



Media information  
10. February 2014

## **BMW Laser Light goes into series production. The BMW i8 is the first production vehicle to feature the innovative light technology.**

**Munich.** From the autumn of 2014, BMW will be the first manufacturer worldwide to offer a production vehicle equipped with headlamps featuring a completely new laser light concept. With this laser light technology, which was first presented at the 2011 Frankfurt International Motor Show, the BMW i8 (fuel consumption combined: 2.1-0.0 l/100 km; CO<sub>2</sub> emissions combined: 49-0 g/km) is not only making automotive history as a plug-in hybrid sports car, but also as the first production vehicle to incorporate the totally new laser light technology. Whilst the basic version of the BMW i8 is equipped with high-intensity, energy-efficient full LED headlamps, the optional laser boost feature additionally ensures a high beam range of up to 600 metres. This means that the already high illumination range of the modern LED high beam is doubled. Thanks to the new laser technology, it is possible to increase energy efficiency by a further 30 percent compared to already highly power-saving LED light.

### **A highly intensive and efficient form of light.**

In addition to lowering power requirement, BMW Laser Light illuminates the road ahead with a significantly higher light intensity without heating up the surrounding area. Laser diodes are ten times smaller than conventional light diodes. They help to save not only available installation space inside the headlamp, but also weight. The size of the reflector surface can be reduced by a factor of up to ten vs. LED light. The height of the reflector has now been reduced from the previous 9 cm to less than 3 cm. The light of a laser headlamp is extremely bright, similar to daylight, which is perceived by the human eye as pleasant. Several high-performance diodes emit a strongly bundled beam via special lenses onto a fluorescent phosphorus substance inside the headlamp. This substance transforms the beam into an exceptionally bright white light that is ten times more intensive than conventional light sources. Due to their highly intensive and virtually ideal beam properties, laser diodes render the overall system even more efficient. In conjunction with the camera-aided digital high-beam assistant, dazzling of oncoming traffic or vehicles ahead is reliably eliminated.

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## **Better visibility and enhanced safety when driving at night.**

With the sum of its properties, BMW Laser Light is the ideal light source for the main beam of a vehicle. It combines unparalleled performance and safety with a high level of efficiency and exceptional compactness. Its outstanding range facilitates improved illumination and even better visibility when driving in the dark. As a result, it ensures a more relaxed and comfortable driving experience and enhanced road safety.

The BMW i8 is the world's first production vehicle to feature this innovative light technology. During the years ahead, further BMW models will be equipped with this future-oriented laser light system.

## **Conclusion.**

The BMW i8 is the future of the sports car, laser light the future of automotive light technology. And the same applies to both: High performance coupled with a high level of efficiency.

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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.



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In 2013, the BMW Group sold around 1.963 million cars and 115,215 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.

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