



Press release
December 19, 2019

The BMW Group at the Consumer Electronics Show (CES) 2020 in Las Vegas.

At the Consumer Electronics Show (CES) 2020 – taking place in Las Vegas on 7 – 10 January 2020 – the BMW Group will be presenting its visionary approaches to creating the mobility experience of the future.

The premium carmaker's presence at CES 2020 can be summed up by the hashtag #ChangeYourPerception. At its heart is the company's firm belief in its ability to not only understand the requirements of future mobility but also find answers to them.

The BMW Group stand showcases this change in perspective, while experiences and practical demonstrations anchor it in reality for the visitors from all over the world.

A highlight of this year's CES: the BMW i3 Urban Suite.

For seven years, the BMW i3 has played the role of iconic ambassador for electric driving pleasure, sustainability and intelligent connectivity in urban areas. These qualities have helped to make it the world's best-selling electric car in the premium compact segment.

And now the BMW Group has brought the BMW i3 Urban Suite to this year's CES in Las Vegas to reveal a mobility experience tailored entirely to the passenger's individual needs.

To achieve this, a standard BMW i3 underwent a complete transformation (with only the driver's seat and dashboard left untouched) so that its interior now has the relaxed feel of a boutique hotel. The aim was to create an inviting space with a high feel-good factor in which to spend time – the perfect place for relaxing, enjoying in-car entertainment or focusing on work in a laid-back setting.

This has been achieved by including, among other things, a large, comfortable seat with footrest, a screen that flips down from the headliner and a personal Sound Zone.

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The BMW i3 Urban Suite also represents a logical step forward in the BMW Group's commitment to sustainable mobility. The vehicle is underpinned by a holistic approach to making responsible use of resources, encompassing the powertrain with zero local emissions, the careful selection of materials and the production processes involved. Fabrics containing recycled materials therefore come together with certified wood and olive-tanned leather, while the floor mats are made from recyclable materials that can be fed back into the materials cycle, as per circular economy principles.

In preparation for the CES, a fleet of standard BMW i3 cars were converted into Urban Suites in Munich then brought to Las Vegas, where they can also be seen gracing the city's streets. Indeed, anyone wishing to be chauffeur-driven to their desired destination can use a special app to order one of the BMW i3 Urban Suites.

The car will offer its passenger a first-hand experience of the BMW Group's innovative and sustainable mobility concept, while clearly demonstrating that luxury travel in the future will have nothing to do with vehicle size.

The BMW i3 Urban Suite is just one of the highlights of the BMW Group stand at CES 2020 in Las Vegas. Comprehensive information on all elements of the vehicle will be available when the show opens on 7 January.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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