

# BMW at the 88th Geneva International Motor Show 2018. Summary.



BMW is showcasing new models across a variety of vehicle segments along with the very latest technological innovations at the International Motor Show 2018 in Geneva. The tone for the BMW stand is set by the corporate strategy NUMBER ONE > NEXT, which sees the BMW Group focusing on the areas of electric mobility, digitalisation and autonomous driving, and whose cornerstones include expanding the product offering in the luxury segment and systematically enlarging the family of BMW X models. BMW is pursuing its current model offensive with the vehicles on show in Geneva, thereby underlining its distinguished status as a manufacturer of forward-looking, dynamic and emotionally engaging premium cars.

The 88th edition of the International Motor Show on Lake Geneva provides the venue for the world premiere of the BMW Concept M8 Gran Coupe. With this study car, BMW offers a look ahead to the most exotic and alluring variant of the new BMW 8 Series. Likewise celebrating its world premiere is the latest-generation BMW X4. Visitors to the show at the Palexpo convention centre from 8 – 18 March 2018 will also be able to feast their eyes on the limited-run special-edition BMW M3 CS (fuel consumption combined: 8.5 l/100 km [33.2 mpg imp]; CO<sub>2</sub> emissions combined: 198 g/km), discover the new BMW 2 Series Active Tourer and BMW 2 Series Gran Tourer, and admire a duo of plug-in hybrid sports car models in the shape of the BMW i8 Roadster (fuel consumption combined: 2.1 l/100 km [134.5 mpg imp]; electricity consumption combined: 14.5 kWh/100 km; CO<sub>2</sub> emissions combined: 46 g/km) and the BMW i8 Coupe (fuel consumption combined: 1.9 l/100 km [148.7 mpg imp]; electricity consumption combined: 14.0 kWh/100 km; CO<sub>2</sub> emissions combined: 42 g/km). In addition to these new models, BMW is also presenting the latest innovations for further reducing fuel consumption and CO<sub>2</sub> emissions that have been developed under the umbrella of BMW EfficientDynamics Next.

## **World premiere: the BMW Concept M8 Gran Coupe.**

Highlighting another facet of the BMW brand's latest model offensive in the luxury segment is the BMW Concept M8 Gran Coupe, which celebrates its world premiere at the Geneva Motor Show 2018. This concept study combines the core values of BMW M with elegance and luxury, and therefore offers a preview of the BMW 8 Series Gran Coupe and BMW M8 Gran Coupe, which will be presented during the course of 2019.

Like the BMW Concept 8 Series before it, the BMW Concept M8 Gran Coupe shows off BMW's new design language, headlined by expressive surfacing that accentuates the car's dynamism more vividly than before through its bodywork. A small number of precise character lines underline the graphic arrangement of the surfaces.

Stretched proportions and an elegantly sporty silhouette radiate the dynamic character of the BMW Concept M8 Gran Coupe. The prominent front end, with its muscular, contoured bonnet and large air intakes, sends out a clear statement of the new model's intoxicating performance. And the powerful, imposing rear underlines the point: here is a car that packs a punch.

The signature M features of the concept study include the gills on the front side panels, the two sets of twin exhaust tailpipes and the roof made from carbon-fibre-reinforced plastic (CFRP). The Salève Vert paint finish, whose colour appears to change from green to greyish blue in different lights, teams up with numerous gold-coloured elements to create an ultra-extrovert visual combination for the BMW Concept M8 Gran Coupe.

#### **World premiere: the all-new BMW X4.**

The new BMW X4 succeeds the first ever Sports Activity Coupe at the premium end of the mid-size class, over 200,000 of which have been sold worldwide since its launch. The new model generation has a charisma all of its own, as evinced by its significantly enhanced driving dynamics, standout exterior design accentuating the car's sporting instincts, a further refined premium ambience in the interior, state-of-the-art driver assistance systems and leading-edge connectivity technologies. Added to which, the dynamic essence of the Sports Activity Coupe is further highlighted by the addition of two BMW M Performance models to the line-up.

With the muscular dynamics and commanding presence of its exterior design, the new BMW X4 stands out as the eye-catching athlete amongst the BMW X models. Powerful and efficient latest-generation engines, a bespoke chassis set-up, weight-reducing measures, enhanced aerodynamic properties, the low centre of gravity and the perfectly balanced 50:50 distribution of the axle loads provide all the right ingredients for wonderfully sporty driving pleasure. Cutting-edge driver assistance systems enhance comfort and safety, while the latest services from BMW ConnectedDrive ensure a seamlessly connected mobility experience.

#### **Attractive and extrovert: the new BMW X2.**

Another new addition to the family of BMW X models is also on display at the Geneva Motor Show 2018. The new BMW X2 is making its European debut at one of the world's top five car shows. The compact Sports Activity Coupe

makes its mark with a distinctive design and sporty driving characteristics. The typical rugged look of BMW X models is combined with elegant lines and eye-catching details such as the additional BMW roundels on the C-pillars, which first featured on classical BMW coupes.

With the latest generation of petrol and diesel engines, the new seven-speed Steptronic dual-clutch transmission or the eight-speed Steptronic transmission, plus BMW xDrive intelligent all-wheel drive on board, efficient driving pleasure is guaranteed on any terrain. The list of optional extras furthermore includes the very latest BMW ConnectedDrive Services, state-of-the-art driver assistance systems, as well as the BMW Head-Up Display for projecting driving-related information onto the windscreen.

