

BMW at the Moscow International Automobile Salon 2014. Contents.



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1. BMW at the Moscow International Automobile Salon 2014. (Summary)



German premium carmaker BMW is using the Moscow International Automobile Salon (MIAS) 2014 to showcase the latest additions to its model range along with technological innovations offering even greater driving pleasure. Visitors to the event at the Crocus Expo IEC exhibition centre – which takes place from 29 August to 7 September 2014 – will be able to acquaint themselves with the brand's entire model line-up in all its diversity, including the latest additions such as the flagship model in the SAV segment, the BMW X3 Sports Activity Vehicle, and the BMW X4 Sports Activity Coupe (SAC).

In addition, MIAS 2014 will witness the beginning of the latest chapter in the intelligent link-up of the driver, vehicle and outside world. The international motor show will host the presentation of new services from BMW ConnectedDrive, which can be used via a SIM card integrated into the car. The line-up ranges from innovative entertainment options and real-time traffic information to the Intelligent Emergency Call system with automatic vehicle location.

Likewise making its appearance on the German carmaker's stand is the new BMW X5 Security Plus, which meets the highest standards of occupant protection.

The BMW Group is also using MIAS 2014 to unveil its groundbreaking initiative aimed at improving road safety: the Junior Campus Moscow.

The new BMW X3 and new BMW X4.

The BMW X4 is the fifth model in the BMW X line-up and, at the same time, the world's first Sports Activity Coupe (SAC) in the premium mid-size segment. Its eye-catching body design combines the power and presence of a BMW X model with the sporting elegance of a classical BMW Coupe. The BMW X4 embodies the latest interpretation of the pacy driving experience that is a brand hallmark.

The driver and front passenger seats are 20 millimetres lower than in the BMW X3, and those of the rear passengers a full 28 millimetres lower. The sporting characteristics of the BMW X4 are also underlined by a range of powerful engines as well as the standard provision of xDrive intelligent all-wheel drive including Performance Control, 18-inch light-alloy wheels and

variable sports steering. Customers seeking a sharp sporting edge and sense of elegance will be well served here, while functionality is likewise in ample supply: the 40:20:40 split/folding rear seat backrest allows the capacity of the load compartment to increase in stages from 500 to 1,400 litres, and the BMW X4 also comes as standard with automatic tailgate operation.

The new BMW X3 (fuel consumption in the EU test cycle: 4.7–8.3 l/100 km [60.1–34 mpg imp], CO₂ emissions: 124–193 g/km) is a thoroughly updated model that sets new standards in its class. In addition to its revised appearance and optional LED headlights, the new BMW X3 has been endowed with new petrol and diesel engines ranging in output from 110 kW/150 hp to 230 kW/313 hp. All power units in the BMW X3 meet the EU6 exhaust emissions standard.

A first for Russia: new services from BMW ConnectedDrive.

BMW ConnectedDrive is now also celebrating its premiere in Russia. These services can be integrated into the car via a telephone or online connection, taking the intelligent link-up of the driver, vehicle and outside world into a new dimension.

The prerequisite for the use of these services is a SIM card integrated into the car, which will be included as a standard feature on all BMW models (with the exception of the BMW X1 and BMW Z4) from summer 2014 with the introduction of the Intelligent Emergency Call service. ConnectedDrive Services will be a key item on the options list, allowing owners to add further innovative services to their BMW ConnectedDrive portfolio. These include BMW Online, BMW's internet portal offering access to news, weather, an online search facility and other applications. The BMW Apps interface is also part of BMW ConnectedDrive, allowing the use of compatible smartphone apps.

Another BMW ConnectedDrive service available to customers is Real Time Traffic Information (RTTI). This service links up with the Navigation System Professional to display precise information on current traffic flow, roadworks, accidents and other events affecting traffic on a special map graphic, as well as to calculate the fastest route to your destination at all times. The new BMW ConnectedDrive package additionally offers the telephone-based information service Concierge Services – which can be accessed 24 hours a day, seven days a week – and Remote Services. All functions can be operated safely and comfortably using the iDrive control system.

Optimum protection in any situation: the new BMW X5 Security Plus.

