



Media Information
20 November 2013

- Check against delivery -

Statement

Dr. Herbert Diess

Member of the Board of Management of BMW AG,

Development

BMW Group Press Conference at the Tokyo Motor Show

20 November 2013, 09:00 a.m.

Ladies and gentlemen,

A warm welcome to the BMW Group!

Today we are presenting two series models in Japan for the very first time: the BMW i3 and the BMW i8.

We believe Japan will be a core market for BMW i because many customers here:

- Value a car that has state-of-the-art technologies
- Have a preference for sustainable products
- Enjoy the quality of a premium vehicle

For them, BMW i offers the perfect solution:

- The BMW i3 is a new vehicle concept for urban mobility, powered by an all-electric drive system.
- The BMW i8 is a revolution in sports car construction and powered by a plug-in hybrid drive.

Both models are tailor-made for electric motoring.

So, electric mobility with BMW i is not only emissions-free; it also brings a new dimension to sheer driving pleasure.



Media Information

Date 20 November 2013

Subject Statement Dr. Herbert Diess, Member of the Board of Management of BMW AG,
Development; BMW Group Press Conference Tokyo Motor Show 2013

Page 2

The BMW i3:

- Weighs in at less than 1,200 kg
- Its carbon components more than offset the extra weight of the battery.
- Its turning circle is just 9.86m – surprisingly small.
- It accelerates steplessly right up to its top speed and sprints from zero to 100km/h in just 7.2 seconds. Full torque is available from standstill.
- And despite having the outer dimensions of a small car, it has the interior space of a BMW 3 Series.

And what about the BMW i8?

- The front axle is driven by an electric engine.
- The rear axle is powered by a three-cylinder 1.5-litre turbo-charged petrol engine.
- In combination, these two power units deliver the kind of acceleration that is appropriate for a sports car.

The electric motor and performance electronics in both the BMW i3 and the BMW i8 were developed purely in-house by ourselves.

- This means the BMW i3, for example, can make the best possible use of charge levels remaining in the battery-pack.
- And in the BMW i8 it has resulted in two perfectly synchronized power units – regardless of the operating conditions.

I am absolutely convinced that our discerning Japanese customers will love both of these models.

Ladies and gentlemen,

You are now witnessing a world premiere: the new BMW 4 Series Convertible! Or, as it's called here in Japan: the BMW 4 Series Cabriolet.



Media Information

20 November 2013

Date

Subject

Statement Dr. Herbert Diess, Member of the Board of Management of BMW AG,
Development; BMW Group Press Conference Tokyo Motor Show 2013

Page

3

The 4 Series Convertible takes sheer driving pleasure to new heights.

That's because:

- Its axle load distribution is balanced 50:50.
- The chassis setup is very special: An additional torsion strut in the front end connects the front wheels more rigidly to the vehicle. And a five-arm rear axle offers sporty elasto-kinematics.
- And then there is the intelligent lightweight concept.

Depending on engine and equipment, the various lightweight materials in the body and chassis of the 4 Series Convertible make it up to 25 kilograms lighter than its predecessor.

At launch the most powerful model will be the 435i Convertible. It is powered by a straight six-cylinder engine with Twin Scroll Turbo technology delivering peak performance of 306 hp.

With an eight-speed automatic transmission, it:

- Accelerates from standstill to 100 km/h in 5.5 seconds
- Uses on average 7.5 litres of fuel per 100 km.

All together, these features make for an especially dynamic overall package.

When the first 3 Series Convertible was unveiled back in 1985, its driving dynamics set new standards in this segment.

That success story is now set to continue – with this fifth generation of the convertible.

Media Information

20 November 2013

Date

Subject

Statement Dr. Herbert Diess, Member of the Board of Management of BMW AG,
Development; BMW Group Press Conference Tokyo Motor Show 2013

Page

4

In terms of the customers it addresses, the 4 Series is following in the footsteps of the 3 Series Convertible. It targets a clientele that values elegant design and driving pleasure above all else.

But a number of other features lend the newcomer an even sportier air than its predecessor:

The 4 Series is 26 mm longer, with a 50 mm longer wheelbase, and 43mm wider.

Its hardtop, which our clients consider as a key success factor, opens in about 20 seconds at the touch of a button, even when the car is in motion at speeds of up to 18 km/h. On top the hardtop gives the 4 Series Convertible a very dynamic and Coupé-like look when it is closed.

With the roof closed, luggage capacity in the 4 Series Convertible stands at 370 litres.

With the roof open, the electric loading aid, which comes as standard, makes for trouble-free loading and unloading:

it lifts the roof, which is stowed in the luggage compartment, to provide easy access to the cargo space. With the roof open the car has a very elegant look...

As you can see, our engineers and designers have worked to achieve a number of things:

- More distinctive aesthetics
 - Greater dynamism
 - More product substance
- for instance
- through full LED headlights with anti-dazzle full beam,
 - through high-quality interior materials
 - and the new neck warmer.



Media Information

20 November 2013

Date

Subject

Statement Dr. Herbert Diess, Member of the Board of Management of BMW AG,
Development; BMW Group Press Conference Tokyo Motor Show 2013

Page

5

The new 4 Series Convertible underpins the 3 Series' successful defence of its segment leadership over several decades. It has everything it needs to take the lead once again.

As you can see, BMW and BMW i stand for the BMW Group's premium standards.

They unite:

- Sustainability
- Quality
- and
- Sheer driving pleasure.

Thank you very much!