



Media Information

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THE NEW BMW i3 and i3s

- World's best-selling premium electric car further improved with new model variant i3s
- Both variants available with high-voltage battery (94 Ah) and optional range extender
- i3 prices start from €46,150 and comes with up to €10,000 SEAI grants and VRT rebates

Recognised the world over as a symbol of driving pleasure, sustainability and intelligent connectivity in the urban traffic environment, i3 has become the best-selling electric car in the premium compact segment. The recipe for success of the BMW i3 has now been further improved, thanks not just to refreshing styling accents, cutting-edge equipment features and new digital services, but also to the addition of a new model variant. For making its debut alongside the new edition of the first ever premium car to be conceived from the outset for all-electric mobility is the BMW i3s. With a higher output, model-specific chassis technology, noticeably more dynamic driving qualities and design features all of its own, it generates a particularly intense blend of the unrivalled sporty driving pleasure associated with electric cars from the BMW Group. By offering a premium-quality, all-electric driving experience, meaning zero local emissions, together with a whole new level of connectivity technology, both models represent the future of urban mobility.

The BMW i3 has reigned as the top-selling premium electric car in its class since 2014, not just in Europe but worldwide too. It's not just the visionary electric vehicles and inspirational design that help to make BMW i so popular, but also its innovative mobility solutions and the revolutionary new form of premium character, with sustainability as a key defining element. By offering such products while also adopting an all-embracing approach that takes into account the complete lifecycle – from raw material production, through the manufacture and operation of the vehicles to their later recycling – the BMW i brand has established itself as a pioneer for forward-thinking mobility.

BMW eDrive electric motor in two output levels, high-voltage battery with large capacity of 94 Ah/33 kWh, optional range extender engine.

The driving experience in the BMW i models has played no small part in the growing appeal and popularity of electric mobility. Following systematic refinement, the BMW eDrive technology aboard the new BMW i3 and new BMW i3s enables drivers to enjoy locally emission-free mobility with wonderfully instantaneous power delivery, efficient use of energy and an optimised range for a level of everyday practicality that even extends beyond the demands of purely urban travel. Both models draw their energy from the lithium-ion high-voltage battery developed by the BMW Group with a capacity of 94 ampere hours (Ah) or 33 kilowatt hours (kWh). A range extender engine can be ordered as an option for both the new BMW i3 and the new BMW i3s.

The new BMW i3 and new BMW i3s will celebrate their world premieres at the International Motor Show (IAA) in Frankfurt/Main in September 2017 and the Irish launch is expected this November.



Description	IE RRP Auto*
i3 94Ah	€46,510
i3 94 Ah with Range Extender	€51,040
i3 94Ah LCI	€47,950
i3 94 Ah LCI with Range Extender	€52,480
i3s 94Ah	€52,130
i3s 94 Ah with Range Extender	€56,660

*Prices exclude SEAI grant and VRT rebates.

Design: sporty look.

The new BMW i3 and new BMW i3s have a remarkably dynamic character by premium compact electric car standards, and a number of design tweaks have been included to express this to particularly striking effect in their visual appearance too. The unmistakable, avant-garde exterior styling has already picked up the iF gold award for product design and the World Car Design of the Year award along with other accolades, and it has now been enhanced by a number of deft design touches that clearly convey the sporty and stirring driving experience on offer.

The trademark BMW i Black Belt running from the bonnet over the roof to the car's rear end is now complemented by A-pillars and roof lines that also sport a black finish. The range of paint finishes for the remaining body elements has been extended to include Melbourne Red metallic and Imperial Blue metallic. Besides these two new additions, customers can also choose from the non-metallic shades Capparis White and Fluid Black as well as Protonic Blue metallic and Mineral Grey metallic.

The restyling of the front and rear aprons places particular emphasis on the car's width, which has the effect of signalling just how sporty both models are to drive and how sure their handling is. A chrome-design trim strip running across the full width of the rear and the positioning of the model and eDrive badges on the outer edges of the boot lid serves to reinforce this impression.

The new BMW i3 and new BMW i3s come equipped with all-LED headlights as standard, which employ LED bulb units for dipped beam and high beam as well as the daytime running lights. The new turn signal indicators also feature LED technology and are integrated into the front apron in the form of horizontal strips. This means that LEDs are now used for all lighting functions at the front of the vehicle too, as was already the case with the glass-covered rear light assemblies.

