, weighing about 50 per cent less than steel, also makes the new BMW i8 exceptionally efficient. The leather in the car is tanned with olive leaf extract, combining sustainability with an exquisite feel that renders the high quality immediately tangible. Thus, the progressive character of the new BMW i8 emerges anew on every drive and engages all the senses.





YOU ONLY REQUIRE
ONE THING:

THE POWER OF PROGRESS.



Find out more about aerodynamics in this short film.

A VISION BECOMES A REALITY.

THE BMW VISION EFFICIENT DYNAMICS CONCEPT FIRST WHIPPED UP A STORM OF EXCITEMENT AT THE IAA IN 2009 – JUST FOUR YEARS LATER, THAT CONCEPT IS NOW A REALITY IN THE FORM OF THE NEW BMW i8.

The BMW Vision EfficientDynamics concept brought the future closer – much closer. It demonstrated that it was possible to combine the emotional excitement of a sports car with the consumption and emissions of a compact car. And a holistic approach to development showed that this vision could soon become a reality. BMW EfficientDynamics technologies – such as Active Hybrid, lightweight construction, aerodynamics and Intelligent Energy Management – enabled an eye-catching level of dynamic efficiency. As early as 2009, the close-to-production concept car was able to achieve outstanding emissions of 99g/km of CO₂ and combined fuel economy of just 3.76 litres per 100km. As a BMW full hybrid with plug-in technology, the BMW Vision EfficientDynamics was powered

by a 3.0-cylinder CommonRail turbodiesel, supported by an electric motor at the front axle. This allowed the concept to achieve unique dynamic qualities otherwise found only in high-performance cars. The 98 highly efficient lithium polymer batteries were charged using Brake Energy Regeneration and were sited in the transmission tunnel, just as they are in the new BMW i8, in pursuit of the best possible centre of gravity. Further technical highlights of the concept involved active aerodynamics as a further development of automatic air flap control, a thermo-electrical generator that turns engine heat into electrical energy and forward-looking energy management. Many of these ground-breaking innovations can be seen today – in the new BMW i8.



The distinctive scissor doors were already a visual highlight in the BMW Vision EfficientDynamics concept vehicle.



The 2+2-seater study of 2009 previewed today's advanced tapered design, which is aerodynamically based on a droplet of water.

The concept car combined innovation with highly emotional design in a way that was far ahead of its time. It signalled the future, the sports car of tomorrow – the new BMW i8. At just 1.24 metres in height, the 2+2-seater embodies the most efficient aerodynamics. The layering design, in modified form on the new BMW i8, connects the lines of the interior and exterior and defines a previously unseen design language. The “form

follows function” principle is evident, down to the smallest detail, with sustainable materials and unique aesthetics. The follow-up study was shown as the BMW i8 Concept and BMW i8 Spyder Concept in 2011, which gave a definitive insight into the impending series-production model. So the plan to turn a vision into production car reality by the start of 2014 had been kept. And the new BMW i8 is the living proof.

BMW EfficientDynamics
Less emissions. More driving pleasure.

INTELLIGENT LIGHTWEIGHT CONSTRUCTION. INGENUOUS DRIVING CHARACTER.

THE LIFE DRIVE ARCHITECTURE OF THE NEW BMW i8 IS AN INNOVATIVE, BESPOKE CONCEPT FOR THE SPORTS CAR OF THE FUTURE.

Use the right materials in the right places. Set them out according to function and always to the highest level of efficiency. And, of course, optimise the dynamics. These principles lie at the heart of the BMW EfficientDynamics strategy for advanced lightweight construction. For the new BMW i8, though, BMW has gone a step further with the architecture and choice of material.

Witness the Life-Drive architecture. This comprises two independent, but perfectly complementary, units. The passenger cell is also described as the Life module. True to the BMW EfficientDynamics principle of intelligent lightweight construction, it is made of carbon-fibre reinforced plastic – also called CFRP or simply carbon. The use of this extremely lightweight and high-strength material means that the vehicle weighs only 1,485kg, despite the weight of the lithium-ion high-voltage battery.

The drive systems in the aluminium Drive module of the new BMW i8 are integrated above the front (electric motor) and rear axles (BMW TwinPower

Turbo petrol engine). The lithium-ion high-voltage battery is positioned in what's known as the energy tunnel sited between the two drive systems. The front and rear systems, the passenger cell and the lithium-ion high-voltage battery form a functional, cohesive unit. This is supported by intelligent lightweight construction and innovative use of materials that improve driving dynamics while also having a positive influence on range and consumption.

Weight optimisation in the new BMW i8 has been achieved with innovative use of materials and outstanding solutions for mass reduction. There are many examples, but here are just two. The structure of the scissor doors, made with a CFRP inner structure and an aluminium outer skin, leads to a weight saving of 50 per cent compared with a conventional construction. The partitioning screen between the passenger and luggage compartment is in a special hardened glass, which, along with optimum acoustic properties, also offers a weight reduction of about 50 per cent compared with conventional composite technology.

LOW CENTRE OF GRAVITY – BALANCED AXLE-LOAD DISTRIBUTION.



