



Media Information
18 April, 2017

The BMW i3 94Ah wins 2017 World Urban Car Award.

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“We are delighted and honoured that the BMW i3 has been recognised as the World Urban Car of the Year,” said Ludwig Willisch, Head of BMW Group Region Americas. “This award highlights BMW Group’s commitment to sustainable mobility through BMW’s first all-electric vehicle made primarily of carbon fibre. The design brief for the BMW i3 was to create a Mega City Vehicle for the cities of the future. Today, the new 2017 BMW i3 94Ah provides more range, paired with a high-level of dynamic performance, making it the perfect urban vehicle for people around the world.”

Launched in 2014, the born electric BMW i3 represents a new era of electro mobility offering a visionary design, a ground-breaking vehicle architecture, dynamic performance and innovative connectivity. No other car represents such a holistic approach to sustainability throughout the value chain.

World Car vice-chairman, Mike Rutherford, commented: “It’s an award whose time has come. Everyday cars in many - perhaps most - parts of the world will have to become smaller if road and parking space is to be found for them in increasingly packed towns and cities whose populations are swelling annually. This year’s winner in our inaugural World Urban Car category proves that these small vehicles don’t have to be cheap, undesirable and unpleasant to drive. Quite the opposite. It is among the best value-for-money products on the market”.

The BMW i3 94Ah offers 50 per cent increased battery capacity (33kWh) thanks to the higher energy density of the lithium ion cells. The BMW i team have worked to ensure that the battery dimensions remain unchanged while still offering a significant range increase. The driving performance figures of the 170hp AC synchronous electric motor remain virtually unchanged. The motor propels the BMW i3 from zero to 100kms in just 7.3 seconds making the BMW i3 the sportiest and most efficient electric vehicle in the

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premium segment. BMW i3 prices start from €36,300* or €326 per month thanks to BMW's Select PCP offers.

*Price includes SEAI Grant of €5,000 and VRT Rebate of €5,000.

-Ends-

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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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For further information please contact:

Laura Condrón | Corporate Communications & Events Manager | 086 047 2953 | Laura.Condron@BMW.ie