

BMW Group

Corporate and Governmental Affairs

Media Information
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BMW i. **The design of the new BMW sub-brand.**

Munich. BMW i stands for visionary vehicles, inspiring design and a new understanding of premium mobility – with a consistent focus on sustainability. This unique character is brought to life through style elements that give the design of BMW i models its very own identity. By reinterpreting well-known design characteristics, the BMW i design language ties in with the BMW parent brand. However, as the BMW i sub-brand reinterprets individual elements in a completely new fashion, vehicles launched under the new i sub-brand are provided with a stand-alone identity. For the sub-brand, the BMW logo is complemented by a blue three-dimensional ring. The reinterpretation of the iconic BMW kidney grille, particularly in combination with the sub-brand's front view, creates an optical link to the typical face of BMW core brand models. Apart from the assets of BMW design which stands for premium, quality and precision the BMW i design also embodies lightness, purity, safety and aerodynamic efficiency.

The side view reveals one of the most prominent design characteristics: the “streamflow”-C-pillar. These converging lines are a manifestation of the design's alignment with the models' aerodynamic requirements. Another element that substantiates this design philosophy is the aerodynamic thrust surface – or “aeroflap” – which is integrated into the rocker panel. Due to their diameter, the low-profile tires highlight the efficiency and dynamics of the BMW i3 and the BMW i8. Both concepts feature rear lights that reflect BMW's classic L theme. The side surfaces emphasize the aerodynamic aspect once again, also when viewed from the rear. As tearing edges, they reduce the models' aerodynamic drag and give them sound proportions.

The BMW i3 and the BMW i8 demonstrate the potential range of BMW i design principles when applied to two completely different vehicle concepts. The BMW i3, known previously as the “Megacity Vehicle”, will be the BMW Group's first all-electric series model for urban environments. The BMW i8, on the other

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49 (0) 89-382-20961

Internet
www.bmwgroup.com



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hand, is based on the BMW Vision EfficientDynamics concept study. Fitted with a plug-in hybrid drive, it combines the driving characteristics of a high-performance sports car with the consumption and emission levels of a small car.

The BMW i logo

Conveying an air of transparency and openness, the BMW i logo is the epitome of the sub-brand and its design principles. The logo features a future-oriented design and evokes associations with the BMW parent brand. Its diagonal set-up with an upward orientation imparts a look of dynamics and elegance, thus augmenting the visionary character of BMW i.

For questions please contact:

Susanne Spatz, Design Communications BMW Group
Telephone: +49 (0) 89-382-20961, Fax: +49 (0) 89-382-20626

Tobias Hahn, Technology Communications BMW Group
Telephone: +49 (0) 89-382-60816, Fax: +49 (0) 89-382-23927

Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group's global sales volume for the 2010 financial year amounted to approximately 1.46 million automobiles and over 98,000 motorcycles.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates. The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