49G/KM

COMBINED CO₂ EMISSIONS

2.1L

COMBINED FUEL CONSUMPTION PER 100KM

266KW

SYSTEM OUTPUT

1,485KG

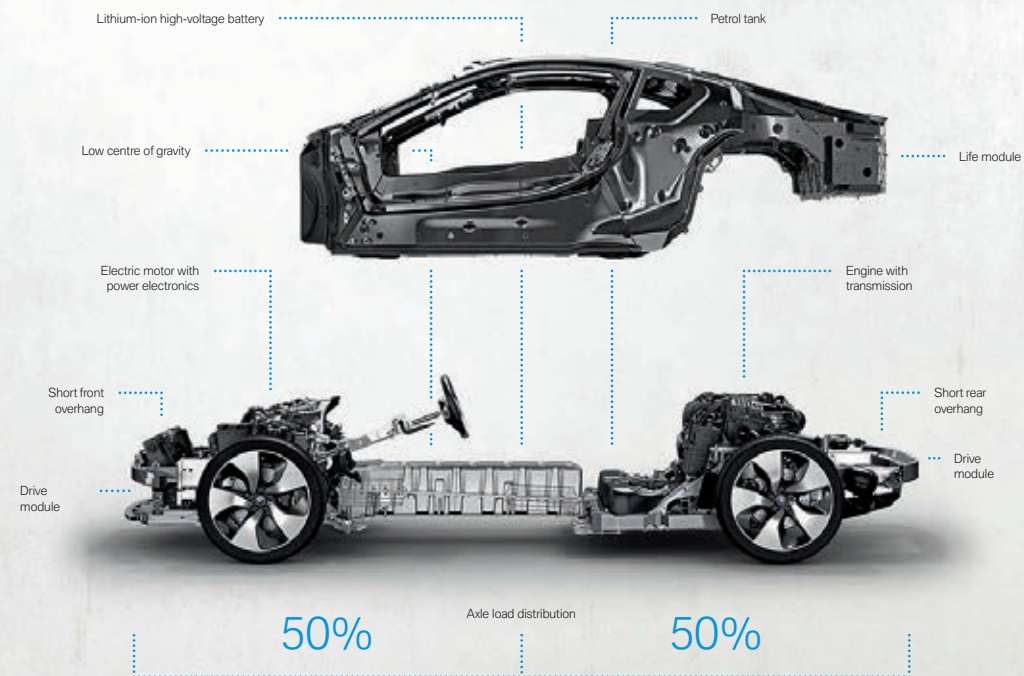
DIN UNLADEN WEIGHT

4.4S

ACCELERATION 0-100KM/H

250KM/H

TOP SPEED



¹ EU unladen weight is 1,560kg.

LIGHT, STABLE AND SAFE: THE PASSENGER CELL IN HIGH-TECH CARBON.

CARBON FIBRE REINFORCED PLASTIC (CFRP) REVOLUTIONISES
LIGHTWEIGHT CONSTRUCTION.

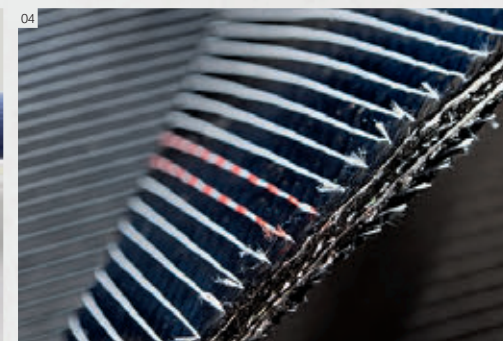
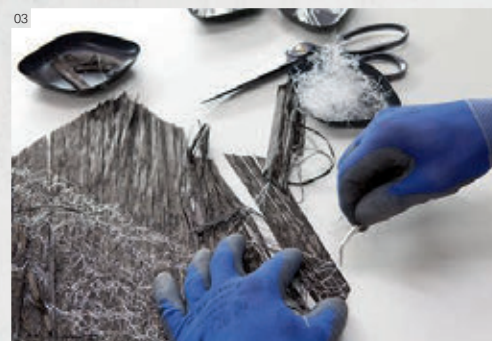


Innovative in every detail. Thanks to BMW EfficientDynamics research, the BMW engineers were able to balance out the extra weight of the lithium-ion high-voltage battery with extensive use of aluminium and carbon components.

This can be seen, in particular, in the use of the innovative material carbon. Despite its lightness, carbon ensures the enormous strength, stability and therefore safety of the passenger compartment (Life module). Its use is also immediately noticeable in the exceptional handling, outstanding roadholding and eager acceleration of the new BMW i8.

For a long time, the use of carbon for a passenger compartment was effectively impossible because it had to be built by hand, so the costs were simply too high. Now, however, BMW i has redefined automotive manufacturing by independently developing the first production version. The weight saving from using carbon instead of steel is to up to 50 per cent. Compared with aluminium, it's up to 30 per cent.

But carbon components don't just revolutionise lightweight construction. They also allow new forms in car design because the carbon-fibre reinforced polymers are almost as flexible as textiles. So while the carbon body of the new BMW i8 exemplifies good use of space, it also has an optimised design, as the outstanding drag coefficient (Cd) of 0.26 proves.



A facility was built specifically for the manufacture of carbon fibre in Moses Lake, Washington state, USA. Since the end of 2011, the plant has been making 3,000 tonnes of the high-tech material every year – that's about 10 per cent of global CFRP production. Its current energy demands in manufacturing carbon fibre are met entirely by renewables generated by hydropower.

The rolls with their so-called rovings [02] – the name of the thread made from around 50,000 of the 0.007mm-thick carbon fibres [01] – are delivered to Germany by ship. In Wackersdorf, Bavaria, the threads are processed into textile mats [04], the raw material for the production of the CFRP parts. The pressing plants in Landshut and Leipzig manufacture all of the CFRP components from the delivered carbon fibre mats while the final assembly and quality assurance [03] takes place in Leipzig.

THE BEST OF BOTH WORLDS.

THANKS TO BMW EFFICIENT DYNAMICS WITH eDRIVE, THE NEW BMW i8 PLUG-IN HYBRID SPORTS CAR DELIVERS EXCEPTIONAL DYNAMIC ABILITY AS WELL AS EFFICIENCY: IN EITHER PURELY ELECTRIC FORM OR THROUGH A COMBINATION OF THE ELECTRIC MOTOR AND THE BMW TWIN POWER TURBO PETROL ENGINE.

A sports car, a plug-in hybrid – designed in a single, no-compromise whole. BMW eDrive combines a weight-optimised electric motor at the front with a petrol engine at the rear. The benefits of both power sources are harnessed by an Intelligent Energy Management system to achieve maximum efficiency. At the same time, the new BMW i8 delivers outstanding driving dynamics as a result of its bespoke LifeDrive architecture and the fine-tuning of all the car's components. No vehicle has ever embodied the philosophy of BMW EfficientDynamics more convincingly than the new BMW i8.

