



ONE WAY

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BMW i3
BMW i8



The Ultimate
Driving Machine®

FUELED BY INNOVATION.

BMW i. BORN ELECTRIC.

bmwusa.com/bmwi

THE ULTIMATE DRIVING MACHINE[®] MEETS THE ULTIMATE GOAL: SUSTAINABILITY.



What happens when you get behind the wheel of an electric-drive Ultimate Driving Machine? Touch the Start/Stop button – two flat-panel instrument displays spring to life and a new driving lifestyle begins. Press the accelerator pedal and you surge forward. In that instant, torque is powerfully evident. Release the accelerator pedal and feel the instant braking effect of Brake Energy Recuperation. The handling, thanks to near-perfect 50/50 weight distribution and the low center of gravity, is precise and confident. The view out through expansive windows: panoramic. The feeling inside: relaxed, easy-going, vibrant. Welcome to a new personal mobility lifestyle. Welcome to BMW i.



Premium quality and high performance with a focus on sustainability.

BMW i: an innovative new automotive brand combining premium quality and high performance with a focus on sustainability. The BMW i3 is the first production car from BMW to be designed from the ground up as an electric-drive vehicle, not a retrofit of an existing gasoline-fueled model. It is followed by the BMW i8 – a plug-in hybrid offering truly exhilarating sports-car performance with the advantage of small-car levels of fuel consumption and emissions.



WE REFUSED TO RECYCLE OLD THINKING.

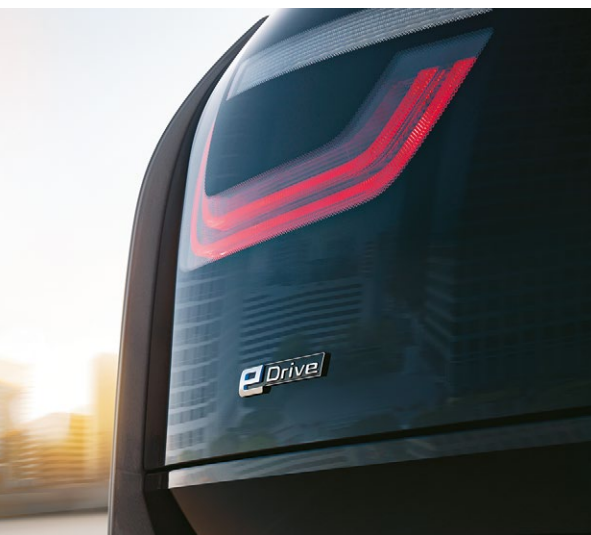
To accommodate the battery size that was required to provide practical, electrically driven range, our engineers went on a quest to greatly reduce the weight of the body and chassis. Thus, the concept of LifeDrive architecture was born. This innovative vehicle construction consists of two separate functional units.

The upper Life Module is a high-strength yet extremely light passenger module made primarily from molded carbon-fiber-reinforced plastic (CFRP).

The lower Drive Module is made from aluminum and integrates the battery, electric drivetrain, suspension and crash-absorption components.

The LifeDrive provides the foundation of the premium driving experience you would expect of any BMW, in an advanced electric-drive car.







eDRIVE POWER: PROOF THAT PRESERVING THE PLANET IS FUN, TOO.

Step in and step on it. Then prepare to be pushed back in your seat instantly, silently. This unique sensation comes from the instantaneous torque that only the advanced electric-drive powertrain of eDrive can deliver. Continue to press the accelerator pedal and it rapidly pours on consistent, forward thrust. eDrive technology also offers the advantage of One Pedal driving: the instant you release the accelerator pedal – before even touching the brake – Brake Energy Recuperation briskly slows you down, as it recuperates and stores brake energy back into the battery. By lifting off the accelerator slowly, you achieve progressive deceleration. This firm, low-speed One Pedal braking effect allows you to use the accelerator pedal to speed up and slow down in traffic – perfect for driving in urban environments.

BMW developed eDrive through years of research followed by real-world testing by thousands of drivers over three continents. It's proven and ready to provide a singular driving experience so gratifying, you'll want to stay electrified.