### **Dynamic, emotional, strictly limited: the new BMW M3 CS.**

BMW M GmbH is continuing its tradition of bringing out exclusive, special-edition models based on the BMW M3. The new BMW M3 CS, which is celebrating its European premiere in Geneva, makes no secret of its motor racing genes, with specially engineered powertrain and chassis technology as well as exclusive design features. As a result, the four-door high-performance sedan serves up an enthralling blend of dynamism, emotion and everyday practicality.

The car's remarkably dynamic performance abilities are rooted in a six-cylinder in-line engine with BMW M TwinPower Turbo technology, whose output compared to the BMW M3 with Competition Package has been upped by 7 kW/10 hp to 338 kW/460 hp. Thanks to the inclusion of the M Driver's Package as standard, the BMW M3 CS has an electronically limited top speed of 280 km/h (174 mph), while the sprint from 0 to 100 km/h (62 mph) is over in an electrifying 3.9 seconds. The special edition's standard specification includes the seven-speed M Double Clutch Transmission (M DCT) with Drivelogic, Adaptive M suspension and cup tyres that have been purpose developed for track use. The new BMW M3 CS will be built in a limited run of 1,200 units.

### **Functional interior concept, sporting character: the new BMW 2 Series Active Tourer and new BMW 2 Series Gran Tourer.**

Boasting a meticulously modified design, fresh new accents in the interior and extensively overhauled powertrain technology, the BMW 2 Series Active Tourer and the BMW 2 Series Gran Tourer are set to build on their success to date in the Sports Activity Tourer segment. They are likewise making their first European appearance at one of the world's five leading automotive shows. The premium compact models stand out more than ever for their

inimitable combination of spatial functionality, comfort and the sporting flair the brand is famous for.

The most striking feature on the exterior is the significantly larger BMW kidney grille, which endows both models with greater presence and expressive power. Inside, there are widened cushions for the standard seats and new upholstery variants for added comfort and individuality. The new generation of petrol and diesel engines heralds an increase in both efficiency and driving pleasure. A broad line-up of three and four-cylinder power units is available to choose from for the new BMW 2 Series Active Tourer and BMW 2 Series Gran Tourer. For all-electric driving with a range of up to 45 kilometres (28 miles), meanwhile, there is the plug-in hybrid BMW 225xe iPerformance Active Tourer (fuel consumption combined: 2.5 – 2.3 l/100 km [113 – 122.8 mpg imp]; electricity consumption combined: 13.7 – 13.4 kWh/100 km; CO<sub>2</sub> emissions combined: 57 – 52 g/km), a model that is unrivalled in this segment.

### **A new generation of sports cars: the new BMW i8 Roadster and BMW i8 Coupe**

Another intoxicating chapter is about to be written in the success story of the BMW i8 with the arrival of the new BMW i8 Roadster, which will now make it possible to enjoy all of the dynamism and groundbreaking powertrain technology of the world's top-selling plug-in hybrid sports car in open-top format, too. With the soft-top down, driving on electric power alone is transformed into an unprecedented sensation of pure freedom and sustainable driving pleasure. The open-top two-seater is made even more thrilling by its individual take on the design that was specially developed for the BMW i8. The newly designed frameless gullwing doors are made from CFRP, as are the windscreen frame and the side skirts. This ultra-strong high-tech material makes the body more rigid, thereby further enhancing occupant protection in the BMW i8 Roadster. Together with numerous other lightweight design measures, the use of CFRP furthermore helps to ensure that the design's inherent weight penalty vis-à-vis the BMW i8 Coupe is remarkably low. The BMW i8 Roadster weighs in at 1,595 kilograms, just 60 kilograms more than the Coupe.

Thanks to the further improved BMW eDrive technology, virtually silent and locally emission-free motoring has now been turned into an even more tangible experience in both the new BMW i8 Roadster and the new BMW i8 Coupe. An optimised high-voltage battery results in even more frequent and longer phases during which the vehicle is powered solely by the electric motor. It has also helped to bring about a 9 kW/12 hp increase in the electric motor's output to 105 kW/143 hp. The system output produced

in unison with the three-cylinder petrol engine now stands at 275 kW/374 hp. This enables the new BMW i8 Coupe to sprint from 0 to 100 km/h (62 mph) in 4.4 seconds, while the new BMW i8 Roadster takes 4.6 seconds.

**BMW i has a fine record of success: a leading global player in the field of electric mobility.**

BMW Group brand BMW i has cemented its place among the world's top flight of electric mobility manufacturers. 2017 was the first year in which sales of cars from the BMW i, BMW iPerformance and MINI brands with all-electric or plug-in hybrid drive systems topped the 100,000 mark. In Europe, the BMW Group is the market leader in this segment with a 21 per cent share of electrified car registrations. On a global scale, the BMW Group again tops the registration statistics, this time together with another manufacturer, with a market share of 10 per cent. The BMW Group's market share in the electrified vehicle segment (in Europe and worldwide) is already more than three times larger than its share of the traditional vehicle market, meaning that the company is enjoying extraordinary success in the fast-growing electric mobility market.

The BMW Group is systematically expanding its range of electrified cars as part of its NUMBER ONE > NEXT strategy, which will see the company producing 25 fully or partially electric models worldwide by 2025. In addition to this, the BMW i brand is reinforcing its strong reputation as a systems supplier for electric mobility. High-voltage batteries from BMW i are in increasing demand in applications beyond cars, such as electric marine propulsion systems, electric commercial vehicles and stationary energy storage. BMW i furthermore plays an active role in expanding the public charging infrastructure and in the development of innovative new charging technologies, such as BMW Wireless Charging, which is due to become available for the BMW 530e iPerformance in the course of 2018.