

# BMW i MOTORSPORT MEDIA GUIDE.

THE NEW BMW iFE.18 AND BMW i ANDRETTI MOTORSPORT.  
SEASON 5, ABB FIA FORMULA E CHAMPIONSHIP.



Sheer  
Driving Pleasure



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### **Dear Media Representatives,**

BMW's official entry in the ABB FIA Formula E Championship is a very special moment for the brand and everyone involved in this ambitious project. The BMW iFE.18 is the first single-seater car that we have fielded in a global racing series for many years. The powerful heart of the new car is the innovative BMW i drivetrain, which has arisen from an unprecedented close collaboration between engineers in the production and racing divisions.

With a completely new approach to sustainability and events, Formula E has established itself as one of the top race series in the world within a matter of a few years. BMW has been involved from day one as Official Vehicle Partner. We already believed in the concept of the series before the public was particularly aware of it. Formula E's rapid development shows that BMW was dead right. In the meantime, virtually all of our competitors have followed our example and will be involved in Formula E in the future.

The sporting results are obviously important to us, however, the project is about far more than just race action. The competitive environment in Formula E is a perfect test laboratory for production development. In no other project at BMW is the transfer of technology between motor

racing and production this direct. The BMW iFE.18 is a collaborative effort between many different departments within the BMW Group. We are using Formula E to demonstrate BMW's technological expertise in the field of E-mobility and as a catalyst for the development of future production drivetrains.

We are very much looking forward to taking on an exciting challenge with BMW i Andretti Motorsport, good drivers, and the new BMW iFE.18.

This Media Guide offers you an insight into the technology and design of the BMW iFE.18. We also introduce our team and drivers. I hope this information helps you with your job!

Sincerely

Jens Marquardt



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## BMW i: PIONEER IN ELECTROMOBILITY.

Breaking new ground and driving innovation: these are the values shared by BMW i and the ABB FIA Formula E Championship. Back in 2007, with project i as the predecessor to BMW i, the BMW Group looked to a holistic approach to electromobility. In 2013, production started on the fully-electric BMW i3, which soon developed into a successful model. This early decision to focus on electromobility has allowed BMW to achieve a leading position in today's electric car market.

In 2017, the BMW Group delivered more than 100,000 electric cars around the world. The company's goal for 2018 is to put a further

140,000 electric cars on the road. An array of new models is planned for the coming years: by 2025, the BMW Group will offer 25 fully or partially-electric vehicle versions in global markets.

This is all made possible by the constant development of technology. With the fifth generation of the electric drivetrain and battery technology from 2021, it will be possible to equip all ranges of models with any type of drive, thanks to scalable E-modules. Future generations of BMW i models will benefit from knowledge gained through the development and running of the drivetrain in the BMW iFE.18 Formula E car.



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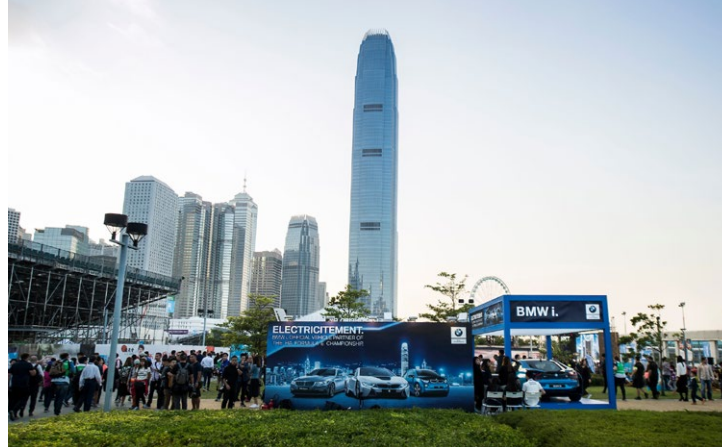
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## FASCINATING ABB FIA FORMULA E CHAMPIONSHIP.

### **The idea.**

The ABB FIA Formula E Championship is the world's first race series for fully-electric, single-seater cars. The concept emerged in 2012, when FIA President Jean Todt had the idea of bringing the potential of sustainable mobility to the fore. Alejandro Agag, founder and CEO of the series, has created an international entertainment brand with a focus on motor racing. Formula E has since established itself with exciting races, innovative approaches and spectacular events in some of the world's biggest cities.

### **The venues.**

Formula E takes motor racing straight to people in urban areas. Without emissions and noise pollution, it is able to implement the concept of city races more consistently than any other racing series in the world. Over the course of the first four seasons, Formula E races have been held in such major global cities as New York, Montreal, Buenos Aires, Mexico City, London, Paris, Berlin, Rome, Hong Kong and Beijing. The city centres, with their famous landmarks, have often provided impressive backdrops.

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# BMW i IN THE ABB FIA FORMULA E CHAMPIONSHIP.

BMW i and the ABB FIA Formula E Championship have been partners from day one. When the series was launched in September 2014, BMW was already involved as Official Vehicle Partner and believed in the concept. Since then, BMW i has not only provided the entire fleet of safety cars, but has also actively helped to shape the development of Formula E. Entering the series with BMW i Andretti Motorsport in Season 5 is the next logical step in this close partnership.