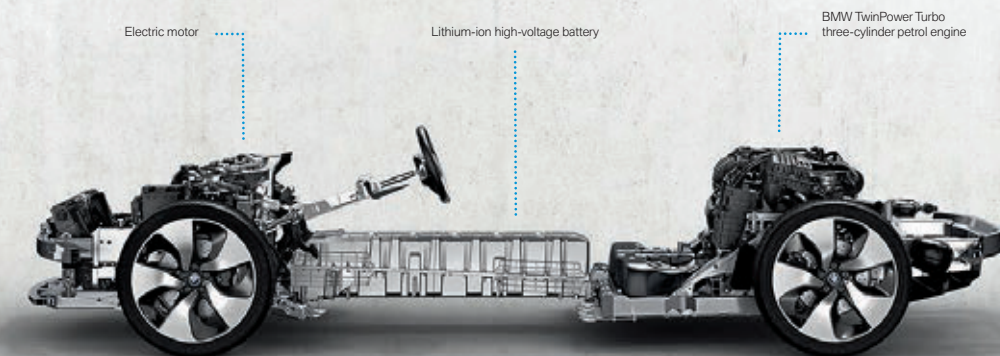
The electric drive system, adapted for the hybrid concept, offers peak output of 96kW (131hp) and maximum torque of 250Nm supplied to the front axle. A highly developed BMW TwinPower Turbo three-cylinder petrol engine with 170kW (231hp) and peak torque of 320Nm transmits

its power via a specially modified six-speed Steptronic transmission directly to the rear axle. The electric motor at the front axle provides the petrol engine with rapid support in the form of a boost function – and notably without additional fuel consumption. This is particularly useful when you want spontaneous, rapid acceleration, such as when overtaking. An electric generator, positioned close to the BMW TwinPower Turbo three-cylinder petrol engine, supplies the lithium-ion high-voltage battery with energy in various driving situations, so compelling performance is on tap whenever it's needed.

The new BMW i8 offers a unique driving experience because Intelligent Energy Management and the driving modes have been tuned perfectly. The car always starts in Comfort mode, with a balance between sporty and efficient driving styles. Thus configured, electric range is up to 37km,

with a maximum speed of 65km/h. Press a button to activate eDRIVE and a maximum of 120km/h is possible using only electric power. Move the gear lever to Sport mode, and the car automatically becomes more dynamic: the electric motor and petrol engine always work together and the battery is charged by maximising the energy recovered during coasting

and braking. When driving in ECO PRO mode, the range increases by up to 20 per cent¹ thanks to a particularly efficient driving style that optimises the energy use of both power sources. The result is clear to see: combined fuel economy of just 2.1 litres per 100km in the European driving cycle.



Comfort mode. With this start-up mode, every journey begins with pure electric power through to speeds of up to 65km/h. At higher speeds, the petrol engine comes in. This mode provides maximum ride comfort and a range of more than 500km.



ECO PRO mode. This mode makes efficient driving and energy recuperation the focus of the display. Maximum electric range of 37km and overall range of around 600km, through combined operation, can both be achieved.



Sport mode. This setting is chosen via the gear selector only. It enables maximum boost from the electric motor, tunes the chassis and suspension for heightened dynamic responses and makes the automatic transmission shift gears faster. The digital displays for speed and revs turn orange in this mode.

eDRIVE

ELECTRIC MOTOR

0G

LOCAL CO₂ EMISSIONS² – AN UNBEATABLE ARGUMENT FOR PURE ELECTRIC DRIVING WITH BMW eDRIVE.

HYBRID

PLUG-IN HYBRID (ELECTRIC MOTOR AND COMBUSTION ENGINE). THE BATTERY CAN BE CHARGED VIA AN ELECTRIC SOCKET

266KW

SYSTEM OUTPUT, THANKS TO AN UNLADEN WEIGHT OF JUST 1,485KG³, GIVING THE NEW BMW i8 VERY SPORTY DRIVING CHARACTERISTICS

4.4S

ACCELERATION 0–100KM/H

250KM/H

TOP SPEED

¹ Dependent on individual driving style, determined by internal BMW consumption survey.
² Assumes use of electricity from 100% renewable sources.
³ EU unladen weight is 1,560kg.

BMW EfficientDynamics
 Less emissions. More driving pleasure.



Find out more about hybrid technology in this short film.

TRACTION IN EVERY DRIVING SITUATION.

WITH THE ELECTRIC MOTOR AT THE FRONT AXLE AND THE PETROL ENGINE AT THE REAR, THE NEW BMW i8 OPTIMALLY COMBINES THE DYNAMIC BENEFITS OF BOTH FRONT- AND ALL-WHEEL DRIVE.

All-wheel drive for full traction. The new BMW i8 can deploy its reserves of power through all four wheels for added traction and control. It uses the high-torque output of the electric motor at the front axle and the performance of the petrol engine at the rear axle, which arrives via the six-speed Steptronic transmission. This arrangement provides the optimum drive configuration in any given situation.

The new BMW i8 can also run on pure electric power. However, there are advantages in the combination of both drives complementing each other perfectly and playing to their strengths. When you are entering a

corner, for instance, the ratio of torque between the front and rear wheels can be altered to give a stronger rearward bias, which increases precision as you turn in. Also, on wet and dry roads, the driver has maximum traction available across all four wheels when accelerating and this results in even greater stability right up to the limit. In winter, too, the driver benefits from the axles being powered independently because the four intelligently driven wheels increase traction and the safety on icy roads. It all makes acceleration in the new BMW i8 a very dynamic experience – and over a wide range of speeds.

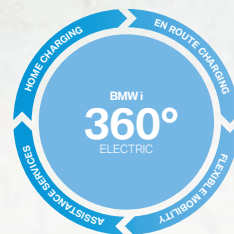
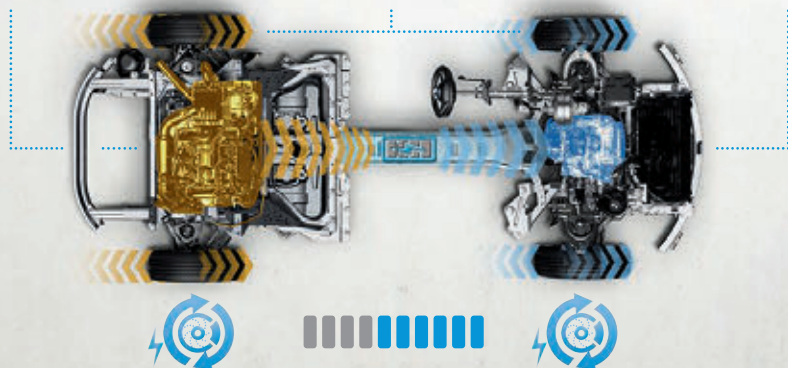
Rear-wheel drive. The BMW TwinPower Turbo petrol engine drives the rear axle.



