

Media Information
29 July 2013

BMW i3 launch campaign

Start of communications for new electric BMW i3 to coincide with world premiere

Munich. The international premiere of the BMW i3 was held simultaneously in the cities of London, New York and Beijing today. The revolutionary concept behind the new BMW i3 was presented to the global public in a live broadcast from the three locations. Launch communications for the new electric BMW i3 also got underway at the same time. The campaign for the new BMW i3 started worldwide with a standard international online presence focused on the launch film, a redesigned website with configurator and the first print ads. Social network communications round out the campaign. The corresponding TV campaign will debut in November to coincide with the vehicle's pan-European market launch. The integrated campaign is a logical continuation of the urban positioning that has defined the BMW i brand since its launch in February 2011. Electric driving in a BMW i3 requires no sacrifice: This comfortable vehicle with the latest technology is highly suitable for everyday driving and boasts all the characteristics of a premium vehicle.

With the start of the campaign, interested users can easily configure the BMW i3 on the redesigned **BMW i website** and find all information on relevant topics, such as charging, everyday driveability, technology and BMW i dealerships. It is also easy and convenient to configure the BMW i3 or register for a test drive through the **social networks** – for example, on Facebook, where BMW i already has more than 1.3 million fans. Online banner ads will be displayed on relevant sites, such as blogs or comparison portals for electrical and hybrid vehicles, and also inserted into editorial content. From mid-August, the **BMW i app** for Android, iPhone and iPad will also be available with extended functionality such as location-based visualisation of the BMW i3 range, a photo gallery, a visualiser with 360° panorama interior views of the new BMW i3 and a tool for arranging test drives.

Uwe Dreher, responsible for BMW i Marketing Communications worldwide, summarises: “The aim of all our communications activities is to encourage people to take a test drive and, in that way, win them as potential customers for the vehicle – because the best way to experience the fascination, unique feeling and typical BMW driving pleasure of the electric BMW i3 is to actually drive the car for yourself.”

Shooting for both **print and online** launch campaigns for the **BMW i3** took place in Los Angeles. Abstract scenes were deliberately avoided in the choice of visuals. Instead, the BMW i3 is shown in everyday situations familiar to its urban target audience. The band Phoenix provides the soundtrack for the launch film with its song “Lisztomania”.

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The **TV campaign**, shot between the high-rises of downtown Chicago, will follow in November, to coincide with the market launch in Europe.

BMW i stands for visionary vehicles and mobility services, inspiring design and a new understanding of premium that is strongly geared towards sustainability. The BMW i brand redefines individual mobility. The BMW i3 is the world's first premium electric vehicle purpose-built from the ground up for electric power, creating a car that guarantees typical BMW sheer driving pleasure with zero emissions.

The BMW i3 – the first series-produced vehicle from BMW i – transforms emission-free mobility into pure driving pleasure in a premium automobile. The BMW Group's first pure electric model creates totally new and ground-breaking possibilities for driving pleasure, sustainability and networking in urban traffic. The visionary design of the BMW i3 provides an authentic expression of typical BMW sportiness and the efficiency of a four-seater. Its innovative vehicle concept includes a carbon fibre reinforced plastic (CFRP) passenger cell that combines light weight, stability and safety with an exceptional feeling of spaciousness. Driver assistance systems and BMW ConnectedDrive mobility services specially developed for BMW i, combined with the services of 360° ELECTRIC, make emission-free mobility in the urban environment a fascinating everyday experience.

Link to the BMW i3 website special: www.bmw.com/i3

Link to the BMW i3 film: www.bmw.com/i3film

Link to the BMW i3 visualiser: www.bmw.com/i3visualizer

Link to BMW i on Facebook: <https://www.facebook.com/BMWi>

As lead agency for BMW i since January 2012, Dorten, based in Stuttgart and Berlin, was responsible for campaign concept, design and development.

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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.

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