The new BMW i3: new styling accents for a sense of sporty elegance.

The thoughtful evolution of the exterior design not only helps to bring the sporting credentials of the new BMW i3 more to the fore, but highlights its sophisticated elegance too. The front bumper is completely painted in the body colour and has a black U-shaped surround that reinforces the car's presence when viewed from the front. Moving round to the rear end, the powerfully moulded contours and the contrast in colour between the black surround and the body-coloured inlay again create an energetic and expressive appearance.



The new silver-coloured roof line accent for the new BMW i3 adds a further touch of elegance and dynamism. It widens towards the rear, thereby accentuating the stream flow, as the distinctive outline of the side windows is known.

The new BMW i3s: a thoroughly dynamic performer.

The new BMW i3s incorporates a number of design elements all of its own that underscore its particularly dynamic character. Both the front and rear aprons are notable for their model-specific, powerfully shaped contours. At the front, the bumper inlay as well as the U-shaped surround encircling it have a black finish. The front apron's side sections are bordered on their lower edge by accent strips in BMW i Blue or Frozen Grey that further emphasise the width of the car. The accent in the closed BMW kidney grille is also painted in high-gloss black on the BMW i3s to give the grille a larger and more prominent appearance. The rear apron of the new BMW i3s is likewise composed of individually styled contours, while the black surround frames an extra-wide, body-coloured inlay. On the new BMW i3s, the roof line accent also sports the same high-gloss black finish as the A-pillars.

The new BMW i3s comes equipped as standard with sports suspension that includes a 10-millimetre drop in ride height. The additional 40 millimetres of track width compared to the BMW i3 is given added impact by the black wheel arch borders. The new BMW i3s is available with exclusive 20-inch light-alloy wheels in double-spoke design that are 20 millimetres wider than the previously available versions. They can be ordered in the Bicolour and Jet Black colour variants.

Interior: great sense of roominess, sustainable materials.

Like the exterior design, the interior styling of the new BMW i3 and new BMW i3s is rooted in the novel LifeDrive vehicle architecture. The carbon fibre-reinforced plastic (CFRP) passenger cell has a wonderfully spacious feel about it and is dominated by a sense of lightness. The design principle of the two four-seater models means there is no need for either fixed B-pillars or a transmission tunnel. Doors that open in opposite directions allow the occupants to get in and out with the greatest of ease.

The Loft, Lodge and Suite equipment lines are available for the new BMW i3 and new BMW i3s as alternatives to the standard Atelier version. The Lodge interior design option includes a new covering for the seat surfaces in Solaric Brown that combines natural leather tanned using an olive leaf extract with a wool-based textile material. The fact that the BMW i3 and BMW i3s also count sustainability among their premium characteristics shines through in the rest of the materials selected for them too, including recycled plastics, renewable raw materials, natural fibres and open-pored, unbleached eucalyptus wood. Over 80 percent of the surfaces visible to the passengers are made from recycled materials or renewable resources. The new blue seat belt option provides a splash of colour in the interior in typical brand style. The BMW i3s supplements all this with special model lettering on the front floor mats as standard.

Emission-free fun at the wheel: a more intense experience than ever, now with two power options.

The synchronous electric motor powering the new BMW i3 generates a maximum output of 125 kW/170 hp. Its peak torque is 250 Nm (184 lb-ft), all of which is available instantly from a standstill, as is usual with electric motors. This means that stepping on the accelerator pedal immediately unleashes a thrilling burst of speed. The motor smoothly delivers the kind of performance that drivers expect from a BMW via a single-speed automatic transmission, with continuous power delivery that



builds up the car's tempo in a characteristically dynamic fashion. 0-100 km/h is achieved by the new BMW i3 in 7.3 seconds. Its top speed is limited to 150 km/h.

Located low in the vehicle floor, the lithium-ion high-voltage battery provides a range of 290 to 300 kilometres* based on the NEDC cycle, 235 to 255 kilometres** as per WLTP and up to 200 kilometres*** in everyday use. The combined electric power consumption of the new BMW i3 on the NEDC cycle varies between 13.6 and 13.1 kWh for every 100 kilometres*.

Bringing outstanding driving dynamics to the electric vehicle segment, with instantaneous torque, superb traction and precisely controllable drifts.

