

Press Release
19 June 2018

BMW i8 and i3 STARLIGHT Edition. An exclusive Czech edition of “golden” vehicles of BMW i to be auctioned for charitable purposes of the foundation of the Dagmar and Václav Havel Foundation VIZE 97.

Prague. BMW Group Česká republika has prepared an extraordinarily exclusive collector’s edition of BMW i8 and BMW i3 STARLIGHT Edition models. The vehicles are characterized by a unique two-colour design, within which the front golden part fluently changes into the black back. The fluent change resembles shining stars of a night sky, which also gave the name to the edition. It was designed and, in cooperation with varnisher Miroslav Spičák, also realized by designer Zoltán Matuška. The unique features of the STARLIGHT edition consists in using of golden dust with the fineness of almost 24 carats, which, thanks to an originally developed method, covers a half of both cars. Only one piece of each model was produced, and both of them can be purchased only together within a charitable auction supporting the Dagmar and Václav Havel Foundation VIZE 97.

“The design of BMW i3 and i8, which is very specific in terms of its proportions and shape, literally invites to the contrast appearance and, in addition, it emphasizes the distinct character of the vehicles. At the same time, it gives a very natural and smart impression, like the “star” transition from the natural gold to the deep black colour. The surface finish, however, has another dimension – thousands of golden drops visible from the immediate proximity, which turned the original paint into a genuine jewel,” explains Zoltán Matuška, the designer and creator of the STARLIGHT edition cars.

“The longer I have devoted myself to BMW i cars, the more I am convinced of the uniqueness of those two models. Besides all those natural materials used for the production of the vehicles, 24-carat gold is an element promoting both cars into a genuine jewel. This project is intended to highlight their uniqueness,” adds Jana Dvořáková, BMW i Manager.

BMW i8 and BMW i3 STARLIGHT Edition are built on the basis of series models, their surface finish, however, was realized, in compliance with the requirements of BMW Group Česká republika, in cooperation with Toplac, which is an official partner for BMW ColorSystem in the Czech Republic and which represents BASF paints producers. Within the preparation of BMW i8 and BMW i3 STARLIGHT Edition models it was necessary to develop a special process of application of

gold, which would create a fluent transition into the original colour of the cars. The used gold by Liebscher Blattgold GmbH has, in the form of golden dust, the fineness of 23.75 carats (the maximum amount for the particular consistency). Both cars are covered with four layers of gold, out of which the last, fourth layer forming structure was applied using a special manual method. To achieve the visual surface depth the cars are painted with six layers of the original BMW Color System paint. The entire surface finish process was subject to strict technological procedures.

Gold is also used on selected interior elements, among which the most striking are especially the air-conditioning register, the central board or the logo circle on the steering wheel and scuff plates, which, in addition, bear the name of the edition. Inside both cars there is a plaque reading “STARLIGHT Edition one of one”, which marks the extraordinary exclusivity of these cars.

The gold used in BMW i8 and BMW i3 STARLIGHT Edition is a complement to other exclusive materials that were used for the production of these cars. Let’s mention, for example, carbon forming their supporting structure, aluminium alloys, but also Bombay hemp, eucalyptus wood, olive leaves extracts or sheep wool. What needn’t be mentioned are the unique driving systems of both cars, when BMW i8 is a plug-in hybrid sports car and BMW i3 is a pure electric car with a long range. The combination of all the properties gave rise to completely unique vehicles, which are exceptional not only thanks to their advanced technology, but also due to the manual processing and absolute exclusivity, which is guaranteed by the fact that only one exemplar of each car was produced.

BMW i8 and BMW i3 STARLIGHT Edition will be on display in the Prague showroom of Invelt from 21 June. On 4-5 July the BMW i8 STARLIGHT Edition will also be displayed at Karlovy Vary International Film Festival.

Contact

David Haidinger, Corporate Communications Manager, BMW Group Česká republika
Telefon: +420 739 601 171; e-mail: david.haidinger@bmwgroup.com
BMW PressClub CZ: www.press.bmwgroup.com/pressclub/p/cz/startpage.htm
Internet: www.bmw.cz; Facebook CZ: <https://www.facebook.com/BMW.Ceska.Republika>

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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>