360° ELECTRIC™ HELPS YOU CHARGE UP, NO MATTER WHERE YOU TRAVEL.

BMW i is more than technological innovation – it represents a radical shift in the driving experience, one in which the pump nozzle is replaced by a charging station that fuels while you eat, sleep or work, so you don't have to carve time out of your day for fueling. The 360° Electric Lifestyle, offered by BMW i, includes well-designed services to make e-mobility effortless and convenient, so you can focus on the joy of driving electric.

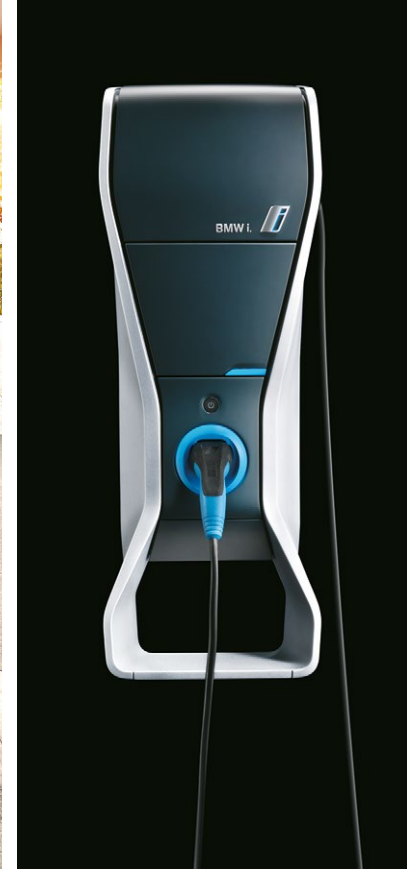
We offer a smart, simple and efficient way to charge your vehicle with the BMW i Home Charging Station, available with concierge-style BMW Installation Services.¹ Offered exclusively at BMW i Centers, this station and its installation can be financed together with the vehicle, and both come with a 36-month limited warranty. Simple to use, the BMW i Home Charging Station can recharge the BMW i3 in as little as 3.5 hours. And, with the BMW Solar Energy Program,² BMW i customers can take advantage of an exclusive 10% discount to generate their own renewable energy at home to fuel their e-mobility lifestyle.

For convenient recharging on the road, each BMW i vehicle comes with two complimentary ChargeNow cards. Similar to E-ZPass® or FasTrak®, ChargeNow offers simple, single-card access to the entire ChargePoint network of public charging stations, including stations located at select BMW Centers. For even faster vehicle charging, BMW i includes, as standard, the DC Charging (SAE Combo) port on every 2015 BMW i3.³ As the first electric vehicle manufacturer to include DC Fast Charging as standard equipment, BMW i ensures that you can take advantage of the growing network of publicly available DC Fast Chargers, now and in the future, capable of charging the BMW i3 up to 80% in approximately 20-30 minutes. Additionally, the BMW i Remote App and BMW Navigation Professional system deliver BMW ConnectedDrive® services. BMW ConnectedDrive enables you to locate the nearest available public charging stations, as well as monitor your charging station remotely, so you know when your BMW i vehicle is ready to drive.

¹ BMW i vehicles also come standard with an Occasional Use Cable, which can be plugged into an ordinary 120-volt dedicated (standard household) outlet for infrequent "topping off."

² Available in select markets.

³ Standard on Model Year 2015 BMW i3 vehicles; optional on Model Year 2014 vehicles. DC Fast Charging is typically available at public charging stations.





WE'RE WITH YOU. EVERY MILE. EVERY DAY.

Drive with the confidence of a mobility ecosystem to cover almost any situation.

Every trip includes the security and peace of mind that come with the support of BMW Assist eCall.™ A wireless phone integrated into BMW i vehicles lets you communicate with a response specialist 24/7, while the Global Positioning System (GPS) satellite receiver determines your location. And with BMW ConnectedDrive,® you'll have access to a live agent who can guide you to restaurants, points of interest and the nearest charging stations, as well as arrange for BMW Roadside Assistance.