BMW has met the need for individual protection with specially developed and produced security vehicles for many years. MIAS 2014 will see the presentation of the latest new addition to this range of vehicles: the BMW X5 Security Plus. Based on the BMW X5 Sports Activity Vehicle (SAV), this model fulfils the requirements of protection level VR6. Offering a comprehensive system of protection against violent assault, kidnapping and organised crime, the new BMW X5 Security Plus thus meets the needs of risk-exposed private individuals and prominent public figures with enhanced security requirements.

The security concept underpinning the new BMW X5 Security Plus is the product of in-depth expertise amassed by BMW over more than three decades. It includes an armoured passenger cell with sealed joints which provides protection in the areas around doors and where body panels meet, plus security glass specially developed for protection level VR6. Thanks to the outstanding driving characteristics laid on by the 330 kW/450 hp BMW TwinPower turbo V8 engine working in tandem with the intelligent all-wheel-drive system xDrive, the new BMW X5 Security Plus can be guided securely through difficult situations at all times – on and off surfaced roads.

A fun route to better safety: BMW Group Junior Campus Moscow.

The BMW Group has launched the Junior Campus Moscow as a special facility for car-mad youngsters. The Campus' fun all-round approach introduces children aged between five and ten to the importance of behaving safely and with consideration for others on the road. The educational concept underpinning the activities offered by this road safety improvement initiative is tailored in detail to the needs and abilities of the children. Located in Moscow's Artplay Complex, the Junior Campus runs both open workshops and special programmes for school classes.

The Moscow International Automobile Salon is held every two years and is Russia's biggest car show. MIAS 2014 offers exhibitors from around the world an area spanning more than 110,000 square metres on which to present their products and new developments. Visitor numbers exceeded the one-million mark in 2012, and the organisers are expecting this year's event to attract even greater popularity among the public.

Further information on official fuel consumption figures, specific CO₂ emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über Kraftstoffverbrauch, die CO₂ emissions und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>. LeitfadenCO₂ (GuidelineCO₂) (PDF – 2.7 MB)



2. A fresh interpretation of driving pleasure, a fresh definition of performance: The BMW X3 and BMW X4.

The Russian premiere of two attention-grabbing new models sees BMW laying on even more ways to experience the brand's hallmark driving pleasure.

Powerful presence: the BMW X4.

The BMW X4 is the first Sports Activity Coupe (SAC) in the premium mid-size segment to cut a unique figure through both its design and its dynamics. The new BMW X4 (fuel consumption combined: 5.4–8.3 l/100 km [52.3–34.0 mpg imp]; CO₂ emissions combined: 143–193 g/km) blends the established features of the successful BMW X family with the sporting elegance of a classical coupe. Its dynamic pedigree is underlined by a wide range of powerful and efficient engines, xDrive intelligent all-wheel drive and an exclusive spread of standard equipment features, such as variable sports steering, Performance Control, 18-inch light-alloy wheels and a sports leather steering wheel with gearshift paddles.

The new BMW X4 is based on the technical blueprint of the BMW X3, but displays a sporting character very much its own and takes dynamics to another new level. The large air intakes positioned on the outer edges of the front end and the character lines in the front apron allow the BMW X4 – with its signature BMW twin headlights and front fog lamps (both optionally with LED technology) – to maximise its visual presence on the road. The roofline reaches its highest point above the driver and then swoops down smoothly to the trailing edge of the tailgate, creating the silhouette of a classical sports coupe. The signature swage line running along the flanks of BMW models is, for the first time, split into two. The rear end, complete with L-shaped LED lights in exclusive design and diffuser-look styling, likewise highlights the outstanding dynamic ability of the new BMW X4 – even before it turns a wheel.

The driver and front passenger sit 20 millimetres lower than in the BMW X3. In conjunction with the two-seat look of the rear, this accentuates the coupe character of the new BMW X4 in the classy and exclusive interior as well. At the same time, the BMW X4 offers generous levels of space for up to five people and – thanks to the already standard 40:20:40 split rear seat backrest – impressive variability. The capacity of the load compartment can be increased from 500 to 1,400 litres, and the BMW X4 also comes as standard with automatic tailgate operation.

