



Interview and Photo Opportunities
January 5, 2018

The BMW Group at the 2018 North American International Auto Show in Detroit.

- **One year after the BMW X2 Concept appeared in Detroit, the all-new 2018 BMW X2 Sports Activity Coupé will make its world debut at NAIAS.**
- **In addition, the 2019 BMW i8 Coupé will make its world debut at NAIAS.**

Richmond Hill, ON. BMW will host the world premiere of the all-new 2018 BMW X2 Sports Activity Coupé, and unveil the 2019 BMW i8 Coupé at the 2017 Detroit autoshow (NAIAS) on Monday, January 15th at 9:35 am. Experts in the areas of design, product management and BMW's electric vehicle strategy and portfolio will be on-site for interviews and to answer questions about BMW Group products and services.

WORLD PREMIERE: The all-new 2018 BMW X2 Sports Activity Coupé.

What: The all-new 2018 BMW X2 Sports Activity Coupé.
When: Monday, January 15th at 9:35 am.
Where: North American International Auto Show, Cobo Centre, BMW stand.

The world debut of the all-new 2018 BMW X2 Sports Activity Coupé in Detroit introduces a new breed of car that takes the stage as the newest addition to the BMW X family. Featuring an unmistakable design combining both sporty and urban genes, the bold, uncompromising nature of the first-ever BMW X2 is evident at first sight. Even next to its bigger brothers, the BMW X4 and BMW X6, the BMW X2 makes a distinctive impression with its unique design language and performance pedigree.

WORLD PREMIERE: The BMW i8 Coupé

What: The new 2019 BMW i8 Coupé.
When: Monday, January 15th at 9:35 am.
Where: North American International Auto Show, Cobo Centre, BMW stand.

The new 2019 BMW i8 Coupé also makes its world debut at NAIAS. Using optimized BMW eDrive technology with hybrid-specific all-wheel drive, the enhanced hybrid 2+2 seater has increased power and range over its predecessor, which has been the world's best-selling hybrid sports car since 2014. Showcased alongside the new BMW i8 Coupé will be the all-new BMW i8 Roadster. The BMW i8 Roadster takes the BMWi8's combination of locally emission-free mobility and high-caliber performance and adds top-down exhilaration.

**ADDITIONAL VEHICLES FEATURED AND ON DISPLAY AT NAIAS:**

- BMW i3s
- BMW X7 iPerformance Concept
- BMW X3
- BMW M3 CS
- BMW M5.

EXPERTS/EXECUTIVES

Please contact BMW Group Canada Corporate Communications to make interview arrangements with the following BMW spokespeople:

Spokesperson**Topics****Adrian van Hooydonk**

Senior Vice President BMW Design
BMW AG

BMW Group Design – all design topics.

Jozef Kaban

Vice President of BMW Design
BMW AG

BMW Group Design – all design topics.

Ingo Lasslop

Head of Product Management –
Compact Class / BMW X2
BMW AG

BMW Compact class vehicles including
BMW X2.

Julius Schluppkotten

Head of Project – BMW X2
BMW AG

BMW X2 Project.

Dr. Stefan Juraschek

Head of Electrified Powertrains,
BMW AG

BMW Electric Powertrains (inc. PHEV)

Dr. Alexander Kotouc

Head of BMWi Product Management,
BMW AG

Global BMWi brand, strategy and complete BMWi
product portfolio.

**BMW
GROUP**

Canada

Corporate Communications



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 49 BMW automobile retail centres, 21 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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For more information, please contact:

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