Front-wheel drive plus rear-wheel drive = intelligent **all-wheel drive**.



Front-wheel drive. The electric motor drives the front axle.



2.5H¹

A SHORT CHARGE TIME FOR ENDLESS, ELECTRIFYING DRIVING ENJOYMENT.



BMW i 360° ELECTRIC: EVERYTHING CONSIDERED.

Electromobility made easy. The petrol engine and Intelligent Energy Management ensure an optimum energy balance while on the move. The lithium-ion high-performance battery¹ is charged via a generator during recovery phases with the power coming from Brake Energy Regeneration. Additionally, 360° ELECTRIC offers, among other choices within its range, a variety of charging options for the BMW i8.

Charge up at home. The new BMW i8 can be charged from any conventional 230-volt household socket using the standard cable supplied. This takes a maximum of 2.5 hours². With a special BMW i Wallbox Pure or Wallbox Pro, available from Original BMW i Accessories via your BMW partner, the process takes even less than two hours². BMW i, on request, also provides an installation service and can, for instance, arrange a green electricity contract for emissions-free driving enjoyment.

Charging en route. For comfortable and safe journeys, comprehensive services and products are available from BMW i 360° ELECTRIC. With ChargeNow, BMW i has established a network of integrated public charging stations. On the road, you can find BMW i partner charging stations via the navigation system integrated in the vehicle, a smartphone or the internet. The ChargeNow card provides access to the stations and also allows you to settle the bills after charging.

Flexible mobility. Available as part of the BMW Add-on Mobility service, this provides individual mobility solutions for short and long distances where drivers can, on request, switch to another BMW vehicle for a set period.

Assistance Services. Along with ConnectedDrive Services, specially developed for BMW i, BMW i Assistance Services offer, for example, attractive service and repair packages to cover work at fixed costs.



¹ The lithium-ion high-voltage battery has a long service life. However, should there be a defect in the lithium-ion high-voltage battery before eight years have passed and within the first 100,000km, your BMW i Agent will offer to rectify the defect free of charge.

² Dependent on the local electricity infrastructure and selected optional equipment. Charging time corresponds to a charge of 80 per cent of maximum capacity.

FOCUS ON THE ESSENTIALS: YOUR DRIVING EXPERIENCE.

EVERYTHING THE DRIVER NEEDS TO KNOW, ON TWO LARGE DISPLAYS.



Focal points. Two large displays in the new BMW i8 act as the interface between driver and vehicle. The instrument display, fully digitised for the first time, sits directly ahead. To the left is the speedometer, which shows current speed in a large digital format. And on the right, there's the so-called Powermeter, which keeps you informed on the performance of the BMW eDrive powertrain. In every drive mode – Comfort, Sport and ECO PRO – the instrument display always gives you the information you need.

In the middle of the horizontal dashboard, there is the 8.8-inch Control Display, which features the Navigation System Professional as standard.

It's easy to operate, thanks to the renowned BMW menu control and the iDrive Touch Controller on the centre console. The navigation system of the BMW i8, with the BMW i ConnectedDrive Services for navigation, has additional functions tailored to the specific requirements of the plug-in hybrid sports car.

The very innovative style of the graphics in the instrument cluster and Control Display also help the driver feel at one with the new BMW i8. All the information is displayed in crisp high quality and with a three-dimensional look in keeping with the BMW design ethos.



With the **BMW i Remote App** you can, for example, pre-air-condition the interior via your smartphone before entering the vehicle.



With **BMW i ConnectedDrive Services for navigation**, available charging stations are displayed, if desired, through the Navigation System Professional.

THE BMW i REMOTE APP PUTS THE NEW BMW i8 IN THE PALM OF YOUR HAND.

Stay connected and stay in control. The new BMW i8 features intelligent BMW i ConnectedDrive functions that are easy to control from your smartphone¹. With the intelligent BMW i Remote App – available for iOS and Android – you can search for local charging stations and check your car's electric-only range whenever you like. The smartphone app, any time and anywhere, also gives you access to other important data, including battery charge status, service requirements and vehicle location. You can even see if the windows and doors are closed.

Additionally, you can use remote control to air-condition the interior before a drive. Another function of the BMW i Remote App allows you to transfer addresses from your smartphone into the navigation system of your new BMW i8.

With the Teleservice Battery Guard, which can be activated via the BMW ConnectedDrive customer portal, you will be immediately notified by SMS or email if the battery charge drops below a certain level.



BMW ConnectedDrive
So connected, you're free.

¹ For information on compatible devices, see www.bmw.com/bluetooth

TOMORROW'S INNOVATION. ON THE STREETS OF TODAY.

BMW CONNECTEDDRIVE KEEPS THE DRIVER IN TOUCH WITH THE WORLD – INSIDE AND OUTSIDE OF THE CAR.



Image represents BMW Head-Up Display functionality.

BMW ConnectedDrive. With its intelligent services and assistance systems, BMW ConnectedDrive always has the right feature on hand for every driver of the new BMW i8. BMW ConnectedDrive services & apps offer more freedom through the all-round connection of driver, vehicle and

the outside world. Driver assistance systems not only make driving in a BMW safer, but also more comfortable. Intelligent systems ease the burden on the driver and minimise the dangers in traffic.



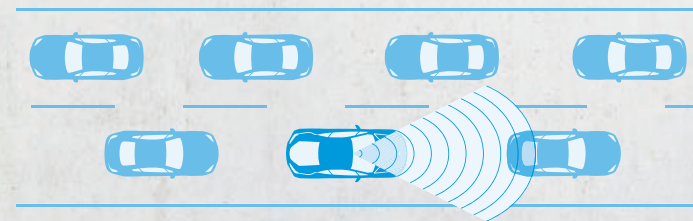
A HOST OF ASSISTANCE SYSTEMS FOR SAFE DRIVING.

BMW ConnectedDrive Services & Apps¹. These seamlessly connect you with all that matters to you, including the people you want to stay close to. Every feature has been developed to enhance the driving experience. Optional ConnectedDrive Services present a comprehensive selection of services and apps. They include Facebook, internet radio, Message Dictation and much more. You can receive, read and answer emails directly in the vehicle via BMW Online Office. And fuel stations, places of interest and, when abroad, foreign traffic rules can all be displayed en route.

