



Press release  
March 2013

## **BMW i Design Concept Cars.**

Concept cars are design studies which hold a key importance for the BMW Design Team. The futuristic concepts created for the BMW i sub-brand provide a striking example. Their development represents a new take on premium mobility underpinned by a rigorous focus on sustainability. They also turn the spotlight on alternative drive systems, new materials and a very modern driving experience – the aim being to take the best of them all the way to series production.

### **BMW i3 Concept Coupe (2012).**



The modern, clear and open design of the BMW i3 Concept Coupe bears witness to the sustainability awareness that is a definitive facet of the car's premium character. Displaying a form language specially developed for the BMW i brand, the overall look of this three-door model conveys first and foremost dynamics and driving pleasure. The elegantly flowing coupe roofline and the side window graphic in a new interpretation of the "stream flow" design specially developed for BMW i shape the look of the carbon body, which immediately signals the car's lightness, transparency and optimised aerodynamic attributes. Inside, the hallmark BMW i sense of spaciousness is combined with a specially created lounge atmosphere in the rear with its two individual seats.

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49-89-382-20961

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



Press Release

Date March 2013

Subject BMW i Design Concept Cars.

Page 2

## **BMW i8 Concept Spyder (2012).**



The sporty, emotion-led design of the BMW i8 Concept Spyder unites lightness, dynamics and efficiency with an unusual aesthetic. The combination of intelligent lightweight design and cutting-edge hybrid technology helps the BMW i8 Concept Spyder on the way to genuine sports car performance, while its fuel consumption figures match those of a small car. The concept's sporty, dynamic look is achieved by large body panels, a hunkered-down stance and numerous aerodynamic elements such as contact surfaces, spoiler lips, AirCurtains and aeroflaps.

## **BMW i3 Concept (2011).**



The design of the electrically powered BMW i3 Concept reveals its forte at first glance: this study represents the dynamic interpretation of a visionary car for the urban environment. Its futuristic one-box design couples maximum interior



Press Release

Date March 2013

Subject BMW i Design Concept Cars.

Page 3

space with the smallest possible footprint. Thanks to this innovative set-up, the transparent design of the interior creates a sense of freedom and openness, and in so doing delivers an entirely fresh and expansive perception of space.

### **BMW i8 Concept (2011).**



The design of the BMW i8 Concept lends aesthetic shape to the perfect interplay of technology and aesthetics. Its form language and low-slung silhouette radiate a sense of dynamic prowess. Large windows and exposed aerodynamic features reveal an unobstructed view of the innovative lightweight design of the study, underscoring its commitment to maximising efficiency. Its athletic character is also reflected in the state-of-the-art design of the interior, distinguished as it is by a scrupulous driver focus and the use of renewable raw materials.



Press Release  
Date March 2013  
Subject BMW i Design Concept Cars.  
Page 4

In the event of enquiries please contact:

## **BMW Corporate Communications**

Susanne Giuliani (née Spatz), BMW Group Design and Lifestyle Communication  
Tel.: +49-89-382-20961, Fax: +49-89-382-20626

Nadja Horn, BMW Group Design and Lifestyle Communication  
Tel.: +49-89-382-57185, Fax: +49-89-382-20626

Media Website: [www.press.bmwgroup.de](http://www.press.bmwgroup.de)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

## **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

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 eight years.

[www.bmwgroup.com](http://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>