## The BMW i vehicle fleet.

BMW i is “Official Vehicle Partner” of the ABB FIA Formula E Championship in Season 5. Spearheading the BMW i fleet is the

BMW i8 Coupé Safety Car, modified with BMW M components (combined fuel consumption: 1.8 l/100 km; combined energy consumption 14.0 kWh/100 km; combined CO<sub>2</sub> emissions: 42 g/km)\*. As well as the BMW i8 Coupé, the BMW i fleet also includes the BMW i3s (combined fuel consumption: 0.0 l/100 km; combined energy consumption: 14.3 kWh; combined CO<sub>2</sub> emissions: 0 g/km)\* as “Race Director Car” and the BMW 530e iPerformance (combined fuel consumption: 2.2-2.1 l/100 km; combined energy consumption: 13.6-13.3 kWh/100 km; combined CO<sub>2</sub> emissions: 49-47 g/km)\* in its role as “Medical Car”.





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## FORMULA E: TECHLAB FOR iNEXT.

BMW i Motorsport's driving force is the development of innovative technologies in the field of electromobility, with relevance to series production. Formula E is the ideal platform for the future of mobility and a technology laboratory for iNEXT and future generations of BMW i models. The technology transfer between motor racing and production development at BMW has never been as direct as on the Formula E project. The same engineers who are developing production drives for BMW i models also worked on the drivetrain for the Formula E car, sometimes in the same production facilities.

The collaboration between the motor racing and production departments worked as a cycle. The Formula E drive benefitted from the experience of production engineers during its development. In the future, knowledge acquired in Formula E will flow directly into the development of future production drives for forthcoming BMW i models. Motor racing makes it possible to test new materials, technologies and working methods under extreme conditions without having to take limiting factors into consideration.



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## KEY SPECS OF THE GEN2 CAR.

- Length: 5,160mm
- Width: 1,770mm
- Height: 1,050mm
- Max. power: 250kW
- Race mode: 200kW
- Acceleration: 0-100 in 2.8 seconds
- Max. power regeneration: 250kW
- Minimum weight (incl. driver and battery): 900kg



# THE NEW BMW iFE.18.

In accordance with Formula E regulations, the BMW iFE.18 has a standard chassis. The new Gen2 car, which will be used for the first time in Season 5, not only looks spectacular, but also boasts improved performance and greater efficiency. The change of cars required previously in Formula E is no longer needed. This advance was one of the prerequisites for BMW joining the series.

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# THE DESIGN OF THE BMW iFE.18.

The design of the BMW iFE.18 is defined by the urban context of Formula E. Michael Scully, Head of Design BMW Motorsport, gives you all the details.

**Michael Scully:** “Formula E races are held on tight circuits in city centres, and we recognised that spectators typically see the cars from positions that are higher and closer to the track than in many other forms of racing. We’ve embraced that unique constellation, and the top view of the car is where we started: it sets the overall schematic for the livery of the BMW iFE.18.”



## DESIGN FACTS.

- The iconic blue and white quarters of the BMW logo are the basis for a bold scale composition; structuring each key view of the BMW iFE.18.
- The alternating sequence of contrasting colours and shapes provide maximum visibility at racing speeds and make the BMW iFE.18 unmistakably a BMW.
- The daring asymmetrical layout also shares the functionally-derived non-reflective matte black cockpit element seen on 2018 BMW M Motorsport liveries.
- A colour gradient from light blue at the front of the car to dark blue at the rear conveys motion and transition: both relevant themes in the context of E-mobility.
- Imbedded within the livery is a connective graphic network of blue and purple “veins” carrying the natural colours of raw electricity throughout the BMW iFE.18.
- Occasional purple “synapses” propagate at network intersections and grow in number within proximity of the BMW i drivetrain.



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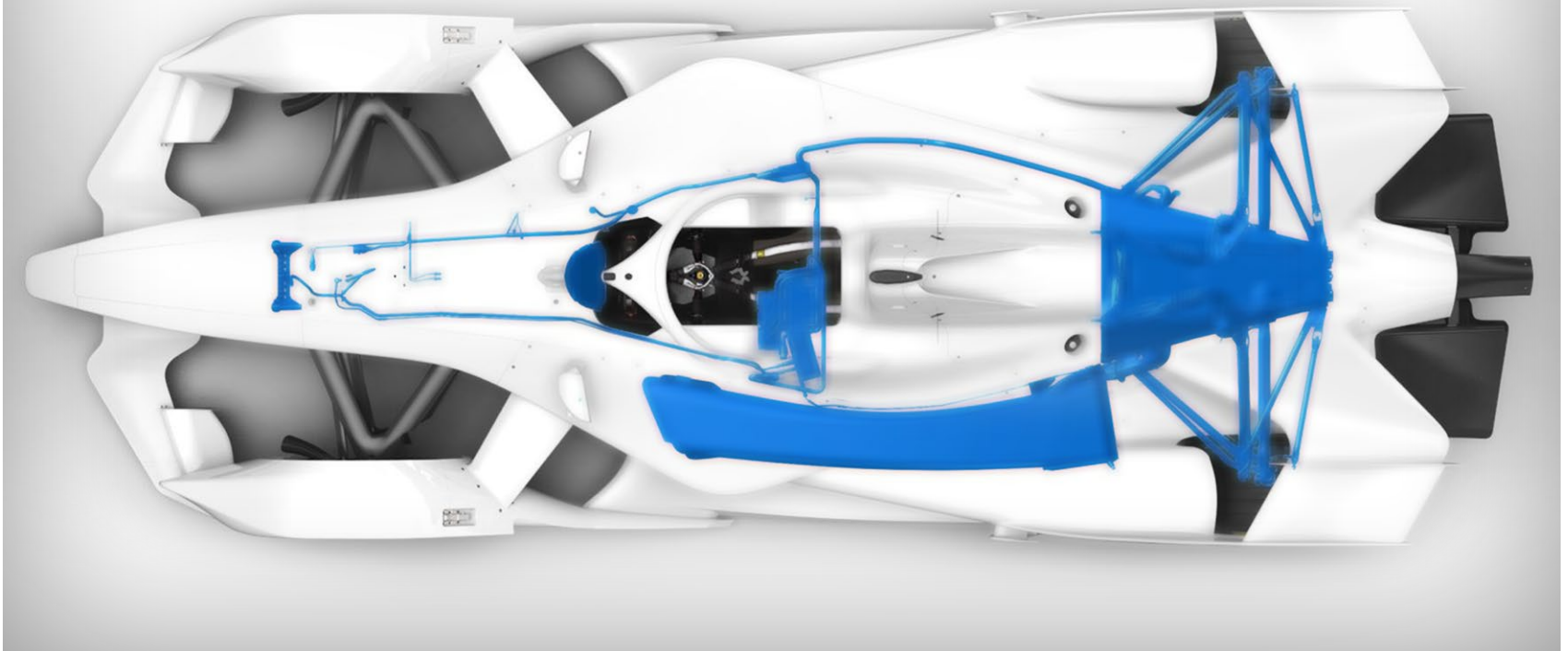
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# THE DRIVETRAIN.

