



Media Information

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Indonesia Takes First Deliveries of the World's Most Progressive Sports Car, the BMW i8.

The first limited-edition BMW i8 Protonic Red Edition is handed over to an Indonesian customer, highlighting the bright future of hybrid e-mobility in the country.

Jakarta. The all-new BMW i8 was handed over to its first Indonesian customer today at the Grand Hyatt Jakarta, a prestigious hotel located in the heart of the city. The first customer received this most progressive of sports cars as part of an official ceremony in which Karen Lim, President Director of BMW Group Indonesia, presented the customer with the keys to the new car. This first limited-edition BMW i8 Protonic Red Edition is presented in a dramatic red and white color scheme reflecting the spirit of Indonesia, with the historical 'Selamat Datang' monument in the background.

At the same time, BMW Indonesia also launched the BMW i Pure Impulse Experience Programme, which gives owners of a BMW i8 exclusive access to visionary



personalities as well as cultural and travel experiences that reflect the forward-looking character of BMW i. All BMW i8 customers in Indonesia will enjoy these premium benefits.

“The BMW Group is extending its global leadership in the field of sustainable mobility,” said Karen Lim, President Director of BMW Group Indonesia. “Thanks to the i8 and the BMW iPerformance models, BMW is the world’s most successful maker of plug-in hybrid models in the premium segment. A sales milestone of 100,000 BMWs, powered by either an all-electric or plug-in-hybrid drive system, was passed in autumn 2016. Moreover, the BMW Group is aiming to sell a further 100,000 vehicles featuring BMW eDrive technology in 2017,” she added.

“Since the first introduction of the BMW i last year, we have received much positive feedback as well as numerous shows of appreciation from our stakeholders here in Indonesia, with BMW seen as a pioneer among plug-in hybrid car-makers here. Today, I am pleased to personally present the key to the first BMW i8 to be delivered – a limited-edition BMW i8 Protonic Red Edition - to its owner at this iconic location,” added Karen.

BMW i8 owners are among the pioneers of a new era of driving pleasure that is defined by sustainability. BMW eDrive plug-in hybrid drive technology, a passenger cell made of



carbon-fiber-reinforced plastic (CFRP), innovative mobility services and laser headlights—available for the first time on a production model—all help cement the status of the BMW i8 as the sports car of the future. “However, the BMW i brand doesn’t only stand for groundbreaking vehicle concepts—it also signals a mobility experience that goes far beyond the actual model,” enthused Karen.

BMW i8 Protonic Red Edition.

With its exclusive availability, the new limited-edition BMW i8 Protonic Red Edition adds a new angle to the immediately recognizable BMW i model. The paintwork, created exclusively for this sports car, comes in a Protonic Red finish with Frozen Grey metallic accents. The color scheme is complemented by BMW W-spoke 470 light-alloy wheels painted in Orbit Grey metallic with hubs painted in aluminum matt and mixed-size tires (front: 215 R20; rear: 245/40).

The structure of overlapping and interlocking surfaces also contributes to the unmistakable appearance of the BMW i8 Protonic Red Edition. This layering principle allows aerodynamic forms to be wrapped up in a progressively-styled package, while powerfully-formed wheel arches draw attention to the wide track of the BMW i8. The dihedral doors open forwards and upwards, adding intrigue to the sports car design of the BMW i8.



The interior of the limited-edition i8 comes with high-class red double-stitching and exclusive carbon fiber and ceramic trims. The exterior and interior design of the i8 are heavily influenced by its LifeDrive architecture and the pioneering BMW eDrive system; however, its reinterpretation of established design features ensures that it is still instantly recognizable as a BMW.

The new limited-edition BMW i8 Protonic Red Edition also features groundbreaking BMW laser lights. While high-intensity, energy-efficient full-LED headlights are standard in the BMW i8, the optional laser-boost feature extends the vehicle's high-beam range to up to 600 meters, doubling the already impressive illumination range of the latest LED high-beam headlights. The new technology uses 30 percent less energy than ultra-power-saving LED lights, takes up less installation space inside the headlight, and is lighter.

The BMW i8 was purposefully designed as a plug-in-hybrid sports car offering agile performance, a near 50:50 weight distribution and outstanding efficiency. It all starts with an exceptionally lightweight and aerodynamically optimized body, including a passenger cell made from CFRP. The i8 includes advanced BMW eDrive drive system technology, along with a compact, highly turbocharged 1.5-liter petrol engine with BMW



TwinPower Turbo technology and intelligent energy management - all of which come together to create an overall package that represents a new landmark in the EfficientDynamics development strategy.

The line-up of exclusive, limited-run special editions of the BMW i8 plug-in hybrid sports car continues to expand in number. “A BMW Individual exclusive paint finish and bespoke interior styling further accentuate the vehicle’s avant-garde allure.

Furthermore, all BMW i8s sold through BMW Indonesia authorized dealerships also include the BMW i Wallbox installation to deliver the maximum potency of its advanced drivetrain. Everything on offer in the BMW i8 continues the BMW i success story, which would not be possible without our retail partners. We are delighted that our BMW i agents are accompanying us on the road to the future of mobility,” Karen said in conclusion.

Exclusive BMW i Pure Impulse Experience Programme: Individuality Taken to the Highest Level.

The BMW i Pure Impulse Experience Programme allows owners of the BMW i8 exclusive access to visionary personalities as well as cultural and travel experiences that reflect the forward-looking character of BMW i.



Over the next few months, the BMW i Pure Impulse Experience Programme will also provide a wealth of inspiration for leading a responsible and progressive lifestyle, taking its cue from the brand's "next premium" character. Beyond this, BMW i Pure Impulse card-holders can avail themselves of attractive offers in select luxury hotels, gourmet restaurants and renowned art galleries around the globe.

BMW i8 Availability and Pricing.

The BMW i8 is being introduced at a price of Rp. 3,549,000,000 (off-the-road) and will be available at authorized BMW Dealerships from April 2017. The vehicle comes with a three-year warranty without mileage limitations, an eight-year Comprehensive HV Battery Warranty or 100,000 km, whichever comes first, as well as BMW Service Inclusive, which provides free maintenance for five years or 60,000 km, whichever comes first. The above-mentioned price includes the BMW i Wallbox along with its installation in customers' garages. The BMW i Wallbox features the familiar BMW i design, appealing aesthetics, easy-to-use operation as well as an NFC card to activate the charge function.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was € 9.22 billion on revenues amounting to approximately € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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BMW Group Indonesia

BMW Group Indonesia is a wholly-owned subsidiary of Munich-based Bayerische Motoren Werke (BMW) AG in Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia. BMW Indonesia Group activities cover the wholesale of BMW and MINI vehicles, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 18 new-car dealers and 6 BMW Premium Selection facilities spread out in various cities in Indonesia. Selected models of the BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, and BMW X5 are assembled in Indonesia by a local partner.

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