



Media Information
11th August, 2017

BMW Ireland Announces Lower Emissions Allowance.

- Incentive scheme targeting any brand of diesel engine Euro-4 and older.
- €2,000 allowance offered on all BMW and MINI vehicles with emissions of 130g/km and below until 31st December
- BMW i3, i8, all BMW iPerformance models and MINI Plug-in Hybrid also included in allowance offer.
- BMW Group currently has widest range of low emission vehicles

From electric powertrains to cutting-edge, low-emission, low-carbon diesel solutions that meet EU6 standards, the BMW Group has long set the technological benchmark with a view to sustainable mobility and lessening the impact of car use on the environment.

Now its latest initiative sees the launch of a new Lower Emissions Allowance scheme by BMW Group Ireland that offers €2,000 off all BMW and MINI vehicles with emissions of 130g/km or less. With current campaign offers and grants available this will enable customers to avail of up to €15,000* off a new Euro-6 BMW and €9,500* off the new MINI Countryman Plug-in Hybrid. This scheme includes progressive vehicles in the range such as the BMW i3, i8, iPerformance range and the new MINI Countryman E ALL 4 (Plug-in Hybrid) and will start with immediate effect, initially running until 31st December, 2017. The allowance offered on vehicles of any brand and will be in addition to any other government or retailer incentives that are currently in place.

Sample of Models Included in Offer	OTR	Current Campaign Contribution	Lower Emissions Allowance	SEAI Grant & VRT Rebate	New OTR
1 Series 118i SE	€ 32,650	€ 2,500	€ 2,000	€ -	€ 28,150
3 Series 318i SE	€ 39,630	€ 3,500	€ 2,000	€ -	€ 34,130
3 Series iPerformance 330e SE	€ 50,960	€ 3,500	€ 2,000	€ 7,500	€ 37,960
3 Series iPerformance 330e M Sport	€ 54,120	€ 5,000	€ 2,000	€ 7,500	€ 39,620
3 Series iPerformance 330e M Sport Shadow Edition	€ 51,070	€ -	€ 2,000	€ 7,500	€ 41,570
3 Series iPerformance 330e Sport	€ 51,390	€ 3,500	€ 2,000	€ 7,500	€ 38,390
5 Series 520d SE	€ 53,800	€ -	€ 2,000	€ -	€ 51,800
5 Series iPerformance 530e SE	€ 64,600	€ -	€ 2,000	€ 7,500	€ 55,100
5 Series iPerformance 530e M Sport	€ 69,240	€ -	€ 2,000	€ 7,500	€ 59,740
i3 Range Extender	€ 51,790	€ 3,000	€ 2,000	€ 7,500	€ 39,290
i3 BEV	€ 47,180	€ 3,000	€ 2,000	€ 10,000	€ 32,180
MINI One 3DR Hatch	€ 21,340	€ -	€ 2,000	€ -	€ 19,340
MINI Cooper 3DR Hatch	€ 23,410	€ 1,000	€ 2,000	€ -	€ 20,410
MINI Cooper S 3DR Hatch	€ 29,020	€ 2,000	€ 2,000	€ -	€ 25,020
MINI Countryman E ALL4	€ 43,150	€ -	€ 2,000	€ 7,500	€ 33,650

*Includes Government SEAI grant, VRT Rebate, BMW/ MINI deposit contribution and lower emissions allowance.

BMW Group Ireland Corporate Communications

Media Information

Date

11 August, 2017

Subject

The BMW Group Ireland Lower Emissions Allowance.

Page

2

To qualify for the Lower Emissions Allowance any prospective customer will need to trade in a diesel-powered Euro-4 standard or older vehicle and their chosen replacement car must be either an all-electric car, such as the BMW i3, a plug-in hybrid or a Euro-6 standard vehicle with CO₂ emissions of 130g/km or less (NEDC). BMW currently has more than 80 per cent of vehicles in the range that record 130g/km or less while MINI has nearly 70 per cent of vehicles in this low emission category.

To ensure fairness for those customers wishing to upgrade to a cleaner, more modern vehicle they will be given a suitable average price for their existing car. This is provided they have owned it for at least 12 months and the new lower emissions vehicle is purchased in the same name and address as the older car they are replacing.

Prospective customers who wish to see what low emission Euro-6 models of BMW or MINI they may wish to trade up for can visit www.BMW.ie/loweremissionsallowance or www.MINI.ie/loweremissionsallowance. There is also a useful tool on the website for customers to check their own cars' Emissions Standard to see if they qualify for this scheme.