“BMW’s expertise in the BMW iFE.18 is primarily in the heart of the vehicle, the drivetrain.”

BMW Motorsport Director Jens Marquardt



In the BMW iFE.18, the pioneering spirit, innovation and technological expertise of BMW Motorsport and BMW i come together. Making use of the knowledge and experience of the BMW i engineers from series production resulted in the drivetrain of the new Formula E car. In part, the same production plants are used as for the BMW i3.

“BMW’s expertise in the BMW iFE.18 is primarily in the heart of the vehicle, the drivetrain,” said BMW Motorsport Director Jens Marquardt. “We told the production engineers designing the electric motor and

inverter: ‘Forget about all the considerations you would usually have in development, and just think about performance, the greatest efficiency, the lowest weight. When we’ve reached that point, you can think about how to integrate that into series production later on.’ BMW Motorsport engineers designed the rear-axle including suspension and had to integrate the drivetrain in the rear end of the race car. The knowledge we gain in this highly competitive environment then flows straight back into production development. This is the perfect implementation of our motto: from the racetrack to the road.”



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# FACTS ON RACING eDRIVE01 (ReD01).



- Knowledge transfer between production development and motor racing:
- Engineers transferred BMW i's knowledge and experience into a high-performance motorsport drive system.
- Development of the Racing eDrive01 began in pre-development for series production drive systems, produced in the same prototype construction facilities as the next generations of BMW i series drives (Gen5).
- It is tested in the pre-production test facility.
- The drive systems for future generations of BMW i models and the drivetrain of the BMW iFE.18 are based on the same functional software modules.
- All findings from Formula E flow directly into production.



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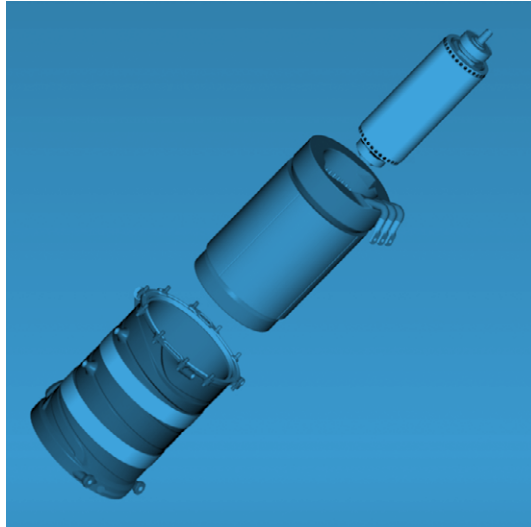
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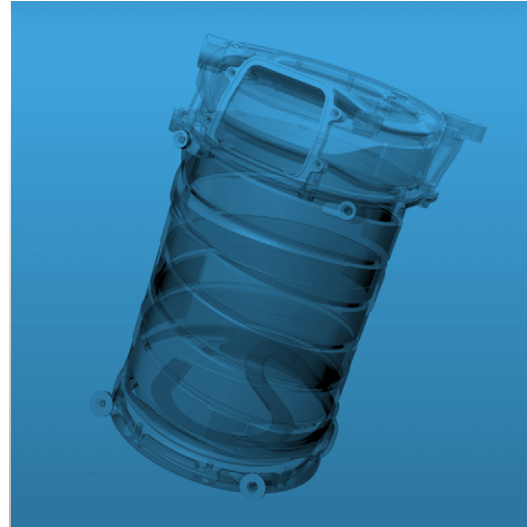
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## FACTS ON...



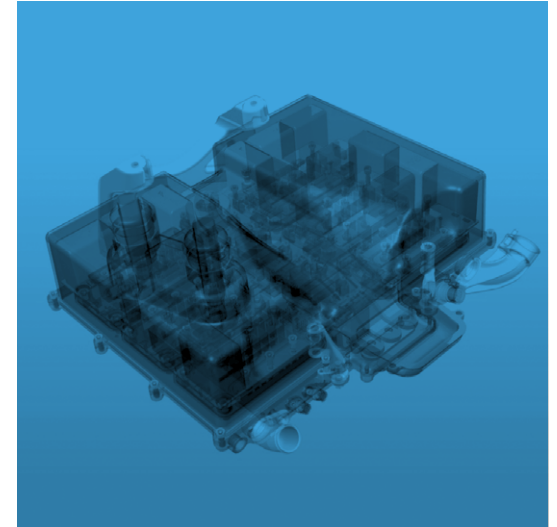
### ...THE ELECTRIC MOTOR.