Your smartphone and tablet also add to the confidence equation. The BMW i Remote App keeps you connected to your BMW i3 or i8, monitoring battery level, charging status and other charging-related functions, like heating and air conditioning. The app can also provide your car's location, precondition the interior, lock doors, honk the horn or flash the lights.

Keeping your electric lifestyle focused on the joy of driving, 360° Electric™ offers solutions for all your mobility needs. For example, the Alternate Mobility Program provides customized solutions for that occasional long-distance trip, while DriveNow is a car-sharing service with a fleet of 100 percent all-electric vehicles, currently available in San Francisco.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



EXERCISE YOUR POWER TO CHOOSE.

BMW i3 all-electric vehicle.

The BMW i3 is designed and built from the ground up as an electric-drive vehicle. Thanks to its ultra-lightweight and strong LifeDrive architecture, coupled with an advanced battery system, cutting-edge controls and high-efficiency electric motors, the BMW i3 has a lively 0–60 mph time of 7 seconds.¹ Charging time is as little as 3.5 hours with the BMW i Home Charging Station, and just 20-30 minutes² for an 80% charge using the DC Charging port that comes standard with every BMW i3.³ The BMW i3 features Brake Energy Recuperation – which, when you lift off the accelerator pedal, converts that kinetic energy into electricity that is fed back into battery storage to help enhance overall range.

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

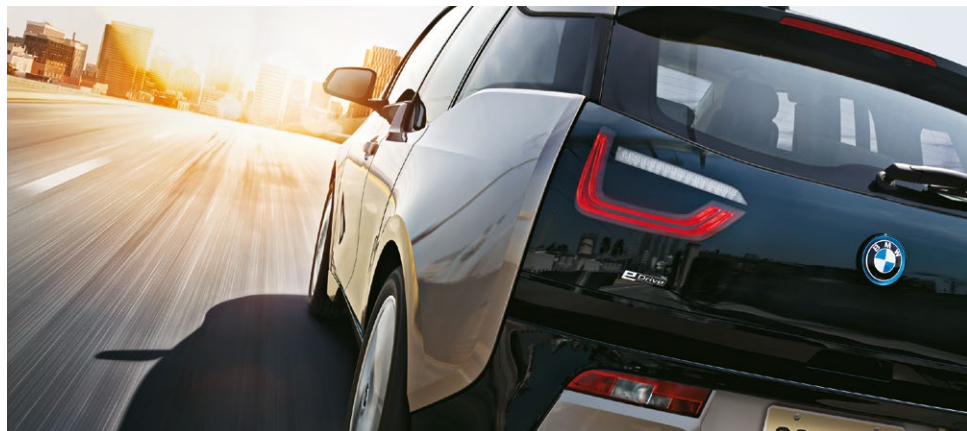
² DC Fast Charging is typically available at public charging stations.

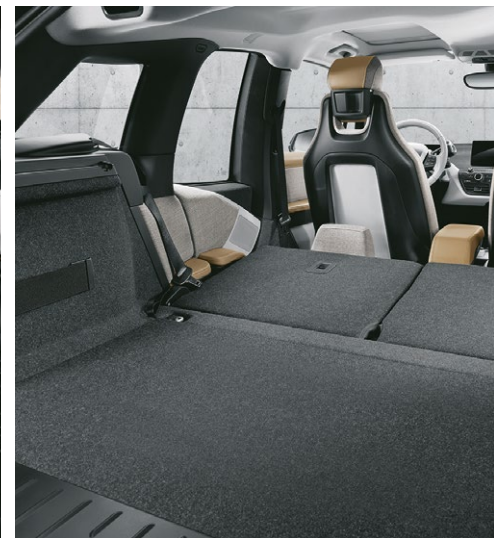
³ Standard on Model Year 2015 BMW i3 vehicles; optional on Model Year 2014 vehicles.



BMW i3 with Range Extender.