Paulo Alves of BMW Group Ireland, said: "BMW offers the widest range of low emission vehicles of any manufacturer. We were the first premium marque to make a clear commitment to electric mobility and having a range of sustainable mobility options too. We know in the early phases that people still need some incentive to make the jump to fully electric or plug-in hybrid vehicles and that is why we are delighted to announce this new allowance. For those who the alternative drivetrains do not suit their lifestyle we still offer allowance qualifying EU6 compliant petrol and diesel engine cars that are cleaner than ever."

In addition to the ongoing optimisation of the internal combustion engine, BMW Group is forging ahead with the roll-out of electric mobility. Moving forward, flexible

BMW Group Ireland Corporate Communications

Media Information

Date

11 August, 2017

Subject

The BMW Group Ireland Lower Emissions Allowance.

Page

3

vehicle architectures and manufacturing facilities will allow the BMW Group to decide at short notice which models and volumes to produce with what type of drive: highly efficient combustion-powered, plug-in hybrid or fully electric.

In 2017, the BMW Group expects sales of its electrified vehicles to exceed 100,000 for the first time in a single year, with the all-electric BMW i3, BMW i8, BMW iPerformance plug-in hybrids and the MINI Countryman PHEV all contributing to the figures. The company's electrified range currently comprises nine electrified vehicles and will be further complemented in 2018 by the all-new BMW i8 Roadster. Shortly after that, battery-only solutions will be rolled out across the BMW Group's core brands, with Plant Oxford starting production of a battery-powered MINI in 2019, and the battery-only BMW X3 following in 2020. The following year, 2021, will see the launch of the BMW Group's new technology spearhead: the all-electric BMW iNEXT.

The BMW Lower Emissions Allowance can be used towards a purchase of any of the below vehicles**:

[BMW 1 Series](#) (118i, 116d, 118d, 120d, 125d)

[BMW 2 Series Coupé](#) (218i, 218d, 220d, 225d)

[BMW 2 Series Convertible](#) (218d, 220d, 225d)

[BMW 2 Series Active Tourer](#) (218i, 220i, [225xe](#), 216d, 218d, 220d)

[BMW 2 Series Gran Tourer](#) (218i, 216d, 218d, 220d)

[BMW 3 Series Saloon](#) (318i, 320i, [330e](#), 316d, 318d, 320d)

[BMW 3 Series Touring](#) (318i, 316d, 318d, 320d)

[BMW 3 Series Gran Turismo](#) (318d, 320d)

[BMW 4 Series Coupé](#) (420d)

[BMW 4 Series Convertible](#) (420d)

[BMW 4 Series Gran Coupé](#) (420d)

[BMW 5 Series Saloon](#) (520i, 530e, 520d, 525d, 530d)

[BMW 5 Series Touring](#) (520d, 525d)

[BMW 7 Series](#) ([740e](#), 725d, 730d, [740Le](#), 725Ld, 730Ld)

[BMW X1](#) (sDrive18i, sDrive18d, xDrive18d, xDrive20d)

BMW Group Ireland Corporate Communications

Media Information

Date 11 August, 2017

Subject **The BMW Group Ireland Lower Emissions Allowance.**

Page 4

[BMW X5](#) (xDrive40e)

[BMW i](#) (i3, i3 with Range Extender, i8)

MINI

[MINI 3-DOOR HATCH](#) (MINI One, Cooper, Cooper S)

[MINI 5-DOOR HATCH](#) (MINI One, Cooper, Cooper S)

[MINI CLUBMAN](#) (MINI Cooper, Cooper S)

[NEW MINI COUNTRYMAN](#) (MINI Cooper, Cooper S, [MINI PHEV](#))

[MINI CONVERTIBLE](#) (Cooper)

[MINI 3-DOOR HATCH SEVEN EDITION](#) (MINI Cooper, Cooper S)

[MINI 5-DOOR HATCH SEVEN EDITION](#) (MINI Cooper, Cooper S)

* Trade-in model eligibility rules and other Terms and Conditions apply. Please speak to your local BMW or MINI Centre or more information.

** A small number of models shown are only applicable for the allowance with certain trim level and/or transmission configurations. Please speak to your [local BMW Centre](#) or [MINI Retail Centre](#) or more information.

-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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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.

For further information visit:

www.press.bmwgroup.com/ireland

BMW Group

Ireland

Corporate Communications

Media Information

Date 11 August, 2017

Subject **The BMW Group Ireland Lower Emissions Allowance.**

Page 5

Or please contact:

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

MINI:

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