- Maximum efficiency (e.g. highly effective cooling technologies and materials).
- Cutting-edge materials (carbon fibre, resins with high thermal conductivity, titanium, ceramic).
- Design for high engine speeds.
- High gravimetric energy density (kW/kg).
- Very compact construction (kW/l).



### ...THE COOLING SYSTEM.

- 360° cooling allows constant operation in longer races and higher temperatures.
- Minimal pressure loss thanks to CFD optimisation.
- Use of materials with high thermal conductivity (e.g. ceramic, casting compound).
- Objective: minimisation of losses for maximum efficiency.



### ...THE INVERTER.

- State-of-the-art silicon carbide (SiC) technology (MOSFETs with minimal switching and conduction losses).
- Latest materials (SiC, carbon-fibre housing).
- High gravimetric energy density.
- Maximum efficiency (e.g. latest SiC MOSFETs, effective cooling system, low-loss circuit layout).



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# COMPARISON: BMW i3 VS. BMW iFE.18.



Performance  
+100%



Energy density  
+300%



Weight  
-50%



Torque density  
+100%



Volume  
-66%



Max. revs  
+100%



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# BMW i ANDRETTI MOTORSPORT.

BMW i Motorsport's technical expertise and decades of motor racing experience within Andretti Autosport come together in the BMW i Andretti Motorsport team. Andretti has been part of the Formula E field from day one and has a successful history in motor racing, particularly in North America, including five wins in the iconic Indy 500. Andretti was one of the first teams in Formula E and has gained valuable experience over the course of the past four seasons and 45 races in total.



## **TEAM PRINCIPAL: ROGER GRIFFITHS.**

Britain's Roger Griffiths has been a member of Andretti Autosport since 2014. He was initially active in all of the team's motor racing projects as Director of Motorsport Development. He then moved into a position of responsibility as co-team principal at Andretti Formula E. He is now team principal of BMW i Andretti Motorsport.

## **TEAM OWNER: MICHAEL ANDRETTI.**

Andretti is one of the biggest names in international motor racing. Michael Andretti was one of the most successful members of this dynasty during his time as a racing driver. He was 1991 CART champion and has 42 IndyCar Series wins. He is now an equally successful businessman and team owner.



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# ANTÓNIO FÉLIX DA COSTA (POR).

<b>Birthday</b>	31 <sup>st</sup> August 1991
<b>Place of birth</b>	Lisbon (POR)
<b>Place of residence</b>	Cascais (POR)
	Right-handed
<b>BMW driver since</b>	2014
<b>Biggest success</b>	1 <sup>st</sup> place Macau F3 Grand Prix 2012 and 2016
<b>First race</b>	Kart race in Portugal 2000
<b>Best race</b>	Macau F3 Grand Prix 2012 (win)
<b>First win</b>	Kart race in Baltar 2002
<b>Biggest strength</b>	I believe in myself.
<b>Biggest weakness</b>	I don't always stick to rules.
<b>How I keep fit</b>	Mainly outside, cross fit
<b>What I eat</b>	I am not vegetarian, but always choose the healthiest food available.
<b>Hobbies</b>	Surfing, motocross, football, fitness training
<b>Favourite city</b>	Los Angeles
<b>Favourite holiday location</b>	Maldives
<b>Favourite airport</b>	Istanbul
<b>Favourite band</b>	AC/DC
<b>Favourite film</b>	Batman: The Dark Knight
<b>Favourite app</b>	WhatsApp
<b>Did you know...</b>	...I own a restaurant called "Terrazza Cascais"? It is the best rooftop steakhouse in Cascais and well worth a visit.





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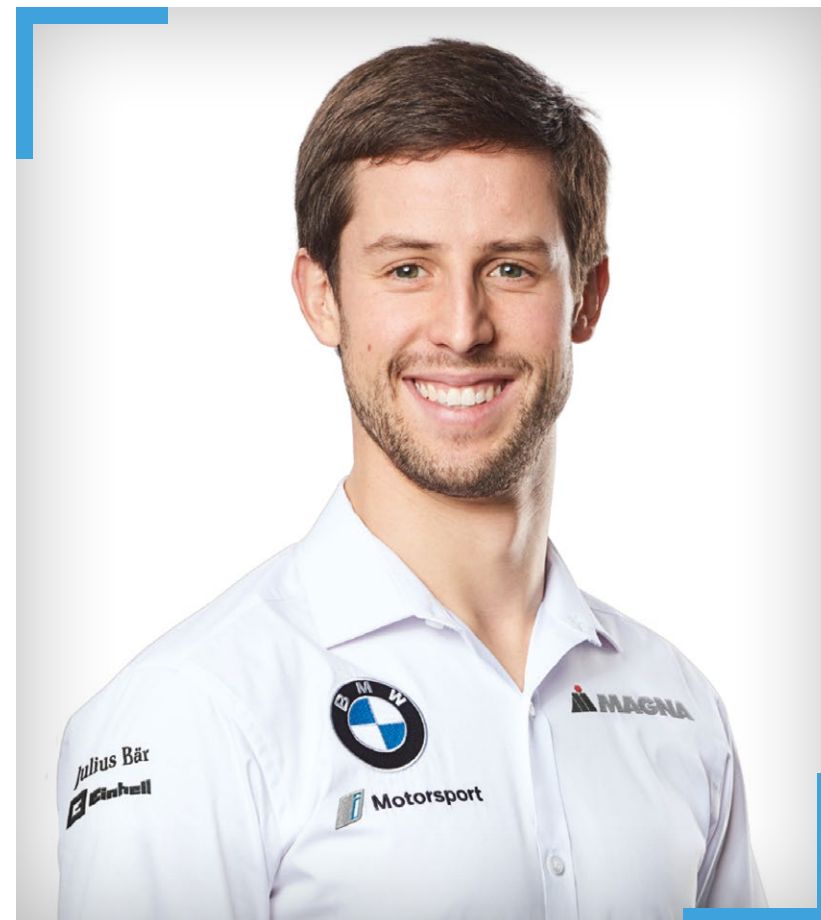
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## ALEXANDER SIMS (GBR).

