

Corporate Communications

Media Information

July 22, 2013

BMW Group Canada announces price for the BMW i3.

Base price of \$44,950.

Robertson: A compelling offer for premium electromobility.

Richmond Hill, ON. BMW Group Canada today announced the base price of \$44,950 for the BMW i3, the company's first all-electric series production vehicle. The BMW i3 will be available to customers in Canada in the first half of 2014.

Ian Robertson, Member of the Board of Management, Sales and Marketing BMW, stated in Munich: "The BMW i3 heralds the dawn of a new era for individual mobility and for the BMW Group. True to a genuine BMW, the BMW i3 has strong emotional appeal, outstanding product substance and a guarantee of sheer driving pleasure. With this leading-edge vehicle and attractive price, we will provide customers with a compelling offer for electromobility."

The BMW i3 will celebrate its international premiere on 29th July at parallel events on three continents in the megacities of London, New York and Beijing.

BMW i3 products and services will be sold via a multi-channel sales model, comprised of authorized BMW i partners, a Customer Interaction Center (CIC) as well as an online platform. All sales channels will be fully networked and customers will be able to personalize their entire purchasing process to suit their needs. Some markets will also introduce a mobile sales force, a sales team which will be available to customers outside the traditional showroom.

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BMW i has adopted a holistic 360° approach to address people's e-mobility concerns. It ensures that customers will be able to meet their mobility needs with the pure electric BMW i3 – even beyond a range of 150 kilometres.

To achieve this, BMW i will support customers with a four-pillar approach of premium services:

Home charging: Quick and convenient charging is possible either with the home charging station offered by BMW i or at any public charging station that uses a Level 2 SAE J1772 charging system. DC fast charging, using the SAE DC Combo-Fast Charger, will be available as an option. From a public fast-charging station, it will provide an 80 percent charge from a fully depleted battery in just 20 minutes.

Public charging: The BMW Group will have partnerships with public charging providers in all countries where BMW i models are introduced. The company is working towards charging standardization and is involved in setting up a comprehensive network of charging stations.

Flexible mobility: The BMW Group will create a whole new mobile lifestyle built around a range of mobility services – such as the car-sharing initiative, DriveNow, which has over 130,000 members. Customers will also have access to rental cars with combustion engines for longer trips.

Assistance Services: Customers will be able to utilize services such as ConnectedDrive apps and future roadside services such as mobile recharging equipment.

BMW i3 customers will also have the choice of a range of attractive packages for financing, leasing, insurance, vehicle services and innovative mobility services, which will be tailored to suit the unique concept of the BMW i3.

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About BMW i. BORN ELECTRIC.

BMW i stands for visionary vehicles and mobility services, inspirational design and a new interpretation of premium that is strongly defined by sustainability across the entire value chain. With BMW i, the BMW Group redefines the concept of individual mobility. The BMW i3 is the world's first premium car designed from the ground up to be powered by an electric drive system with revolutionary lightweight construction. The result is hallmark BMW driving pleasure in undiluted form, delivered with zero emissions and an engaging intensity unmatched by any electrically powered vehicle.

Further information about BMW i can be found in the [BMW Group PressClub](#).

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BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 44 BMW automobile retail centres, 20 BMW motorcycle retailers, and 29 MINI retailers represents the BMW Group across the country.

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28

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production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of approximately 105,876 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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