



Press release  
25 February 2020

## **The BMW Concept i4: a first look.**

World premiere on 3 March 2020 at the Geneva Motor Show.

**Munich.** The BMW Group will unveil its first pure-electric Gran Coupe on 3 March 2020 at the Geneva Motor Show. The BMW Concept i4 heralds a new era in Sheer Driving Pleasure; it provides a whole new take on the dynamic excellence for which BMW is renowned and blends a modern, elegantly sporty design with the spaciousness and practicality of a four-door Gran Coupe – all while generating zero local emissions.

“The BMW Concept i4 brings electrification to the core of the BMW brand,” says Adrian van Hooydonk, Senior Vice President BMW Group Design. “The design is dynamic, clean and elegant. In short: a perfect BMW that happens to be zero emission.”

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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