The BMW i3 is an electric-drive vehicle that offers both full-battery and Range Extender versions. The latter adds peace of mind by helping to eliminate range anxiety when charging stations are not readily available. The Range Extender applies BMW's decades of experience with small internal combustion engines by adding a lightweight and efficient two-cylinder gasoline engine to the BMW i3. When the initial charge is depleted to approximately 6.5 percent, the Range Extender starts, seamlessly and smoothly, to maintain the battery's state of charge. This greatly extends the range of the vehicle, based on driving habits and environmental conditions. Unlike other hybrid systems, the engine only produces electricity to charge the battery; it never directly drives the wheels.





ITS ONLY EXCESS IS EXCITEMENT.

The BMW i3: a unique combination of elegance, luxury, performance and sustainability.

You feel it the moment you set eyes on the BMW i3, with its sporty black-band top that stretches from hood to tailgate. The shape is wind tunnel-tuned for optimum aerodynamic, low-drag performance. Coach-style doors are hinged at the outer edges to open the sides wide to welcome you in, without a center pillar to obstruct. Inside, the stunning light-filled interior maximizes space by structuring lines and surfaces into layers. There's no center tunnel, opening the way for passengers to exit through the opposite door in tight spots. The driver's seat is located higher to provide a more commanding view of the road. A place for cups? Two in front with an option for one more; two in back. A place for luggage? Split-folding rear seats accommodate two passengers or fold down to stow more cargo. Renewable natural fibers and materials are applied throughout the compartment. Inside and out, we designed the BMW i3 with the conviction that saving our environment needn't be boring. It can, actually, be fun.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



DISCOVER DYNAMIC NEW WORLDS.

With the BMW i3, it's easy to select an interior and exterior World to suit your driving style.

The base Mega World comes with 19-inch Star Spoke (Style 427) BMW i light alloy wheels; seats upholstered in Mega Carum Spice Gray SensaTec and Cloth; BMW Assist eCall,TM Remote Services and BMW TeleService; DC Charging¹ and a 7.4 kW on-board charger; LED Headlights, BMW Navigation system and SiriusXM[®] Satellite Radio.









The next level is Giga World, with all Mega World features plus 19-inch Turbine (Style 429) BMW i light alloy wheels, seats upholstered in Giga Cassia Natural Leather and Carum Spice Gray Wool Cloth, Universal garage door opener and Comfort Access.









You'll find everything from Mega and Giga Worlds in the top-of-the-line Tera World, which also adds luxurious Tera Dalbergia Brown Full Natural Leather upholstery and 19-inch Turbine (Style 428) BMW i light alloy wheels.



¹ Standard on Model Year 2015 BMW i3 vehicles; optional on Model Year 2014 vehicles.

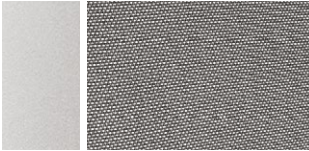
BMW i3 exterior paints		Accent colors	
Arravani Gray (Non-metallic)		BMW i Frozen Blue	
Capparis White (Non-metallic)		BMW i Frozen Blue	
Ionic Silver Metallic		BMW i Frozen Blue	

BMW i3 exterior paints		Accent colors	
Solar Orange Metallic		BMW i Frozen Gray	
Laurel Gray Metallic		BMW i Frozen Blue	
Andesite Silver Metallic		BMW i Frozen Blue	

BMW i3 WORLDS.


Mega World

Upholstery



Carum Spice Gray SensaTec
and Carum Spice Gray Cloth

Wheels




Star Spoke
19" – Style 427 with all-season tires


Giga World



Cassia Natural Leather
and Carum Spice Gray Wool Cloth



Turbine
19" – Style 429 with all-season tires




Double Spoke (optional)
20" – Style 430 with summer tires


Tera World



Dalbergia Brown
Full Natural Leather



Turbine
19" – Style 428 with all-season tires



Double Spoke (optional)
20" – Style 430 with summer tires

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec.

Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

LET'S ADD EFFICIENCY TO THE DEFINITION OF SPORTS CAR.

