



Media Information
18 February 2015

Sportingly Individual, Powerfully Attractive, Sustainably Pioneering: The BMW i8 launched in India.

BMW Group India launches new sub-brand BMW i: the Future of Urban Mobility.

The high-performance plug-in hybrid burns more adrenaline than fuel with revolutionary BMW eDrive system, innovative LifeDrive Architecture and latest BMW EfficientDynamics technologies.

Mumbai. BMW Group India introduced the new sub-brand BMW i in India with the launch of the BMW i8, the most progressive sports car of its time, at an exclusive event in Mumbai.

The first plug-in hybrid vehicle from the sub-brand BMW i, the BMW i8 is available at BMW i dealerships in Mumbai, New Delhi and Chennai as a CBU (Completely Built-Up) unit from today onwards.

Mr. Philipp von Sahr, President, BMW Group India said, “The world we live in is changing and a changing world constantly demands new ideas. The global automotive industry is witnessing a paradigm shift from the conventional combustion engine to sustainable mobility solutions. And, so is India. This iconic change is inevitable. At BMW, we are constantly working to create cutting-edge mobility solutions for the future. We will spearhead this revolution with BMW i – a ground-breaking concept for sustainable mobility and a new understanding of what premium means – strongly defined by sustainability.”

The BMW i8 embodies a revolutionary, future-focused interpretation of the driving pleasure for which BMW is renowned. It is purpose-designed as a plug-in hybrid sports car offering agile performance and outstanding efficiency.

The BMW i8 is available at an all India ex-showroom price of INR 2,29,00,000.

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Price prevailing at the time of invoicing will be applicable. Delivery will be made ex-showroom. Ex-showroom prices (inclusive of VAT@12.5%) but excludes Road Tax, RTO statutory taxes/fees, Insurance and Octroi (if applicable). VAT over and above 12.5%, if applicable, will be charged extra. Prices and options are subject to change without prior notice.

The BMW i8 is available in four variants : Ionic Silver with BMW i Blue accent, Protonic Blue with Frozen Grey metallic accent, Sophisto Grey Brilliant Effect with BMW i Blue accent and Crystal White Pearl Effect with BMW i Blue accent.

Mr. Philipp von Sahr, President, BMW Group India said, "The BMW i8 is no ordinary car – it is a new culture. It is an example of futuristic technology which is an evolution of BMW EfficientDynamics development strategy. Most of the futuristic technologies used in the BMW i8 are already implemented in current BMW models in some form or the other that enable enhanced performance and lower emissions. To put it simply, the BMW i8 is a remarkable vision that has become an exciting reality today. With growing urbanization and increasing environmental challenges, the BMW i8 is the perfect solution to the mobility needs of the Indian luxury consumer living in the upcoming megacities of the country. With the launch of the BMW i8 - the most progressive sports car of the twenty first century, the future is here."

The BMW i8.

The BMW i8 features a completely new, exciting sports car **design** that includes comprehensive, sophisticated aerodynamics features and environment friendly materials. The fluid lines and flat silhouette of the BMW i8 give a distinctive impression of powerful forward thrust that reveals its intriguing dynamics even when it is at a standstill. Everything about this car is designed for honed aerodynamics paired with the highest aesthetic standards. The extremely broad BMW kidney grille stretches over to the slim headlights, accentuating the width of the BMW i8 and its road-focused stance. Highlights such as the handle-free 'scissor' doors and strongly expressive LED headlights reveal at first glance a compelling vision of the future – today.

An exterior designed to perfection signals an **interior** that is similarly compelling to the last degree. The interior of the BMW i8 takes its cue from the fluid, dynamic exterior with a reprise of the layered surfaces that underpin the unique design of this car. Every feature in the cockpit is systematically focused on the driver. The centre console is angled towards the driver at twelve degrees, putting all displays, instruments and controls in their direct line of sight.



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The intelligent **plug-in hybrid system** in the BMW i8 combines the benefits of an electric motor and a petrol engine into an extraordinary driving experience: highest efficiency and maximum dynamics are simultaneously possible.

The electric drive, a powerful 96 kW (131 hp) lithium-ion **battery**, is located on the front axle. The rear axle is driven by BMW TwinPower Turbo 1.5-litre three-cylinder petrol **engine** with 170 kW (231 hp) of peak performance. The petrol engine combined with the electrical boost of the hybrid system guarantees typical BMW driving pleasure. Together, the two units deliver a total of 362 hp, accelerating the BMW i8 from 0 to 100 km/h in 4.4 seconds using all four wheels in the process. Running on battery power, it achieves the top speed of 120 km/h with a maximum range of 35 kilometers. In conjunction with the combustion engine, the electric motor takes the e-powered supercar to up to 250 km/h, and depending on driving style the driving range can be up to 600 kilometers. Another impressive characteristic is record low fuel consumption and CO2 emissions, at an average of 47.45 km/l and emission of 50.36 g/km.

The BMW i8 was conceived from the very beginning to meet the demands of a hybrid sports car. A distinctive feature conceived exclusively for BMW i is the **LifeDrive** vehicle architecture which significantly contributes towards weight optimisation. It includes the Life module comprising passenger cell made from carbon-fibre-reinforced plastic (CFRP) and the Drive module comprising an aluminium frame for the combustion engine and electric motor, the battery pack and the suspension. With BMW **eDrive**, the new BMW drive technology, the battery can be charged from any mains socket with a BMW i Wallbox or while driving. A standard accessory, the BMW i Wallbox enables the high-voltage battery to be recharged in less than two-and-a-half hours using a conventional 220 V mains socket.

The four-wheel drive system in the BMW i8 can deploy the power reserves through all four wheels for added traction and control. It uses the high-torque output of the electric motor and the performance of the petrol engine, which arrives via the specially modified six-speed Steptronic **transmission**. At any time, in any gear, the transmission collaborates perfectly with the engine, enabling it to develop its full power and efficiency.



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The Intelligent Energy Management and the driving modes have been tuned perfectly to offer the driver a choice of five different driving modes: the 'D' transmission setting in COMFORT and ECO PRO mode, the SPORT mode and the eDRIVE mode for all-electric driving (with a choice of COMFORT or ECO PRO). The vehicle always starts in COMFORT mode, with a balance between sporty and efficient driving styles. Move the gear lever to SPORT mode, and the car automatically becomes more dynamic while when driving in ECO PRO mode, the driving range increases thanks to a particularly efficient driving style that optimises the energy use of both power sources.

The BMW i8 embodies **BMW EfficientDynamics** in its purest form, thanks to intelligent lightweight design, cutting-edge aerodynamics and a plug-in hybrid drive system with BMW eDrive.

With **BMW ConnectedDrive** solutions, the BMW i8 boasts a high degree of connectivity – for an intelligent and sustainable form of mobility like never before. These include the next generation of BMW iDrive (the on-board Driver Information System) with touch controller and handwriting recognition, BMW Navigation Professional (integrated Global Positioning System – GPS) with 8.8-inch colour display, 3D maps, full-colour BMW Head-Up Display; Connectivity through Bluetooth and USB devices and Harman Kardon Surround Sound system. Park Distance Control (PDC) rear and front along with rear view camera come as standard features.

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