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BMW at the NAIAS 2018.

Two world premieres and an array of highlights.



BMW is celebrating two world premieres at the North American International Auto Show (NAIAS) in Detroit on 14 – 28 January 2018. Both public and trade visitors to the show will have their first opportunity to experience the updated BMW i8 Coupe (fuel consumption combined: 1.9 l/100 km [148.7 mpg imp]; CO₂ emissions combined: 42 g/km; electric power consumption combined: 14.0 kWh/100 km)¹ and new BMW X2 live. The NAIAS sees BMW adding another new chapter to the success stories of BMW i and BMW X.

BMW is showcasing a host of other highlights from its model portfolio in Detroit alongside these two world premieres. Plus, the company will be presenting the most exclusive way to discover trailblazing open-top driving pleasure. Making its debut at the show, the BMW i8 Roadster First Edition (fuel consumption combined: 2.1 l/100 km [134.5 mpg imp]; CO₂ emissions combined: 46 g/km; electric power consumption combined: 14.5 kWh/100 km)¹ stands out with a suitably extensive array of appointments. Also taking to the stage in Detroit are the BMW 6 Series Gran Turismo, BMW M760Li xDrive (fuel consumption combined: 12.8 l/100 km [22.1 mpg imp]; CO₂ emissions combined: 294 g/km)², BMW X5 M Edition Black Fire (fuel consumption combined: 11.1 l/100 km [25.5 mpg imp]; CO₂ emissions combined: 258 g/km)² and BMW M5 First Edition (fuel consumption combined: 10.5 l/100 km [26.9 mpg imp]; CO₂ emissions combined: 241 g/km)². And BMW is using the NAIAS to present the BMW Concept X7 iPerformance, too. This vehicle concept for the luxury class encapsulates a fresh understanding of luxury for the BMW brand and will be built in the USA.

Spartanburg: the BMW Group's largest production facility – located in the USA.

The BMW Group has been a "local player" in the US market for a quarter of a century now. On 23 June 1992, the BMW Group announced its decision to build a factory in Spartanburg, South Carolina. And the plant has since developed into the largest manufacturing facility in the BMW Group's production network. The ongoing expansion of the facility and the decision to produce the successful BMW X models in Spartanburg have underpinned this growth. The plant's success is borne out by the figures it has generated. For example, since the launch of the first-generation BMW X3 at the end of 2003,

¹ The fuel consumption, CO₂ emissions, power consumption and operating range figures were determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany and the range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment.

² Fuel consumption figures are based on the EU test cycle and may vary depending on the tyre format specified.

the BMW Group has delivered more than 1.5 million BMW X3s to customers around the world.

The BMW Group has invested eight billion US dollars in the production plant to date and built around 3.9 million vehicles since operations began on 8 September 1994. Further investment in the manufacturing structures for future generations of BMW X models – totalling approximately 600 million US dollars over the next few years – has been agreed. Plant Spartanburg is currently preparing for production of the BMW X7, which is due to come onto the market in 2018.

The BMW Group makes BMW X models in Spartanburg for the US and wider global market. In 2016 alone 411,000 units of the cars were built here. Every day, around 1,400 BMW vehicles roll off the assembly line, including the BMW X3, X4, X5 and X6. Maximum production capacity is 450,000 vehicles per year. The plant currently employs over 9,000 people, with another 1,000 jobs set to be added by 2021.

The enduring success of the BMW X models.

Global sales of BMW X models have now exceeded 3.3 million, and almost one in every three newly registered BMWs now wears an X badge. All of which provides impressive evidence of the BMW X model family's success and the brand's expertise in all-wheel-drive development.

This is a major reason why the USA and Detroit – through the NAIAS – provides the ideal stage for BMW to unveil the new BMW X2 to a global audience. The Sports Activity Coupe adds an exciting new model to the BMW X line-up. And, with its unmistakable design and sporty, urban genes, it makes a confident impression in its class. The BMW X2 goes above and beyond any rival, past or present, in bringing joy and driving pleasure to the segment. Also on show in Detroit alongside the X2 is another future member of the BMW X ranks – the BMW Concept X7 iPerformance.

These two models will round off the BMW X model family in 2018 and build on an already unparalleled record of success – one that dates back as far as 1985, when the first all-wheel-drive BMW (the BMW 325i Allrad) was unveiled at the International Motor Show (IAA) in Frankfurt/Main. The model soon made its debut as the BMW 325iX, and so began the rise of “X” to its current status around the world as a byword for BMW's all-wheel-drive expertise.