The Concierge Service option connects you with a BMW call centre agent at the press of a button. The agent can, for example, find a desired restaurant, the closest ATM or an emergency pharmacy and can then send the address details directly to your navigation system on request. This option is only available in conjunction with ConnectedDrive Services.

BMW ConnectedDrive Driver Assistance. One stand-out example here is the full-colour BMW Head-Up Display, available on request. This projects important driving information directly into your field of vision, thus allowing you to concentrate fully on driving. Along with navigation details, it also supplies information from the driver assistance systems – for example, Speed Limit Info including the no-overtaking indicator, Check Control messages plus phone and entertainment lists. The driver registers information from the Head-Up Display up to 50 per cent faster than when looking at the instrument display or the Control Display. This significantly increases safety – and driving pleasure.

With the optional Driving Assistant package for the new BMW i8, including the Surround View feature, the car offers a variety of camera-based systems. The Driving Assistant includes Speed Limit Info plus the no-overtaking indicator, high-beam assistance, approach control warning and pedestrian warning with light city braking, Surround View and Side View with object recognition.



BMW ConnectedDrive
So connected, you're free.

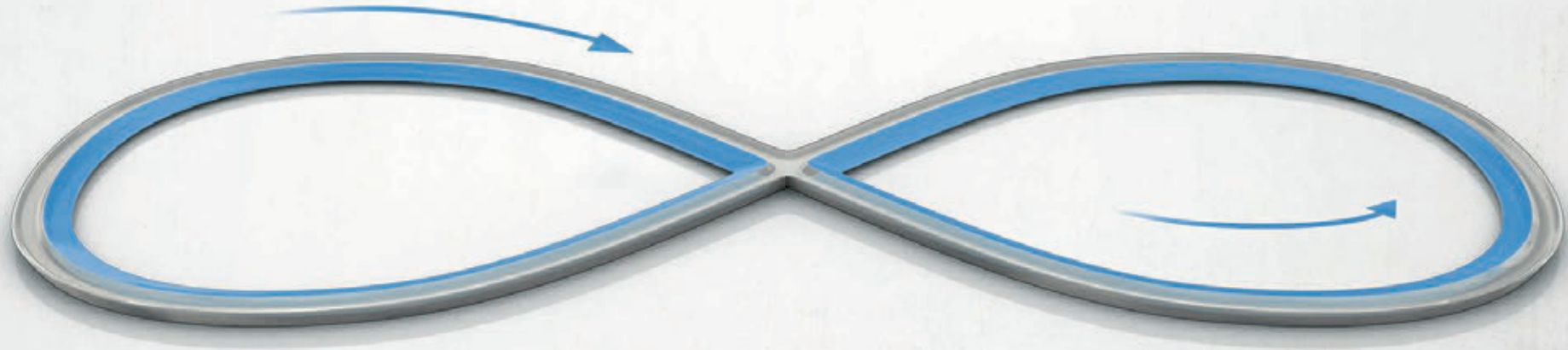
¹ For more information on BMW ConnectedDrive, in particular for terms of services, country-specific availability and costs, please go to www.bmw.com/ConnectedDrive/information.

HOLISTIC THINKING. WITH SUSTAINABILITY IN MIND.

THE NEW BMW i8 IS SUSTAINABLE, FROM DEVELOPMENT AND PRODUCTION, THROUGH TO USE AND RECYCLING.



The new BMW i8 and BMW i3 are produced in Leipzig using sustainably generated energy.



Thought through, to the smallest detail. The new BMW i8 demonstrates very clearly how sustainability is a central driving force for BMW i. Measurable objectives were agreed in the early phases of the development process and determined and documented during the car's manufacture – from the production of raw materials through to manufacturing, use and recycling. The results, as well as the entire life cycle of the BMW i8, are independently certified in accordance with ISO 14040/14044.

In the pursuit of sustainability, the carbon fibre manufacturing facility in Moses Lake (USA) operates entirely on renewable energy sourced from one of the largest hydro-electric plants in the world. Serving a similar goal, four impressive wind turbines were recently built at the BMW Leipzig site. Furthermore, the use of green electricity for charging the car's lithium-ion high-voltage battery reduces CO₂ emissions even further. Finally, thought has also gone into how the lithium-ion high-voltage battery can be recycled at the end of its service life. It could, for example, be used as a temporary energy store for solar and wind systems.

95%

OF THE MATERIALS NEEDED TO PRODUCE THE NEW BMW i8 ARE RECYCLABLE.

100%

PRODUCTION ENERGY FROM RENEWABLE WIND POWER AT THE BMW i LEIPZIG PLANT.

A SPORTY APPEARANCE WITH A LASTING EFFECT.



The new BMW i8 – like it was crafted from a single cast. The front, side, rear and roof overlap each other with fluid lines that create a distinctive, sculptural form. Further individuality is signalled by the intriguing scissor doors and the sporting ability promised by the car's proportions. Viewed from the front, the new BMW i8 is very low and wide, a manifestation of its agility and aerodynamic efficiency. Membership of

the BMW i family is instantly obvious from the very flat radiator grille, outlined in blue and almost closed, and the BMW i Blue highlights. The striking U-shaped LED headlights with extended features also create a distinctive, BMW i look. At its leading edge, the bonnet is lower than the wheel-arches, adding to the impression of sporting ability in its purest form.

The "black belt", a band in high-gloss black, emerges from a V shape on the bonnet and runs through to the rear with its U-formed LED lights. It's an impressive visual conclusion.

The long lines, flat silhouette and strong wedge profile give the new BMW i8 the recognisable outline of a sports car. They exude a strong,

forward-thrusting dynamic, even at standstill, aided by the "stream flow". A characteristic of BMW i vehicles, the stream flow describes the contours of the side windows and how they influence the path of passing air. Finally, the 20-inch light alloy wheels even further underscore the highly dynamic character of the new BMW i8.



Experience the equipment choices for the new BMW i8.

SPORTY AND LIGHT: THE NESO INTERIOR.

The BMW i8 Neso interior represents the future of sporting mobility in its purest form. The interior conveys a feel of uncluttered intelligence enhanced by the use of light-hued materials. There are functional textile accents in the doors and side trim panels, as well as light Spheric leather and clear material contrasts. They all serve to highlight the car's visionary

and sustainable concept and give it a living character. The bright Carum Grey leather is offset with black surfaces, thus creating a contemporary, open atmosphere. Additionally, the roofliner is available in Anthracite upon request.



