

Press release
31 August 2015

Driver training with the BMW i8.

Two new BMW Driving Experience courses allow participants to sample life in the sports car of the future at the BMW and MINI Driving Academy's training facility in Maisach.

Munich. BMW i has served as a byword for sustainability, future-focused mobility and visionary vehicle concepts since 2013. The all-electric and locally emission-free BMW i3 was Germany's highest-selling electric vehicle in 2014 and has been an integral part of the BMW Driving Experience from the word go. With the BMW i3 eDrive Experience, BMW became the first premium car manufacturer to offer a specific training course featuring electrically-powered vehicles.

And now two new training courses have been added to the programme which offer the participants the chance to drive the BMW i8 sports car with plug-in hybrid technology. The BMW eDrive Experience shines the spotlight on electric mobility and the functionality of the BMW i3 and BMW i8, while the "BMW i meets BMW M" course is centred around sporty driving in the BMW i8 and BMW M6.

The two new courses line up alongside the BMW i3 eDrive Experience, in which the participants drive the BMW i3 exclusively.

BMW eDrive EXPERIENCE.

This new training option allows participants to experience the fascination of BMW i to the full. Experienced BMW instructors provide them with a greater understanding of future mobility, at first in theory and later in practice. A special course has been set up at the BMW and MINI Driving Academy so that participants can experience the various driving modes offered by these trailblazing cars. And, in the highlight of the day, the participants get behind the wheel of the BMW i8 to experience how the combination of sports performance and exceptional energy efficiency feels first-hand.

BMW i meets BMW M.

The two flagship models in the BMW i and BMW M model ranges are the stars of this new training course. The participants are given the opportunity to drive the BMW i8, with its plug-in hybrid system, and the high-performance BMW M6 in the same afternoon. The BMW instructors offer an insight into the sophisticated technology which guarantees the BMW i8 sports-car performance

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capability yet also small-car efficiency, before the group heads out onto the practical training area. The participants finish off by taking both models for a few laps of the BMW and MINI Driving Academy circuit.

BMW i3 eDrive Experience.

This successful training course, where participants drive the BMW i3 exclusively, remains a fixture of the programme. At the BMW and MINI Driving Academy facility in Maisach, the participants familiarise themselves with the BMW i3 and find out everything they need to know about the BMW i mobility and lightweight design concept, the car's battery and driving characteristics, and service and maintenance. They then take to the wheel of the BMW i3 themselves for driving exercises on two training areas and a circuit, enabling them to sample the driving properties of an all-electric car and its technical capabilities. The positive reaction of customers to the BMW i3 course at the training facility in Maisach has ensured its status as a genuine success story.

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-Emissionen 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>. Leitfaden CO₂ (Guideline CO₂) (PDF – 2.7 MB)

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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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