<b>Birthday</b>	15 <sup>th</sup> March 1988
<b>Place of birth</b>	London (GBR)
<b>Place of residence</b>	Stratford-upon-Avon (GBR)
	Right-handed
<b>BMW driver since</b>	2014
<b>Biggest success</b>	1 <sup>st</sup> place 24h Spa-Francorchamps 2016
<b>First race</b>	Kart race at Lydd Raceway in Southern England 1998
<b>Best race</b>	24h Spa-Francorchamps 2016 (win)
<b>First win</b>	In single seaters this came in 2008, racing in Formula Renault at Donington Park in the rain.
<b>Biggest strength</b>	Ability to adapt
<b>Biggest weakness</b>	I do not always give my friends and family enough time.
<b>How I keep fit</b>	In the spring and autumn, primarily in my own fitness studio in the garage. It can get very cold there in the winter, so I go to a nearby gym.
<b>What I eat</b>	I am actually a vegetarian for moral reasons. However, as I am gluten intolerant, I sometimes eat fish if there is nothing vegetarian that I can eat.
<b>Hobbies</b>	My family, DIY, gardening
<b>Favourite city</b>	Cambridge
<b>Favourite holiday location</b>	Thailand
<b>Favourite airport</b>	London City Airport
<b>Favourite musician</b>	Prince



<b>Favourite film</b>	Man on Fire
<b>Favourite app</b>	Binance, as I am interested in crypto currencies.
<b>Did you know...</b>	...I live in the birthplace of William Shakespeare? I am also very interested in electromobility. I am chairman of the charity Zero Carbon World, which provides charging stations free of charge. I would also like to convert my old BMW 600 into an electric car.



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## INTERVIEW.

What does sustainability mean to you personally?

■ **Félix da Costa:** "If it were down to me, every road vehicle will be electric at some point. This will help to save our planet. It is not about lap times on the roads – we do not need loud V10 engines. The future lies in electric and autonomous driving. Formula E is doing its bit to get us to this point faster."

■ **Sims:** "For me, sustainability means humans having as little influence as possible on the environment. That means that the energy flow in everything should be either reversible, reusable or renewable."

How can Formula E help to make electromobility popular?

■ **Félix da Costa:** "I think we can show with Formula E that electric vehicles are not only good for the planet, but can also be quick and fun to drive. We have a fantastic race series with great racing and, from now on, a Gen2 car that will enable us to take another big step forward."

■ **Sims:** "Formula E can show people that electric cars can be fast, sexy and exciting. In my opinion, electric cars are already a genuine alternative to cars with combustion engines. Many people are either unaware of this, or think that electric cars still have too many disadvantages. I see it differently, and Formula E is a platform from which I can communicate that."



What do you like about BMW i models?

■ **Félix da Costa:** "To be honest, it took me a while to learn to love electric cars. However, when I drive the BMW i3, BMW i8 or my BMW X5 hybrid in fully-electric mode, I am totally relaxed. Furthermore, the cars still have that typical BMW DNA – they are just cool to drive."

■ **Sims:** "I think BMW is a step ahead of other manufacturers when it comes to sustainable mobility. Renewable energies and recyclable materials are used to build BMW i models. Their lightweight design makes them very efficient. The range of electric vehicles at BMW is already pretty big. From family cars to the BMW i8 super sports car, it has everything, despite the fact that they have only just started to electrify the fleet. Compared to the opposition, BMW is already quite advanced."

What do you like best about Formula E?

■ **Félix da Costa:** "We are pushing the boundaries every day. We drive in the heart of major cities, where no other series has managed to stage races. Our events are fantastic and a lot of people come to watch us. I have been involved in Formula E from the word go and always firmly believed that BMW would enter a works team one day. To now be a part of that team gives me an incredible amount of motivation."

■ **Sims:** "Formula E has very quickly become the meeting place for top manufacturers and top drivers. That is definitely down to the future-oriented concept and global calendar. The cities, in which Formula E races, are awesome and the race format offers many exciting challenges for the drivers and teams. Season 5 with the Gen2 car will once again take the series another big step forward. I feel honoured to be a part of this adventure with BMW i Motorsport."



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## THE CHALLENGE.