Precisely balanced with the interior design: the four confident, expressive, metallic exterior colours for the new BMW i8. More information can be found on pages 54 | 55.

[01] Aided by the very slim lines of the upper dashboard, the interior has an airy and clean appearance. [02] The interior trim finishes have the Amido metallic surface. [03] The Sport leather steering wheel is distinguished by colour accents in pearlescent chrome and Satin Silver. [04] Strongly expressive details:

the textile accents in the leather upholstery of the seats and head restraints. [05] The contrast of the Carum Grey leather combined with black surfaces creates a light, modern feel.

INNOVATIVE AND MODERN: THE CARPO AMIDO INTERIOR.

The BMW i8 Carpo Amido interior (optional) has a classically dark feel but with a contemporary interpretation in Anthracite that conveys pure innovation and spirit. There's particular focus on the light Spheric leather of the seats, a finish that exudes high-quality. The ideal colour match is found in the Anthracite-black natural leather exclusively on the dashboard, door panels and side trim. The Amido leather colour combines with the black leather surfaces in the background to create a modern,

sporty character. The surfaces play with subtle colour contrasts and their shapes are emphasised by discreet accents in the decorative stitching. It all conveys the impression of hand craftsmanship. The BMW i8 Carpo Amido interior is rounded off by a leather Sport steering wheel with accents in pearlescent chrome and Satin Silver as well as the high-quality painted Amido metallic interior surfaces on the dashboard, centre console and doors. Roofliner in Anthracite is available on request.



Exclusively for this vehicle: the four confident, expressive, metallic exterior colours for the new BMW i8. More information can be found on pages 54 | 55.

[01] The Amido dark colour of the Carpo full-leather equipment is shown off to full effect by the discreet colour accents in the decorative stitching. [02] Comfortable and sporty: contoured seats in the Amido upholstery colour. [03] The interior trim finishes have the Amido metallic surface. [04] The dark interior

appears particularly refined in combination with accents in pearlescent chrome and Satin Silver on the Sport leather steering wheel. [05] Full Spheric leather with accent stitching.

LIGHT AND TRANSPARENT: THE CARPO IVORY WHITE INTERIOR.

The BMW i8 Carpo ivory-white interior (optional) Light leather surfaces with perforated accents on the seats combine with the classic anthracite-black colour pairing of the natural leather exclusively on the instrument panel, door panels and side trim. This brings out the functionality, elegance and sporting character of the BMW i8 Carpo Ivory White interior. Discreet colour contrasts in the stitching on the seats

emphasise the impression of a handmade interior. The overall concept is rounded off by the leather Sport steering wheel, with accents in pearlescent chrome and Satin Silver, as well as the painted Amido metallic dashboard surfaces, centre console and doors. Roofliner in Anthracite is available on request.



For the exterior appearance of your choice: the four confident, expressive, metallic exterior colours for the new BMW i8. More information can be found on pages 54 | 55.

[01] Classic colour contrasts: light and expansive Spheric leather in Ivory White on the seats and the anthracite-black exclusive natural leather on the upper sections of the instrument panel, the doors and side panels. [02] Interior trim surfaces in Amido metallic. [03] Colour accents in pearlescent chrome and Satin Silver

distinguish the Sport leather steering wheel. [04] Full Spheric leather, perforated and with accent stitching. [05] Comfortable and sporty: contoured seats in the Amido Ivory White upholstery colour

LUXURIOUS AND SUSTAINABLE: THE HALO INTERIOR.

The **BMW i8 Halo interior (optional)** redefines luxury in a new, sustainable way. The full-leather equipment combines high quality with natural aesthetics. Classic materials and colours stylishly interpret the "Next Premium" concept – as seen with the naturally tanned leather, exclusively in Dalbergia Brown with textile accents. This combines harmoniously with the Carum Grey and targeted BMW i Blue accents

on the stitching, seatbelt strap and Sport leather steering wheel. Bold light-dark contrasts in the doors, side trim panels and dashboard create a sporty ambience. The highly technical Amido metallic paintwork emphasises the elegant sweep around the air vents in the dashboard, the surface of the iDrive Touch Controller in the centre console and the handles in the doors.



Accentuate the sporty character: the four metallic exterior colours for the new BMW i8. More information can be found on pages 54 | 55.

[01] Aided by the slim lines of the two-colour upper section of the dashboard, the interior appears very airy, uncluttered and sporty. [02] Interior trim surfaces finished in Amido metallic. [03] Anthracite roofliner and safety belts in BMW i Blue are standard with the BMW i8 Halo design. [04] Expressive details: textile accents

in the leather upholstery of the seats and head restraints. [05] The interplay of light and dark areas is complemented by the BMW i Blue accents in the Sport leather steering wheel [06] Comfortable and sporty: contoured seats in the Dalbergia Brown upholstery colour.

EXCEPTIONAL LUGGAGE FOR AN EXCEPTIONAL AUTOMOBILE.

Louis Vuitton has always accompanied the great revolutions in travel with innovative products. In this case, the company has created a unique luggage series for the new BMW i8, which, in the style of the vehicle's passenger compartment, is made of carbon fibre. This special high-tech material – the result of many years of research and development – is extremely lightweight yet remarkably strong and offers exceptional impact, tear and abrasion resistance.

Like the new BMW i8, the series captivates with its unique design – elegant, masculine and distinguished. The iconic Louis Vuitton Damier chequerboard pattern is shown here in Carbon Grey, a perfect match with the vehicle colour. And true to the style of the house, the handles are in dyed natural leather. The Louis Vuitton signature is laser-etched into the outer fabric and the micro-fibre lining is in Black and Electric Blue, mirroring the strikingly individual colours of the new BMW i8.

For optimum use of space, all of the luggage in the series is custom built:

- The large weekender bag, which can be carried by hand or over the shoulder, perfectly fits the luggage compartment of the new BMW i8.
- The garment bag fits on the rear shelf.
- The business case, ideal for a laptop, is exactly matched to the shape of the rear seats.
- The small weekender bag can be placed on top of the business case and, like the other items in the series, features handles and a name tag in leather as well as the famous Louis Vuitton padlock.

The luggage series, made to measure for the new BMW i8, is exclusively available through the Louis Vuitton store. For more information, please visit www.louisvuitton.com.