The BMW i8: Prepare to feel an exhilaratingly unique driving experience.



Combine the matchless responsiveness and efficiency of electric drive with a powerful three-cylinder TwinPower Turbo gasoline engine and you achieve the sweet spot between sports-car excitement and small-car efficiency. The BMW i8 plug-in hybrid is agile, quick and ultra-efficient. Experience the feel of 0–60 mph in 4.2 seconds¹ and dynamic four-wheel drive that results in eye-popping cornering power. Then check its amazing efficiency.

The BMW i8 adapts advanced BMW eDrive technology to the level of an ultra-high-performance sports car. You gain up to 15 miles of full battery-powered, zero-emissions range, with the ability to engage the TwinPower Turbo's 228 hp and 236 lb-ft of torque. The power of the electric motors and the gasoline engine combine on demand to produce 357 hp and 420 lb-ft of torque. In this ultra-lightweight sports car, hybrid meets high performance – with astounding results.

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

BMW i8 FEATURES.

Exterior paints



Ionic Silver Metallic (BMW i Frozen Blue accent only)



Crystal White Pearl Metallic



Sophisto Gray Metallic

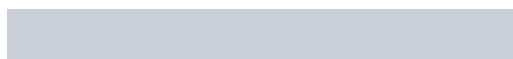


Protonic Blue Metallic (BMW i Frozen Gray accent only)

Exterior accent colors



BMW i Frozen Blue



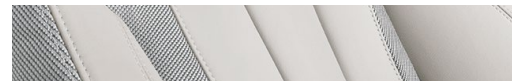
BMW i Frozen Gray

Wheels



W Spoke 20" – Style 470 with mixed tires

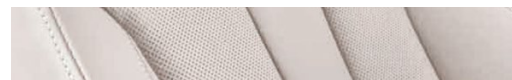
Upholstery



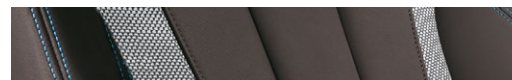
Mega Carum Spice Gray Leather with Cloth highlight



Giga Amido Black Full Perforated Leather



Giga Ivory White Full Perforated Leather



Tera Exclusive Dalbergia Brown Full Natural Leather with Carum Spice Gray Cloth



Pure Impulse Carum Spice Gray Full Perforated Leather*

* Limited-edition interior offered only in 2014/2015 while supplies last.

Optional wheels



Turbine 20" – Style 625 with mixed tires

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec. Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

LET BMW FINANCIAL SERVICES HELP POWER YOUR ELECTRIC DREAMS.

Just as BMW i is more than just a form of transportation, BMW Financial Services is more than just a means to driving a vehicle.

Equally as innovative as the BMW i3 and i8 is the flexibility that BMW i drivers enjoy when financing their vehicle with BMW Financial Services. It is a company dedicated to making your BMW i ownership experience as rewarding and easy as possible, with customized lease and financing options, flexible payment plans and innovative protection products.

For more information on BMW Financial Services and the special products for BMW i owners, visit bmwusa.com/fs.

Technical data		BMW i3	BMW i3 with Range Extender	BMW i8
System output	hp	170	170	[357]
Maximum torque	lb-ft	184	184	[420]
Acceleration 0–60 mph ¹	sec	7.0	7.8	4.2
Top speed ²	mph	93	93	75 [155]

Figures in [] represent BMW i8 hybrid mode.

Note: All data are provisional and subject to official confirmation. The provisional power consumption figures have been calculated based on the ECE test cycle.

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

² Top speed limited electronically.

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Unlike solvent-based inks, the environmentally friendly soy-based inks used to print this brochure contain low levels of VOCs (volatile organic compounds), which helps to reduce air pollution by minimizing toxic emissions. Use of this paper sustains natural American forests, supports independently certified fiber sourcing, and reduces fossil fuel emissions through the use of renewable biomass and hydroelectric power. The paper was produced using 66% on-site sustainable energy sources: emissions-free hydroelectricity from the Hudson River and biomass co-generation from wood waste.