Formula E is the world's first racing series for fully-electric, single-seater cars. At the wheel are some of the best racing drivers in the world, who put on a display of thrilling racing at fascinating street circuits in some of the biggest cities in the world. Formula E takes racing to fans in city

centres. In doing so, it also directly addresses the subject of electromobility in the form of an emotive and action-packed show set against magnificent backdrops.

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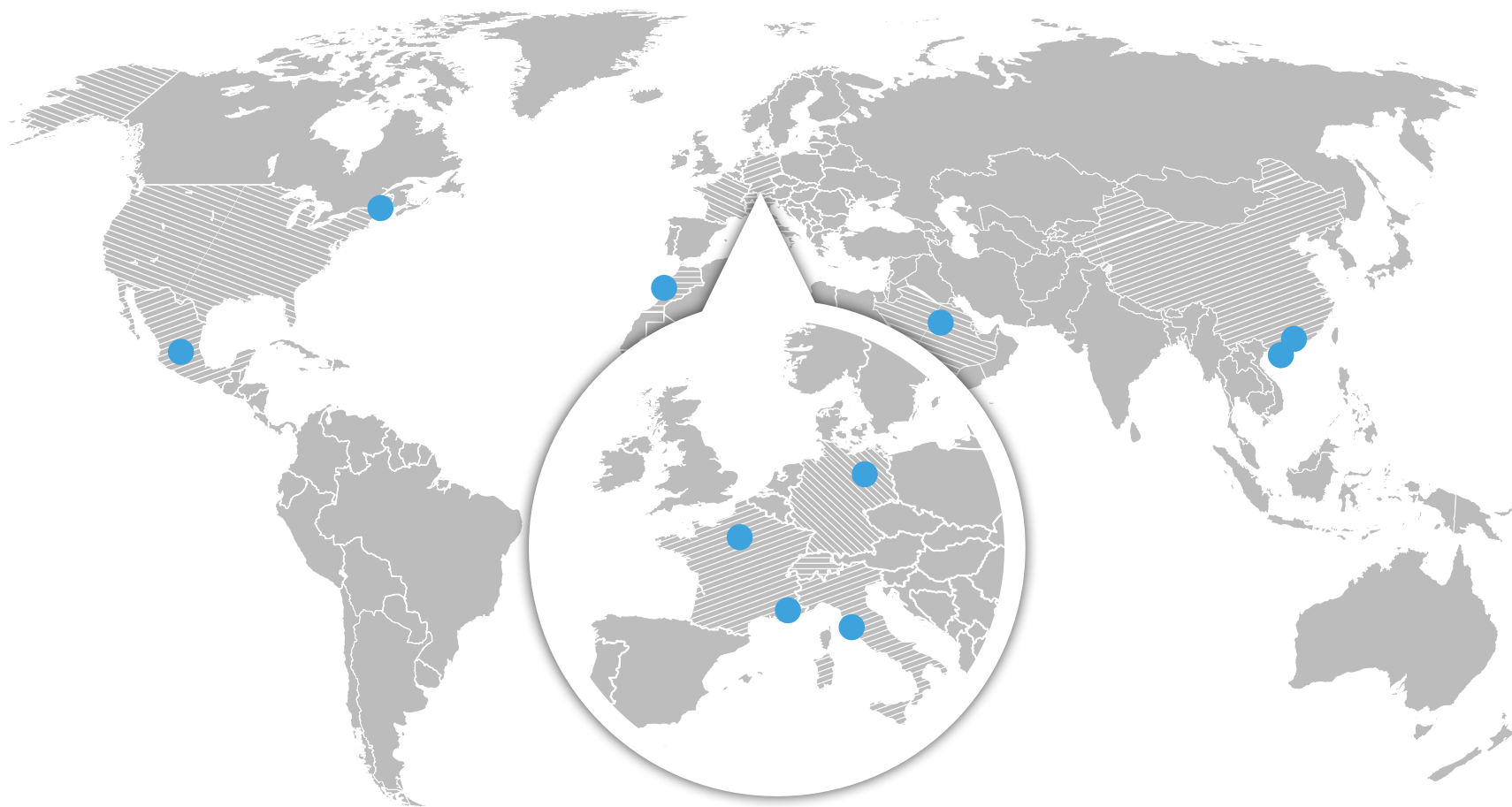
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# RACE CALENDAR, SEASON 5.



**15<sup>th</sup> December 2018** Ad Diriyah, Saudi Arabia

**12<sup>th</sup> January 2019** Marrakesh, Morocco

**26<sup>th</sup> January 2019** Santiago, Chile

**16<sup>th</sup> February 2019** Mexico City, Mexico

**10<sup>th</sup> March 2019** Hong Kong, China

**23<sup>rd</sup> March 2019** Sanya, China

**13<sup>th</sup> April 2019** Rome, Italy

**27<sup>th</sup> April 2019** Paris, France

**11<sup>th</sup> May 2019** Monte Carlo, Monaco

**25<sup>th</sup> May 2019** Berlin, Germany

**22<sup>nd</sup> June 2019** Bern, Switzerland

**13<sup>th</sup> July 2019** New York, USA

**14<sup>th</sup> July 2019** New York, USA

## AD DIRIYAH E-PRIX, 15<sup>th</sup> DECEMBER 2018. ABB FIA FORMULA E CHAMPIONSHIP, ROUND 1.



### TEAM STANDINGS.

Pos	Team	Points
1	DS TECHEETAH FORMULA E TEAM	29
2	BMW i ANDRETTI MOTORSPORT	28
3	MAHINDRA RACING	15
4	NISSAN E.DAMS	14
5	PANASONIC JAGUAR RACING	13