Milestones for the BMW X5 and BMW xDrive.

A central factor in the success of the X models has been BMW xDrive intelligent all-wheel drive, presented for the first time in 2003 under the skin of

the BMW X3. xDrive was the first system of its kind to employ forward-thinking analysis of the driving situation and intervene proactively, as required. The successful BMW X lineage actually began even earlier – in 1999, to be precise, with the BMW X5. The world's first Sports Activity Vehicle took both roads and rough terrain by storm and opened up additional target groups for the BMW brand. It duly introduced customers to an innovative and future-oriented vehicle concept whose importance has since mushroomed.

The brand's product range now comprises no fewer than six BMW X models, plus the two all-wheel-drive high-performance sports cars from BMW M GmbH: the BMW X5 M and BMW X6 M (fuel consumption combined for both models: 11.1 l/100 km [25.5 mpg imp]; CO₂ emissions combined: 258 g/km)².

The BMW X models are rich in variety, then, but they all share the driving pleasure for which BMW is renowned, coupled with a high seating position, excellent handling and generous levels of space.

BMW i: the BMW electrification strategy gathers pace.

BMW's latest beacon shining a light into a new era of mobility is BMW i. The brand acts as a byword for visionary vehicles and a new understanding of premium mobility focused squarely on sustainability. BMW is already pointing the way into this new world with the BMW i3 (CO₂ emissions combined: 0 g/km; electric power consumption combined: 13.6 – 13.1 kWh/100 km)¹ and BMW i8 – and has put in place a clear strategy for the near-term future of electric mobility.

This future began to take shape at BMW back in 2013 with the start of sales for the BMW i3. Since 2014 the i3 has been the world's highest-selling premium electric vehicle in its class. And in Germany it has led the way in the registration statistics for the overall electric vehicle segment since 2014. The new BMW i3 and new BMW i3s (CO₂ emissions combined: 0 g/km; electric power consumption combined: 14.3 kWh/100 km)¹ celebrated their world premieres in September at the International Motor Show (IAA) in Frankfurt/Main. The global market introduction of the updated BMW i3 models and new BMW i3s got underway in November 2017. And now the second development stage of the BMW i8 Coupe and the BMW i8 Roadster First Edition are poised in their starting blocks in Detroit.

25 models with electrified drive systems by 2025.

The BMW Group sold more than 100,000 vehicles with all-electric or plug-in hybrid drive systems in 2017 alone. On the back of steadily increasing sales, the BMW Group is expecting 15 – 25% of all vehicles sold by its brands to be powered by an all-electric or plug-in hybrid drive system as early as 2025. The

company's electrification strategy envisages a line-up of 25 models with electrified drive systems in 2025, of which 12 will be purely electric.

The BMW i Vision Dynamics – presented at the IAA 2017 in Frankfurt/Main – hints at the form this strategy might take in the near future. With a range of 600 km (373 miles), a top speed in excess of 200 km/h (124 mph) and acceleration of 0 – 100 km/h (62 mph) in 4.0 seconds, the BMW i Vision Dynamics offers a glimpse into the electric mobility experience of the future, one headlined by a new level of sporting elegance.

The new BMW i8 Coupe, the new BMW i8 Roadster First Edition. Sustainable, trailblazing, exclusive.



The allure of sustainable driving pleasure by BMW i just got even stronger. The new BMW i8 Coupe is poised to write the next chapter in the success story of the world's highest-selling plug-in hybrid sports car. And the new BMW i8 Roadster takes the Coupe's combination of locally emission-free mobility and high-calibre performance, and sprinkles the experience of open-top driving into the mix. Both models use further developed BMW eDrive technology to deliver noticeably sharper dynamics, as well as increasing the operating range and amount of driving possible using electric power alone. And all the time the new i8 Roadster exudes a whole new sensation of freedom. It opens the door to virtually silent motoring with zero CO₂ emissions and therefore brings an extra layer of purity to open-air motoring.

The NAIAS 2018 show in Detroit will host the world premiere of the new BMW i8 Coupe. And Detroit will also give visitors the chance to discover trailblazing open-top driving pleasure at its most exclusive in the form of the BMW i8 Roadster First Edition. Making its debut at the show, the special-edition car stands out with a suitably extensive array of appointments. Added to which, the striking design of the open-top two-seater is enriched by a spread of bespoke details.