In keeping with its vivacious character, the new BMW X4 can be ordered with a choice of three petrol and three diesel engines from the BMW EfficientDynamics family. These units offer outputs ranging from 135 kW/184 hp to 230 kW/313 hp and meet the EU6 exhaust emissions standard. The BMW TwinPower Turbo technology of the state-of-the-art engines offers a promise of superb performance married with exceptionally low fuel consumption.

The BMW ConnectedDrive features available for the new BMW X4 allow BMW to restate once again its leadership in the link-up of driver, vehicle and outside world. Among the highlights in the new BMW X4 are the full-colour BMW Head-Up Display, the anti-dazzle High Beam Assistant, and Driving Assistant Plus with Lane Departure Warning, Active Cruise Control with Stop & Go function, preventive pedestrian protection and a Collision Warning system which, if required, automatically applies the brakes with the maximum possible stopping power.

The new style: the BMW X3.

The aim of the revised BMW X3 is to defend the leading positions in the premium mid-size crossover segment. In addition to its updated design, this model now also offers high-efficiency petrol and diesel engines with output ranging from 110 kW/150 hp to 230 kW/313 hp. All BMW X3 engines comply with the EU6 exhaust emissions standard.

The BMW X3 has a luggage compartment capacity of 550 litres. If required, this can be increased to 1,600 litres by folding down the rear seat backrests.

The new BMW X3 comes with the option of the xLine or M Sport equipment variants. The xLine includes special interior touches, front and rear aprons with aluminium elements, as well as 18 or 19-inch wheels.

The M Sport package offers sportier suspension tuning, sports seats, special interior equipment, as well as the aerodynamic package and 18 to 20-inch wheels.



3. Innovative services maximise driving pleasure: The new BMW ConnectedDrive line-up in Russia.

BMW is using the Moscow International Automobile Salon 2014 to present its latest developments in the field of intelligent driver-vehicle-environment connectivity. The globally unique range of services from BMW ConnectedDrive will also be available in the Russian market from summer 2014. The innovative mobility services help to further improve comfort, safety and the in-car use of infotainment products and services. The services available for BMW ConnectedDrive customers in Russia include Real Time Traffic Information (RTTI), the telephone-based information service Concierge Services, entertainment and social media services and the Intelligent Emergency Call function.

The new mobility services from BMW ConnectedDrive allow in-car infotainment to be experienced in a new dimension, as BMW further strengthens its global leadership position as a provider of online services for in-car use. The line-up of BMW ConnectedDrive services for the Russian market is based on two pillars. In addition to the driver assistance systems, which are specified on a model-specific basis and comprise comfort-enhancing and safety functions, the BMW ConnectedDrive mobility services will be offered as part of a clear structure and on an individually bookable basis. Access to the services will be enabled by a SIM card built into the car, which will come as standard on all BMW models (with the exception of the BMW X1 and BMW Z4) from summer 2014. All BMW ConnectedDrive mobility services are accessed via the iDrive control system. This means the functions can be selected and activated intuitively and comfortably, and they adopt the familiar BMW menu structure on the Control Display.

Live traffic jam warnings and diversion recommendations: Real Time Traffic information.

Based on an ultra-fast and far-reaching transfer of data using mobile phone technology, the Real Time Traffic Information (RTTI) function – which works in conjunction with the Navigation System Professional – provides the driver with up-to-the-minute and detailed information on congestion and stop-start traffic. The real-time transfer of traffic situation data is exceptionally reliable and precise and can be used extremely effectively for route calculation and any recommended diversions.

As well as motorways and dual carriageways, RTTI also monitors country roads and major city centre routes. The data recording process uses relevant signals from vehicle fleets, mobile devices, road sensors, municipal traffic management systems and other sources. The driver is provided with precise information on traffic density and can call up a colour-optimised live traffic congestion map on the display, which shows the current traffic flow using road markings in green, yellow, orange and red. Symbols provide additional information on roadworks, accidents and other events affecting traffic, and the information is refreshed minute by minute. The traffic situation is also taken into account for diversion recommendations, with the driving time for the alternative route being displayed.

A personal travel guide and information service: Concierge Services.

BMW ConnectedDrive offers customers the perfect travel guide in the shape of the Concierge Services. This telephone information service provides drivers with a host of helpful information to enhance their journey. The customised service includes searching for addresses and telephone numbers, which can be sent directly to the car and then transferred by the driver at the touch a button into their navigation system or contacts list.

