



Media Information
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BMW i8 Concept Spyder with BMW eDrive in Beijing. New designation for the drive technology of all future electric and plug-in hybrid cars.

Munich/Beijing. The BMW i8 Concept Spyder is celebrating its world premiere at the Auto China 2012 in Beijing (23 April – 2 May 2012) and the rear-end of the car clearly bears the eDrive emblem for the new technology. In future, the designation eDrive will identify the drive technology for all electric and plug-in hybrid cars from BMW i.

BMW eDrive comprises the components of the electric drivetrain: the electric motor developed in-house by BMW, the lithium-ion battery, and finally the intelligent motor management system. This technology ensures that electromobility with BMW eDrive offers a unique experience. This is because the full torque of the electric motor is available from a standing start and the acceleration unfolds continuously in thoroughbred electric vehicles until the top speed is attained. Vehicles with BMW eDrive technology are therefore extremely agile and offer enormous driving pleasure. The lithium-ion battery cells and the intelligent motor management system also offer a substantial increase in range and power for the vehicle.

The future will see BMW eDrive technology empowering all electric drives – electric and plug-in vehicles from BMW i – giving them the capability for being particularly dynamic and smart.

The BMW Group.

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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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 seven years.

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