The BMW i8 Roadster First Edition is limited to a production run of 200 units. The special-edition cars will be among the first examples of the open-top plug-in hybrid sports car built and delivered to customers around the world. All of the body paint finishes and interior designs offered for the new BMW i8 Coupe and new BMW i8 Roadster are also available for the special edition. These include the newly introduced exterior colours E-Copper metallic and Donington Grey metallic. The Carpo interior design package (included as standard) comprises full leather trim, which is available for the new BMW i8 Roadster exclusively in the colour combination Ivory White/Black.

Exclusive and progressive: special edition with eye-catching design features and particularly sophisticated appointments.

Standard specification for the new BMW i8 Roadster First Edition includes exclusive, 20-inch, radial-spoke light-alloy wheels in Jet Black matt and with mixed-size tyres. Matt black is also used for the inlay in the special edition's tailgate and the trim element on its C-pillars bearing the prominent and classy "Roadster" badging.

Inside the BMW i8 Roadster First Edition, a plate bearing the message “1 of 200” points to the car’s exclusive status. And the special edition also comes with a signed booklet – likewise limited to 200 copies – documenting the development of the new BMW i8 Roadster.

The extensive standard equipment of the new BMW i8 Roadster includes the Navigation system Professional, BMW Display Key, Driving Assistant with Surround View, a sports leather steering wheel with multifunction buttons and shift paddles, electrically adjustable and heated seats with memory function and a multifunctional instrument display. And the BMW i8 Roadster First Edition raises the stakes with a host of additional sophisticated and progressive options. Indeed, the special edition is fitted with non-dazzling BMW Laserlight headlights, and its control and display system offers the extra benefits of the BMW Head-Up Display. The car’s exclusive light-alloy wheels also turn heads with their high-gloss black painted brake callipers, which also feature blue detailing and a BMW i logo.

DryCarbon interior trim elements and ceramic applications for the gear selector and iDrive Controller bring an even more exclusive aura to the interior. A light package provides atmospheric illumination via the instrument panel, centre console, door trim and footwells courtesy of LED units in switchable light colours (white, blue or orange). Opening a door reveals the “i8” logo projection on the ground. Also on board are the Harman Kardon hi-fi speaker system, telephony with wireless charging (not available in the USA) and an alarm system. Plus, the new BMW i8 Roadster First Edition is equipped with the travel package. In addition to the contents of the storage package, this includes a map case in Nappa leather and Alcantara partition elements for the storage compartment behind the seats, which offers approximately 100 litres of additional stowage space.

The BMW i8 Coupe and BMW i8 Roadster: trailblazing sports performance and innovative roadster feeling.

Like the new BMW i8 Coupe, the new BMW i8 Roadster is based on the LifeDrive architecture, which brings together an aluminium chassis and a passenger cell made from carbon-fibre-reinforced plastic (CFRP). The car’s horizontally split structure underpins the typical sports car proportions and aerodynamically optimised lines which mark the BMW i8 Coupe out as an ultra-sporty 2+2-seater.

The exterior design of the BMW i8 Roadster carries the unmistakable BMW i design language over into another vehicle concept and is awash with individual highlights that radiate elegance and fire the emotions. The soft-top roof also displays great visual lightness, vividly showcasing the car’s low

centre of gravity and its silhouette's dynamic wedge shape. The open-top two-seater has newly designed frameless gullwing doors made from CFRP and with an aluminium outer skin. The windscreen frame and model-specific side skirts are also made entirely of CFRP. This ultra-strong, high-tech material is ideally equipped to provide exceptional rigidity, maximising the car's occupant protection even if it rolls over.

The BMW i8 Roadster's broad soft-top roof stows away into a perpendicular position in the rear when opened. This unique mechanism clears the way for storing additional items behind the seats. The cloth roof opens and closes in an all-electric hush within 15 seconds and while travelling at up to 50 km/h (31 mph), if required.