Another new feature is Remote Services, which can be used via either a smartphone app or a telephone link with the BMW call centre. Functions that can be activated remotely include locking and unlocking the car, activating the auxiliary heating, flashing the headlights and carrying out a location search.

A direct line to rapid assistance: Intelligent Emergency Call.

In the event of a collision, the Intelligent Emergency Call system sends out information that enables rapid and effective assistance at the scene of the accident. The data, which is transmitted automatically to the BMW call centre using mobile phone technology, includes the location of the vehicle to the nearest metre, its chassis number, model designation, body colour and information collected by the vehicle's sensors. This helps to establish how many people there are in the vehicle and which airbags have been deployed. The sensors also register the intensity of the impact, helping to identify and distinguish between frontal, rear-end, side-on and multiple collisions, as well as detecting a possible roll-over. This data gives the emergency services detailed information on the type of collision. The emergency call can also be triggered manually to summon assistance as rapidly as possible for other road users, for example.

The TeleServices function is also available thanks to the integration of a SIM card into the car. This telematics service allows important service-related data about the car to be transmitted manually or automatically to the customer's

BMW Service Partner of choice. The timing of a service and the amount of work required are automatically identified by the vehicle and the relevant data is sent to the BMW Service Partner via a telephone connection. The TeleServices function can also be used to arrange a service appointment.

Online services for entertainment, information and social media enhance driving pleasure.

The built-in SIM card also enables the use of numerous internet-based services from BMW Online, including up-to-date news and weather forecasts. Added to which, smartphone apps allow functions like web radio, Wiki Local and Twitter to be integrated into the car and likewise accessed via the iDrive system.

4. **Reliable occupant protection in every situation: The new BMW X5 Security Plus.**



A mature concept for customised protection joins forces with the manifold attributes of the new-generation BMW X5 to create a new Security model which BMW is presenting at this year's Moscow International Automobile Salon. The new BMW X5 Security Plus, like the standard Sports Activity Vehicle, is now in its third generation. That means its character is defined by many years' experience in developing all-wheel-drive security vehicles as well as by the latest advances in dynamics, functionality, design and equipment.

The BMW X5 Security fulfils the requirements of protection level VR6. Offering all-round protection against violent assault, kidnapping and organised crime, this model therefore meets the needs of risk-exposed private individuals and prominent public figures with enhanced security needs. In regions suffering from high crime rates this is an important customer consideration. BMW has also developed a further version, the BMW X5 Security, which meets the requirements of protection level VR4 and provides reliable protection against general street crime. Both the BMW X5 Security and the BMW X5 Security Plus combine effective occupant protection and generous comfort with the dynamic performance, agility and versatility typical of a BMW X model.

Built around an armoured passenger cell.

The protection concept of the new BMW X5 Security Plus is based on an armoured passenger cell constructed from high-performance steel mouldings and panels and offering secure protection for up to four occupants against assault from the world's most popular firearm, the AK-47. To prevent bullet or fragment penetration it features sealed joints which provide protection specifically, for example, in the critical areas around doors or where panels adjoin body pillars. The security glass specially developed for this protection level is also resistant to attack by blunt weapons. The polycarbonate coating on the inside of the glass provides effective protection against flying splinters.

Thanks to its excellent driveability – not least due to the superior performance of the powerful 330 kW/450 hp V8 petrol engine with BMW TwinPower Turbo technology and the intelligent BMW xDrive all-wheel-drive system – the new BMW X5 Security Plus can be manoeuvred safely even in difficult situations, both on and off surfaced roads.

Integrated concept for maximum protection.

As with all BMW Security models, the preparations for fitting the security-specific components and technologies of the BMW X5 Security Plus were integrated from the outset in the development of the regular BMW X5 production model. As a result, the integrated system takes into account all active and passive safety criteria and offers maximum protection. At the same time the chassis, electronic management systems and brake system have been optimally adapted to the increased vehicle weight. The performance of the armoured vehicle is therefore virtually on a par with a regular BMW X5 model featuring the same engine.