SPORTINGLY INDIVIDUAL, POWERFULLY ATTRACTIVE.

An athletic sports car that shines with individual style. Two exterior colours, Protonic Blue and Crystal White Pearl Effect, have been developed exclusively for the new BMW i8 and all of the colour choices are metallic to highlight the car's fluid lines and elegantly moulded bodywork. The colouring of the accents around the doorsills, the lining of the radiator

grille and at the rear vary according to the colour of the body. For the Ionic Silver paintwork, the accents are always BMW i Blue. For Protonic Blue, they're in a matt Frozen Grey. With the Crystal White Pearl Effect and the Sophisto Grey Brilliant Effect, both types of accent colours are available.



Metallic B72
IONIC SILVER
with BMW i Blue accent



Metallic B97/B96
**CRYSTAL WHITE
PEARL EFFECT**
with BMW i Blue accent
or Frozen Grey metallic



Metallic C01
PROTONIC BLUE
with Frozen Grey metallic
accent



Metallic C23/C22
**SOPHISTO GREY
BRILLIANT EFFECT**
with BMW i Blue accent or
Frozen Grey metallic



Large, sporty and efficient. Generously dimensioned, 20-inch BMW EfficientDynamics BMW i light alloy wheels Turbine Styling 444 with mixed tyres are fitted as standard. In pursuit of aerodynamic efficiency and to reduce rolling resistance, they have a faired appearance and wear relatively narrow tyres. At the same time, the tyres are as wide

as is needed to transfer all of the plug-in hybrid sports car's performance to the road. The large wheel diameter helps to maximise the tyre contact area, too. The wheels are particularly lightweight for their size and suit the dynamic character of the new BMW i8. Two further 20-inch BMW i light alloy wheels, with an open design, are available.

[01] BMW EfficientDynamics 20" BMW i light alloy wheels Turbine Styling 444 with mixed tyres. Front: 7 J x 20, 195/50 R20. Rear: 7.5 J x 20, 215/45 R20. [02] 20" BMW i light alloy wheels Turbine Styling 625, with mixed tyres. Front: 7.5 J x 20, 215/45 R20. Rear: 8.5 J x 20, 245/40 R20. [03] 20" BMW i light alloy wheels W-spoke 470, with mixed tyres. Front: 7.5 J x 20, 215/45 R20. Rear: 8.5 J x 20, 245/40 R20.

STANDARD/OPTIONAL EQUIPMENT AND ACCESSORIES.



[01] Lighting package (optional) provides a choice between three colours for interior ambient light, underscoring the modern and progressive character of the new BMW i8. [02] Safety belts in BMW i Blue (optional) for a striking look (featured with the BMW i8 Halo interior). [03] LED headlights with extended features (optional) provide exceptionally effective road illumination. The flat headlights, surrounded by U-shaped arcs of light, create a particularly distinctive look. [04] Full-colour BMW Head-Up-Display (optional) projects driving-related information directly into the driver's field of vision, enabling full concentration on the road. [05] Harman Kardon HiFi loudspeaker system (optional) provides excellent audio quality. A powerful digital amplifier and 11 speakers precisely aligned to each other offer an impressive interior soundscape. [06] ISOFIX system (optional) in the rear allows convenient and safe securing of BMW and other child seats. [07] Comfort Access offers easy opening and starting of the new BMW i8 without needing to have the key in your hand. [08] Loading-edge protection (Original BMW Accessories) reliably protects the paint on the loading edge from damage when loading and unloading. [09] Acoustic pedestrian protection (optional, not shown). [10] Driving Assistant (optional, not shown).

COMPREHENSIVE MOBILITY SERVICES.



Thought-through mobility. With the new BMW i8, you are acquiring an innovative car and, at the same time, intelligent solutions for improved mobility – inside and outside of the vehicle.

INTELLIGENT SOLUTIONS FOR EVERYDAY MOBILITY.

BMW i Mobility Services. BMW i is not only about innovative electric and hybrid vehicles. It also stands for a far-reaching sustainable mobility concept in which vehicles and mobility services are intelligently linked. In this way, urban mobility with or without a vehicle can be more flexible and efficient.

DriveNow is the car sharing service from BMW i, MINI and SIXT that gives people the flexibility to hire vehicles when and where they need them. It's an urban mobility concept that abides by the motto: "Get in anywhere, get out anywhere". Costs are calculated by the minute and public parking and fuel expenses are included. Available vehicles can be found using an app, the website or even directly on the road. A chip on the driver's licence acts a key. DriveNow is currently available in Munich, Berlin, Dusseldorf, Cologne, Hamburg and San Francisco. More cities are planned.
www.drive-now.com

ParkNow is an app and web-based parking service. It gives a clear picture of the parking situation in the city and sorts partner parking lots by price and distance. It even finds out availability of services such as battery charging stations and car washes. With ParkNow, you can also reserve a space in advance and benefit from direct navigation to the selected destination. An electronic ticket secures access to the car park and the fee is automatically charged to your credit card on leaving. This all takes away the stress of searching for a space, doubts about the cost and the inconvenience of looking for change or your ticket at the exit. ParkNow is currently available in the Greater San Francisco area and will be expanded to other cities in the near future.
www.park-now.com

BMW i Ventures. The BMW Group has launched BMW i Ventures – a venture capital firm with headquarters in New York City – in order to optimise the conditions for the use and promotion of innovative mobility services. BMW i Ventures invests in companies with high potential when it comes to mobility and the current portfolio ranges from parking and charging services to an interactive city guide. Specific examples include Park@myHouse, Life360, InstantCab, Chargemaster and Chargepoint. The portfolio is also constantly expanding.
www.bmw-iventures.com

BMW FINANCIAL SERVICES.



As unique and exceptional as the new BMW i8 and the BMW i concept itself. The offers from BMW Financial Services related to sustainable and emissions-free mobility are tailor-made for the BMW i8 driver fascinated by the plug-in hybrid sports car.

BMW Financing and BMW Leasing. BMW Financing supports your journey, with individual models, on the way to ownership of your own BMW i vehicle. It also provides the basis for all further insurance and mobility offers from BMW Financial Services. Base financing provides your liquidity and you benefit from a fixed rate for the full term, after which the vehicle belongs to you. With the flexible leasing offers from BMW Financial Services, you can realise the dream of driving pleasure in the new BMW i8. Easy, convenient and uncomplicated, BMW Leasing gives you all the financial freedom you need. This is the case whether you use your BMW i8 purely for business or mainly for private use.