The plug-in hybrid drive system of the new BMW i8 Coupe and new BMW i8 Roadster serves up a dynamic take on electric mobility. The three-cylinder petrol engine and electric drive system team up to generate system output of 275 kW/374 hp. The BMW eDrive technology on hand also includes a lithium-ion high-voltage battery with cell capacity of 34 Ah and gross energy capacity of 11.6 kWh. The battery delivers the energy for the 105 kW/143 hp electric motor to power the car from rest all the way to a maximum 105 km/h (65 mph) on a wave of innovative sports car (or roadster) feeling. Pushing the eDrive button in either model raises the top speed on electric power alone up to 120 km/h (75 mph). With the 170 kW/231 hp combustion engine joining the fray, the driver enjoys the virtues of hybrid-specific all-wheel drive controlled by intelligent energy management.

The new BMW i8 Coupe sprints from 0 to 100 km/h (62 mph) in 4.4 seconds, while the new BMW i8 Roadster completes the same sprint in 4.6 seconds. Both models have an electronically limited top speed of 250 km/h (156 mph). Combined petrol consumption is 1.9 litres per 100 kilometres (148.7 mpg imp)¹ for the Coupe and 2.1 litres per 100 kilometres (134.5 mpg imp)¹ for the Roadster, and combined electric power consumption is 14.0 kWh / 14.5 kWh per 100 kilometres¹. CO₂ emissions from the petrol engine are 42 grams per kilometre¹ for the new BMW i8 Coupe and 46 grams per kilometre¹ for the new BMW i8 Roadster. The electric driving range of the BMW i8 Coupe in the NEDC test cycle is 55 kilometres / 34 miles¹ and the BMW i8 Roadster claims 53 kilometres / 33 miles¹ (consumption, emissions and range figures are as per legally stipulated calculation formulas).

The products and services available under the umbrella of 360° Electric optimise the convenience and everyday usability of electric mobility. The BMW i Wallbox Plus makes home charging easy and convenient, while the

BMW i Wallbox Connect also allows use of the globally unique BMW Digital Charging Service.

The enthralling driving experience offered by a plug-in hybrid sports car is further enriched by the digital services offered by BMW Connected and ConnectedDrive. BMW Connected is a personal mobility assistant that interfaces the vehicle with the customer's selected touchpoints, such as a smartphone, smartwatch and digital voice-controlled assistant. This turns the personal mobility assistant into a seamlessly integrated component of the driver's digital life, available anytime and anywhere. ConnectedDrive Services are also included as standard, providing access to functions such as Real Time Traffic Information and On-Street Parking Information, as well as the Concierge Services.

All figures relating to the performance, consumption, emissions and range of the BMW i8 Coupe and BMW i8 Roadster are provisional.

¹ The fuel consumption, CO₂ emissions, power consumption and operating range figures were determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany and the range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment.

The values of the vehicles labelled with (1) and (3) are already based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. [With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation)].

The CO₂ efficiency specifications are determined according to Directive 1999/94/EC and the latest version of the Pkw-EnVKV, and based (for classification) on the fuel consumption and CO₂ values as per the NEDC cycle.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guideline for fuel consumption, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships and at <https://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>.

The new BMW X2. Exciting looks, sparkling dynamics.



The attractive, exciting, extrovert new BMW X2 will celebrate its market premiere in March 2018. With a design oozing individuality from every pore and a sporty suspension set-up, the BMW X2 pushes back boundaries, puts a firework under old habits and brings previously uncharted levels of driving pleasure to this vehicle segment.

In so doing, the BMW X2 appeals primarily to a young and young-at-heart target group. These customers live in urban areas, lead active lives and are fully connected with the digital world.

The design: a distinctive character.

The BMW X2 cuts a sublime figure from any angle. Its stance on the road recalls a finely-tuned athlete – and fuses the rugged profile typical of a BMW X model with the sporting grace of a coupe. Signature details include wheel arches with a squared-off look, striking exhaust tailpipes and accentuated side skirts, not to mention an elegant roofline, slick lines and slim window graphic.

Never does the BMW X2 betray its own unique character; this is a standalone model to its core, one which stands out positively from the crowd. Plus, the M Sport X model is available for the first time and allows owners to make the character of their BMW X2 even more individual.

Two design features, in particular, catch the eye. The X2 turns BMW's familiar trapezoidal kidney grille form on its head, and it now broadens as it heads south; this is the first time a modern BMW has gone about things this way. And the additional BMW roundel on the C-pillars references a much-loved detail of classical BMW coupes, such as the 2000 CS and 3.0 CSL, highlighting the sporting DNA of the BMW X2.