R1   15 DEC KSA	#27 SIM	#28 DAC
Race	18 <sup>th</sup>	1 <sup>st</sup>
Points	-	28
Fastest Race Lap	1:13.604 mins	1:13.265 mins
Super Pole	cancelled	cancelled
Qualifying	11 <sup>th</sup> 1:20.367 mins	1 <sup>st</sup> 1:17.728 mins
Free Practice 1	cancelled	cancelled
Free Practice 2	7 <sup>th</sup> 1:19.486 mins	8 <sup>th</sup> 1:19.502 mins
FANBOOST Voting	16 <sup>th</sup> 1.14%	3 <sup>rd</sup> 7.55%

### DRIVER STANDINGS.

Pos	Driver	Team	Points
1	António FÉLIX DA COSTA	BMW i ANDRETTI MOTORSPORT	28
2	Jean-Éric VERGNE	DS TECHEETAH FORMULA E TEAM	18
3	Jérôme D'AMBROSIO	MAHINDRA RACING	15
4	Mitch EVANS	PANASONIC JAGUAR RACING	12
18	Alexander SIMS	BMW i ANDRETTI MOTORSPORT	0



## MARRAKESH E-PRIX, 12<sup>th</sup> JANUARY 2019. ABB FIA FORMULA E CHAMPIONSHIP, ROUND 2.



### TEAM STANDINGS.

Pos	Team	Points
1	DS TECHEETAH FORMULA E TEAM	47
2	MAHINDRA RACING	40
3	BMW i ANDRETTI MOTORSPORT	40
4	ENVISION VIRGIN RACING	36
5	NISSAN E.DAMS	18

R2   12 JAN MAR	#27 SIM	#28 DAC
Race	4 <sup>th</sup>	DNF
Points	12 <sup>th</sup>	0
Fastest Race Lap	1:21.885 mins	1:21.992 mins
Grid Position	4 <sup>th</sup>	6 <sup>th</sup>
Super Pole	5 <sup>th</sup> 1:18.400 mins	3 <sup>rd</sup> 1:17.626 mins
Qualifying	3 <sup>rd</sup> 1:17.935 mins	4 <sup>th</sup> 1:17.950 mins
Free Practice 1	8 <sup>th</sup> 1:18.504 mins	2 <sup>nd</sup> 1:17.902 mins
Free Practice 2	10 <sup>th</sup> 1:17.966 mins	4 <sup>th</sup> 1:17.652 mins
FANBOOST Voting	17 <sup>th</sup> 0.77%	2 <sup>nd</sup> 15.86%

### DRIVER STANDINGS.

Pos	Driver	Team	Points
1	Jérôme D'AMBROSIO	MAHINDRA RACING	40
2	António FÉLIX DA COSTA	BMW i ANDRETTI MOTORSPORT	28
3	Jean-Éric VERGNE	DS TECHEETAH FORMULA E TEAM	28
4	André LOTTERER	DS TECHEETAH FORMULA E TEAM	19
8	Alexander SIMS	BMW i ANDRETTI MOTORSPORT	12

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# PARTNERS.

## PRIMARY PARTNER.



“Formula E is more than just racing. It is a great opportunity to evaluate and build the technology for the future. Partnering with BMW i on Formula E is great fit and is one of many opportunities we are taking advantage of to ensure we are building the right solutions for the new mobility landscape,” says Swamy Kotagiri, CTO Magna.

Magna is committed to making a positive social and environmental impact, from electric and autonomous vehicles to smart cities. Formula E provides a powerful platform for Magna to engage with startups, city leaders, universities and consumers in city centers.

Magna has more than 173,000 entrepreneurial-minded employees dedicated to delivering mobility solutions. Magna is a mobility technology company and one of the world's largest automotive suppliers with 339 manufacturing operations and 93 product development, engineering and sales centres in 28 countries. The competitive capabilities include body exteriors and structures, power and vision technologies, seating systems and complete vehicle solutions. Magna's common shares trade on the Toronto Stock Exchange (MG) and the New York Stock Exchange (MGA). For further information about Magna, visit [www.magna.com](http://www.magna.com).





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BMW i ANDRETTI MOTORSPORT.

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# PARTNERS.

## FOUNDING MAIN PARTNER.

# Julius Bär

Julius Baer is the leading Swiss private banking group. We focus on providing high-end services and in-depth advice to private clients around the world. Our relationships are built on partnership, continuity and mutual trust. Julius Baer is synonymous with best-in-class investment and wealth planning solutions based on the Julius Baer open product platform. We actively embrace change to remain at the leading edge of a genuine growth industry – as we have done for over 125 years. Therefore, we support projects and activities that have a visionary approach and share our values with regards to innovation, sustainability and forward-looking pioneering spirit.

For current partnerships and initiatives as well as for more information visit our website.

**[www.juliusbaer.com/global/en/discover-julius-baer/sponsoring/](http://www.juliusbaer.com/global/en/discover-julius-baer/sponsoring/)**

## MAIN PARTNER.



Einhell is the leading manufacturer of cutting-edge tools for home and garden. By constantly developing our innovative battery platform, Power X-Change, we have become a pioneer in the field of battery-powered tools and garden equipment. We set standards in terms of the durability, performance and safety of our products. Our customers benefit from good value for money, top-class customer service, and wireless freedom during all do-it-yourself projects.