BMW Automotive Insurance. Electrifying driving pleasure is an entirely new experience – an experience you are sure to love. To help make sure you feel as safe and secure in your vehicle as possible, we offer tailor-made insurance offers. The basis is comprehensive liability protection, flexibility when it comes to excess levels and professional repairs in BMW i approved facilities in case of damage. It all means you are best prepared when you venture into pioneering new territory with your new BMW i8.

BMW i Wallbox. Whether you finance, lease or pay cash for your new BMW i8, BMW Financial Services gives you the flexibility to finance the installation and maintenance of the BMW i Wallbox, your own private charging station. Mounted on your house or garage wall, it charges the new BMW i8 up to 30 per cent faster than the standard charging cable and, with its unique design, is a visual highlight. A convenient installation service is also offered as well as an innovative power supply solution from the BMW Green Energy programme.

BMW Add-on Mobility.* This ensures flexibility, always and everywhere, even at short notice. If, for example, you need extra space for a particular drive, you can simply switch to a conventional BMW model. With BMW Add-on Mobility you have all the freedom of movement you could ever need.

* In cooperation with SIXT GmbH & Co. Autovermietung KG.

WHAT CAN WE DO FOR YOU?

Customer Care. BMW i Customer Care is perfectly suited to meet your needs and desires. For any questions about the new BMW i3 or any other aspect of BMW i, direct, personal and expert advice is always on hand at: info@bmw-i.com.au

Dealer search. The BMW i Dealers are looking forward to hearing from you and answering all your questions about BMW i. Find your nearest BMW i Dealer at: www.bmw-i-dealer.com.au

Configurator. Find out more and personally configure your own new BMW i3 at: www.bmw-i.com.au

BMW i App. With the BMW i App, you can gain a new understanding of BMW i – which is strongly defined by sustainability – and see if it meets your needs. Review your current driving behaviour in the city and interactively explore the range of BMW i models to see which one is right for you. The app also features an interactive map that shows range in the various drive modes. Simply search for the BMW i App in the BMW App Store or through Google Play and install.

Test drive. Register online now for a test drive and experience the new BMW i3 for yourself at: www.testdrive.bmw-i.com.au Alternatively, simply contact your local BMW i Agent.

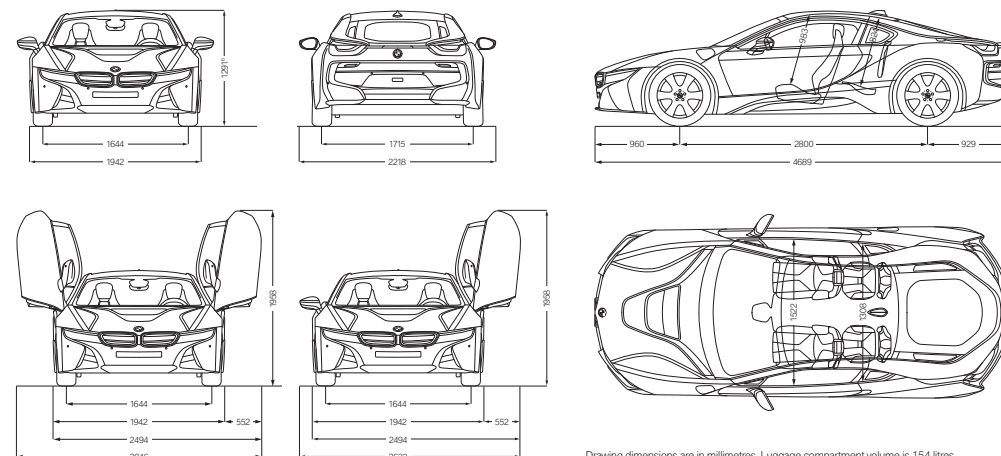
TECHNICAL DATA. THE NEW BMW i8.

Technical data	BMW i8	
Weight		
Unladen weight DIN ¹	kg	1485
BMW eDrive		
Electro-synchronous motor		
Max output	kW (hp)	96 (131)
Rated output/speed	kW (hp)/rpm	75 (102)/4800
Max. torque	Nm	250
Engine		
Cylinders/valves		3/4
Capacity	cm ³	1499
Stroke/bore	mm	94.6/82.0
Rated output/engine speed	kW (hp)/rpm	170 (231)/5800
Max. torque/engine speed	Nm/rpm	320/3700
Emissions standard		EU6
Performance		
Top speed (restricted)	km/h	250
Acceleration 0–100km/h	s	4.4
Acceleration 80–120km/h	s	3.4/4.0
Fuel consumption²		
Combined	l/100km	2.1
CO ₂ emissions	g/km	49
Tank capacity	l	42 ³
Energy consumption		
Combined (NEFZ)	kWh/100km	11.9
High-voltage battery capacity		
Battery type/net battery capacity	in kWh	Li-Ion / 5.2
Electric range (NEFZ)	km	37
Maximum overall range, combined	km	600
Charge time (with BMW i Wallbox Pure iPro ⁴)	h	< 2.0 ⁴
Charge time (household socket)	h	< 2.5 ⁴

The lithium-ion high-voltage battery has a long service life. However, should there be a defect in the lithium-ion high-voltage battery before eight years have passed and within the first 100,000km, your BMW i Agent will offer to rectify the defect free of charge. Please see the BMW i battery certificate for details.

CO₂ emissions that are created by the production and preparation of the fuel or other energy sources were not taken into account in determining the quoted CO₂ emissions.

¹ EU unladen weight is 1,560kg (figure includes 75kg for the driver). DIN or EU unladen weight applies for vehicles with standard equipment. Optional equipment increases this value.
² Fuel consumption is determined in accordance with the ECE driving cycle. CO₂ emissions are measured in addition to fuel consumption. Optional equipment may increase these values.
³ With larger fuel tank option. 35 litres without this option.
⁴ Depending on local electricity infrastructure. Charge time corresponds to a charge of 80% of maximum capacity.
⁵ Expected to be available from second quarter of 2014.
⁶ With roof fin, height is 1,297mm.



Drawing dimensions are in millimetres. Luggage compartment volume is 154 litres.

BMW i8



The Ultimate Driving Machine

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