In addition, all BMW Security models are subjected to strict tests and internal proving which in some cases go far beyond statutory testing requirements. Hot-climate and cold-climate testing, for example, ensures the reliability and operational capability of BMW Security models even under extreme conditions. The extensive security concept also includes training programmes to instruct drivers in the correct handling and operation of Security vehicles.

Security discreetly integrated ex-works.

The Security models based on the new BMW X5 are built in parallel with the regular production models at the BMW Spartanburg plant in the USA. The special security features themselves are installed by a highly skilled specialist workforce in the city of Toluca in Mexico. Unlike retrofitted armouring, which can still leave chinks in the protection, or can put excess strain on certain components due to the extra weight, the integrated factory-fitted BMW security features provide seamless protection and exclude the risk of potential weak links. An intrinsic element of the concept behind the BMW Security models is the discreet integration of their security features. Even to an expert eye, the new BMW X5 Security Plus is virtually indistinguishable from a regular production model – because anonymity, too, can be a useful security feature.

Uncompromising protection and comfort.

The new BMW X5 Security Plus is equally at home handling everyday driving situations and in situations which call for enhanced protection and lightning-fast reactions. And despite the additional components designed to keep its occupants safe and sound, the BMW X5 Security Plus offers the same comfort and convenience familiar from regular BMW models. Ergonomic design, spaciousness and choice of optional equipment leave nothing to be desired. The Intelligent Emergency Call system is standard, while almost the entire BMW ConnectedDrive portfolio, with its extensive communication and information features and wide range of driver assistance systems, is optionally available.

Customised security solutions.

Up front, BMW offers prospective customers discreet and confidential advice from highly competent experts, while the international BMW service network provides personalised support and dependable parts supplies. BMW can also offer unique security specification features which are tailored to the particular personal risk scenarios customers face and precisely meet these individual needs. BMW Security models can, for example, be supplied with LED strobe lights in the radiator grille, roof beacons and a siren system or an auxiliary battery. With this level of flexibility, BMW is able to provide highly customised solutions to meet special requirements, which also means a continuous expansion of the range of security systems and technologies offered.

More than 30 years' experience in designing security vehicles.

The design of the new BMW X5 Security Plus is based on more than 30 years of experience in the field. That is how long BMW has been developing special Security models designed to offer enhanced and highest-level protection against violent crime and its consequences. Few if any other carmakers in the world can draw on anything like BMW's extensive range of expertise. With its long experience, its state-of-the-art technologies and high-tech materials, and its innovative engineering capabilities, BMW is ideally equipped to manufacture Security models like the BMW X5 Security Plus, which offer maximum protection for all vehicle occupants in dangerous situations.



5. Pioneering initiative enhances road safety: The BMW Group Junior Campus Moscow.

Within just a few months of its official opening, the BMW Group Junior Campus Moscow has developed into an attractive and widely acclaimed centre for road safety education in the Russian capital. The BMW Group Junior Campus uses interactive workshops and a fun all-round approach to introduce children aged between five and ten to the importance of behaving safely and responsibly on the road. The programme is geared towards families, school classes and other organisations involved in child care and development. The BMW Group is using the Moscow International Automobile Salon 2014 to showcase the educational concept behind the Junior Campus and the activities it runs, all as part of its commitment to helping improve safety on Russia's roads.

The Junior Campus in Moscow follows the locations in Munich and Berlin and the branch in Seoul, South Korea as the fourth centre set up by the BMW Group to deliver carefully targeted support for road safety education. The centrally located Artplay Complex provides a modern space for the Moscow facility, covering an area of around 300 square metres. The Junior Campus is located in an area where science, education and creativity abound. Indeed, the Campus' neighbours in the Artplay Complex include the British Higher School of Art and Design.

The Junior Campus concept is an established element of the BMW Group's worldwide social commitment and therefore an expression of the principle embedded in BMW's corporate strategy of responsible, sustainable thinking and action. Responsibility and partnership are also among the focal points of road safety education at Junior Campus Moscow. Developed specially for Russia in close cooperation with teachers and road safety experts, this educational concept aims to strengthen – at an early stage – an awareness among the country's youngest road users of safe and cooperative interaction with one another.