Dynamics brimming with power and efficiency.

BMW TwinTurbo engines transfer these genes to the road in suitably dynamic style. Three variants are available from launch; the BMW X2 sDrive20i petrol model with 141 kW / 192 hp (fuel consumption combined: 5.9 – 5.5 l/100 km [47.9 – 51.4 mpg imp]; CO₂ emissions combined: 134 – 126 g/km)², plus the X2 xDrive20d diesel variant with 140 kW / 190 hp (fuel consumption combined: 4.8 – 4.6 l/100 km [58.9 – 61.4 mpg imp]; CO₂ emissions combined: 126 – 121 g/km)² and X2 xDrive25d diesel with 170 kW

/ 231 hp (fuel consumption combined: 5.3 – 5.1 l/100 km [53.3 – 55.4 mpg imp]; CO₂ emissions combined: 139 – 133 g/km)².

Both diesel cars come as standard with xDrive intelligent all-wheel drive and the eight-speed Steptronic transmission, while the petrol model is fitted with the sporty seven-speed Steptronic dual-clutch transmission. All combinations turn every journey – on any terrain – into an adventure.

Further attractive models will be added to the Sports Activity Coupe line-up in early 2018 – in the shape of the three-cylinder X2 sDrive18i and the four-cylinder X2 xDrive20i, X2 sDrive18d and X2 xDrive18d. The outputs of the petrol models range from 103 kW / 140 hp in the X2 sDrive18i (with manual gearbox, fuel consumption combined: 6.3 – 6.0 l/100 km [44.8 – 47.1 mpg imp], CO₂ emissions combined: 144 – 138 g/km³; with seven-speed Steptronic dual-clutch transmission, fuel consumption combined: 6.2 – 5.9 l/100 km [45.6 – 47.9 mpg imp], CO₂ emissions combined: 141 – 135 g/km³) up to 141 kW/192 hp in the X2 xDrive20i (fuel consumption combined: 6.2 – 6.1 l/100 km [45.6 – 46.3 mpg imp]; CO₂ emissions combined: 142 – 138 g/km³). The diesel X2 sDrive18d (with manual gearbox, fuel consumption combined: 4.6 – 4.5 l/100 km [61.4 – 62.8 mpg imp], CO₂ emissions combined: 121 – 119 g/km³; with eight-speed Steptronic transmission, fuel consumption combined: 4.7 – 4.5 l/100 km [60.1 – 62.8 mpg imp], CO₂ emissions combined: 124 – 118 g/km³) and X2 xDrive18d (fuel consumption combined: 5.2 – 4.8 l/100 km [54.3 – 58.9 mpg imp], CO₂ emissions combined: 137 – 128 g/km³) have 110 kW / 150 hp.

The sporty suspension of the BMW X2 transfers the fine agility and dynamics of the BMW drivetrain to the road. The M Sport and M Sport X models come as standard with M Sport suspension with firmer spring and damper settings and a lowered ride height. This feature is available as an option on the basic BMW X2. The optional Dynamic Damper Control (incl. a 10 mm drop in ride height) allows the suspension settings to be tailored even more closely to individual tastes or requirements.

² Fuel consumption figures are based on the EU test cycle and may vary depending on the tyre format specified

³ Fuel consumption figures are provisional, based on the EU test cycle and may vary depending on the tyre format specified.

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Equipment: modern style.

Drivers can expect to find top quality included as standard. The interior of the M Sport and M Sport X models is trimmed in an enticing Micro Hexagon fabric/Alcantara Anthracite combination with contrast stitching for the instrument panel and centre console. And the instrument cluster and large displays bring added flourishes to the interior and act as visual pointers to BMW's digital expertise.

This brings us to features such as BMW Connected and BMW ConnectedDrive Services – both available as an option for the BMW X2. Joining them on the options list is the BMW Head-Up Display.

The BMW X2 also offers customers cutting-edge technologies when it comes to driver assistance systems. For example, the Traffic Jam Assistant eases the driver's workload in tedious stop/start traffic on congested motorways. This system is part of the optional Driving Assistant Plus, which comprises a series of camera-based driver assistance systems. The optional Parking Assistant is likewise designed to make life easier for the BMW X2 driver, automatically identifying suitable parking spaces and, if desired, taking over steering duties for the parking manoeuvre.