We are Main Partner of BMW i Motorsport in Formula E, ensuring we have our finger on the pulse when it comes to future technologies, which we can incorporate in our tools. Furthermore, we supply the BMW i Andretti Motorsport Team with our Power X-Change tools, offering its mechanics wireless freedom in the garage.

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# PARTNERS.

## OFFICIAL PARTNER.

**harman/kardon**  
by HARMAN

With a legacy in audio reaching back more than 65 years, Harman Kardon is known and held in high regard for innovative premium audio solutions, blending beautiful design and aesthetics with refined audio for a captivating listening experience at home, on the go and in the car.

BMW and Harman Kardon share a long history of engineering and designing premium in-car user experiences at the forefront of industry innovation. Renewing the ABB FIA Formula E Championship sponsorship, Harman Kardon and BMW i now bring together the thrill of racing and the thrill of sound, mixing audiophiles and speed aficionados, electrifying cars and electrifying music to showcase the power of alternative energy sources and electric vehicles.

Just like racing, music raises emotions and captivates your senses. Fast, fun, and forward-thinking, the Harman Kardon premium sound systems in the BMW i Series deliver inspiring sound for the mobility of the future.

## OFFICIAL SUPPLIER.

**PUMA**

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has been producing the most innovative products for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as football, running and training, golf, and motorsport. PUMA engages in exciting collaborations with renowned designers like STAPLE, STAMPD and TRAPSTAR to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA and COBRA Golf as well the subsidiary Dobotex. PUMA distributes its products in more than 120 countries, employs more than 13,000 people worldwide and is headquartered in Herzogenaurach/Germany.



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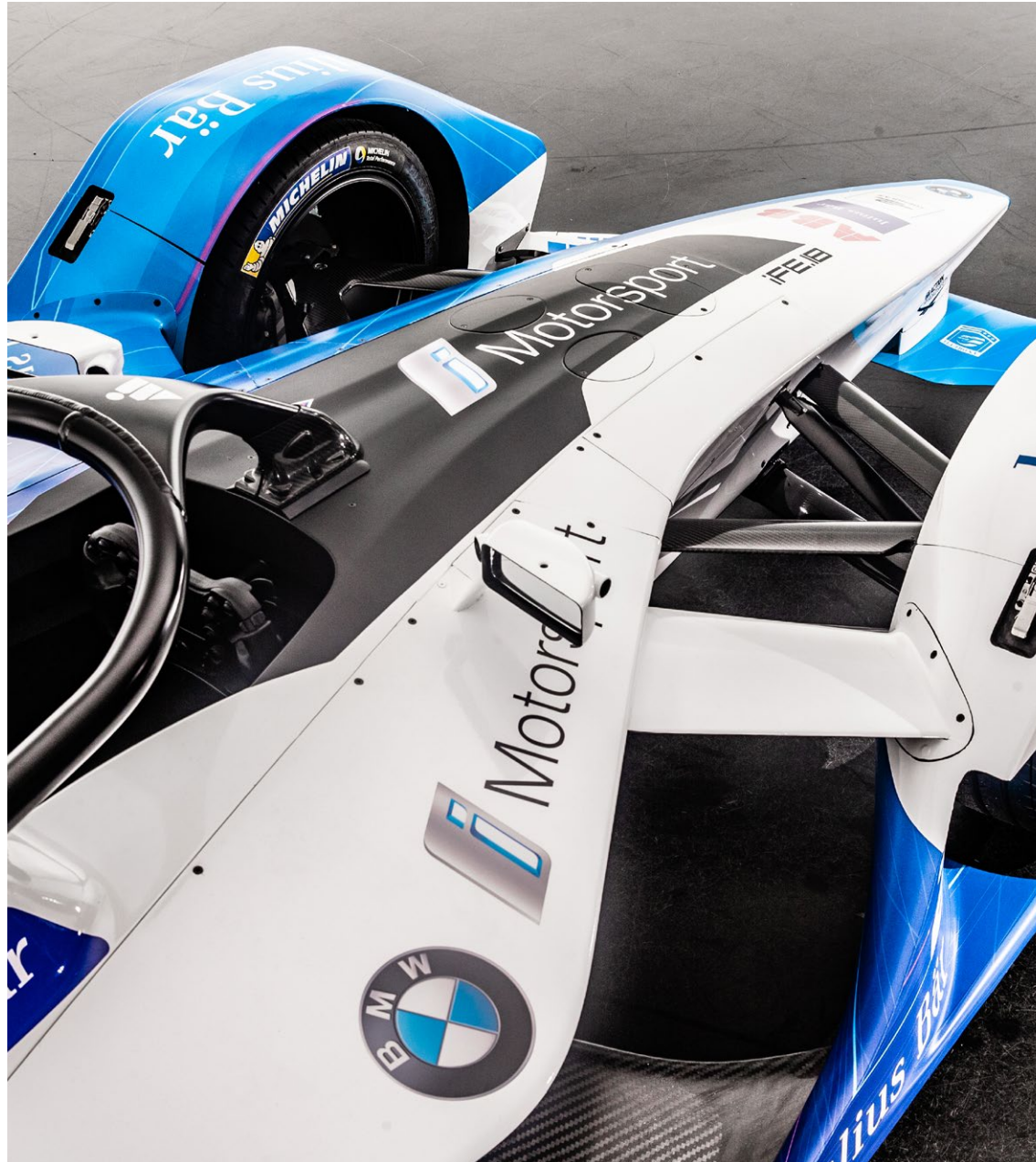
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# PRESS CONTACT.



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