Both the open workshops and the programmes for school classes and other groups are free of charge for participants. The learning programme consists of an introductory "Lectorium", a workshop in which the children put together models of vehicles, and a practice unit referred to as the "Track", in which typical everyday traffic situations are reconstructed. The young actors swap roles in the reconstructions, helping them to understand the different

perspectives of pedestrians, cyclists, car drivers and traffic police. The central goal of the training programme is to convey an awareness of how teamwork, consideration, alertness and thinking ahead can help make using the roads a safer and more enjoyable experience.

The BMW Group has teamed up with various parties, including educational authorities, teachers' organisations and other groups, to ensure the opportunities for learning provided by Junior Campus Moscow are utilised intensively. BMW dealers, too, can book places in the workshops for the children of their customers and employees. Registrations for the Junior Campus programme can be submitted online at www.jc.bmw.ru.

6. Exceptional athleticism: The BMW M3, BMW M4 and BMW i8 models.



The BMW M3 and BMW M4.

The new BMW M3 and BMW M4 built by BMW M GmbH successfully take the tradition of fusing racing technology and everyday utility into the fifth generation. Almost three decades on from the launch of the first BMW M3, these latest-edition high-performance sports cars take on an even more powerful, precise and alluring stance than ever before.

Among the unique attributes of the BMW M4 are an all-new, high-revving six-cylinder in-line engine with M TwinPower Turbo technology and an output of 317 kW/431 hp, optional seven-speed M Double Clutch Transmission with Drivelogic, rear-wheel drive with M Differential, new chassis, lightweight construction and the familiar athleticism in its body design – all of which ensure that, following its successful start in the new DTM (Deutsche Tourenwagen Masters) season, it is set to prove its mettle on the open road as well.

The high-revving six-cylinder in-line engine newly developed for the BMW M3 and BMW M4 features M TwinPower Turbo technology, develops a maximum output of 317 kW/431 hp and sustains its peak torque of 550 Newton metres (406 lb-ft) over a broad rev range. As a result, the torque figure outstrips that of the outgoing BMW M3 by almost 40 per cent, while fuel consumption and emissions have been cut by some 25 per cent. The BMW M4 glides through the 0 to 100 km/h (62 mph) sprint in 4.1 seconds (with the optional seven-speed M Double Clutch Transmission with Drivelogic). Average fuel consumption in the EU test cycle stands at 8.8 litres per 100 kilometres (32.1 mpg imp) with the standard six-speed manual gearbox or 8.3 litres per 100 kilometres (34.0 mpg imp) if the seven-speed M Double Clutch Transmission is fitted. CO₂ emissions come in at 204 / 194 grams per kilometre.

In the interests of maximising dynamic ability and ensuring excellent efficiency, weight savings of around 80 kilograms have been achieved over a comparably equipped predecessor model. The key to the BMW M4's DIN kerb weight of 1,497 kilograms lies in the rigorous application of intelligent lightweight design measures. These include the increased use of lightweight materials such as carbon-fibre-reinforced plastic and aluminium for a large number of body and chassis components. The roof of the Coupe, the drive shaft and strut brace, for example, are made from CFRP (carbon-fibre-reinforced plastic).

One of the primary objectives in the development of the BMW M3 and BMW M4 was to ensure the new cars offered impressive race track capability – hence the presence of a track-specification cooling system, which ensures that the optimum temperature balance for the engine, turbochargers and transmission is maintained at all times. The racing character of the cars is reflected in both their technical composition and the fine-tuning of their systems, to which end the engineers worked closely with BMW Motorsport's professional racing drivers: DTM drivers Bruno Spengler and Timo Glock took part in numerous tests and drives on the Nürburgring-Nordschleife circuit to fine-tune the vehicle components.

BMW i8 – astounding efficiency and dynamics of a super sports car.

The new BMW i8 is distinguished by both the dynamics of a super sports car and the efficiency of a plug-in hybrid vehicle. The BMW i8 boasts an aerodynamically efficient body with a Cd factor of just 0.26, as well as a highly efficient drive system.

At the heart of the BMW i8 is a 1.5-litre three-cylinder petrol engine (output: 170 kW/231 hp) that drives the rear wheels, while an electric motor with an output of 96 kW/131 hp is positioned at the front axle, giving the BMW i8 a 0–100 km/h (62 mph) acceleration time of 4.4 s.