The agile handling characteristics of the BMW i3 are improved still further by the optimised Dynamic Stability Control (DSC) system. This comprehensively revised, faster responding traction control system guarantees confident handling under all driving conditions. The BMW i3 now features a globally unique form of wheel speed limiting that ensures increased directional stability, both under dynamic acceleration and on the overrun with strong regenerative braking. Traction during pull-away on snow and wet roads has also been noticeably improved. DTC (Dynamic Traction Control) mode now boosts agility at higher speeds and during sporty cornering, even allowing mild and safely controllable drifts when grip levels are reduced.

The new BMW i3s provides an even sportier interpretation of silent mobility with zero local emissions and features a high-performance 135 kW/184 hp electric motor that generates peak torque of 270 Nm (199 lb-ft). Its updated drive system includes modified motor control and specific taper roller bearings, which have been utilised to further optimise power delivery and the performance curve at higher rpm. At the limits of the motor speed range, the power and torque of the further developed drive system represent an improvement of up to 40% for the BMW i3.

What's more, the new BMW i3s boasts sports suspension with specially developed springs, dampers and anti-roll bars. Drivers can also select SPORT mode using the Driving Experience Control switch. This initiates more direct accelerator response and tighter steering characteristics to further accentuate the car's sporting edge.

Just 6.9 seconds is enough to see the new BMW i3s burst past 100 km/h on its way to a top speed of 160 km/h. It returns a combined electric power consumption of 14.3 kWh per 100 kilometres* on the NEDC cycle. Its electric range runs to 280 kilometres* based on the NEDC cycle, 235 to 245 kilometres** as per WLTP and up to 200 kilometres*** in everyday use.

A 28 kW/38 hp two-cylinder range extender petrol engine is available as an option for both the new BMW i3 and the new BMW i3s. The engine drives a generator that produces power as required while driving to maintain a constant level of charge in the high-voltage battery. This extends the car's overall range in everyday use by 150 kilometres, increasing it from around 180 kilometres to a maximum of 330 kilometres***. The all-electric range of the new BMW i3 with range extender is 225 to 235 kilometres* as per NEDC and 190 to 200 kilometres** as per WLTP. The corresponding figures for the new BMW i3s with range extender come in at 220 kilometres* on the NEDC and 185 to 195 kilometres** on the WLTP cycle.



On the NEDC cycle, the new BMW i3 with range extender returns combined consumption figures per 100 kilometres of 11.9 to 11.5 kWh of electric power and 0.6 litres of fuel (fuel consumption of 470.8 mpg imp; CO2 emissions: 14 –13 g/km)*. On the same combined NEDC cycle, the new BMW i3s with range extender consumes 12.5 kWh of electric power per 100 kilometres and 0.7 litres of fuel (fuel consumption of 403.5 mpg imp; CO2 emissions: 14 g/km)*.

Extensive range of driver assistance systems: Parking Assistant and Traffic Jam Assistant take over control of steering.

The driver assistance systems available for the new BMW i3 and BMW i3s ease the driver's workload and provide support in various traffic situations, as well as helping with longitudinal and lateral vehicle control. The optional Parking Assistance package includes Park Distance Control, a reversing camera and the Parking Assistant. Once a suitable parking space parallel to the road has been selected, the Parking Assistant takes control of acceleration, braking, gear selection and steering.

Driving Assistant Plus, also available as an option, incorporates Collision and Pedestrian Warning with City Braking function, Speed Limit Info, Proactive Driving Assistant, Active Cruise Control with Stop & Go function, and the Traffic Jam assistant, which not only maintains a safe distance to the car in front in stop-start traffic at up to 60 km/h, but also keeps the car in lane. The system takes its cues from lane markings, the width of the road and vehicles travelling ahead.

Further developed iDrive system, BMW i ConnectedDrive with navigation features and On-Street Parking Information specially developed for electric mobility.

Both the new BMW i3 and new BMW i3s come with an updated version of the iDrive operating system, which provides an intuitive interface for controlling numerous vehicle, infotainment, communications and navigation functions. In vehicles equipped with the Navigation system Professional, the Control Display has a diagonal of 10.25 inches and an increased resolution of 1,440 × 540 pixels. The main menu is also presented in the form of horizontally arranged tiles with a live mode. The voice recognition system has also been further optimised. With the aid of Natural Language Understanding, spoken instructions can now be executed more quickly and precisely, e.g. when searching for music and phone numbers or dictating e-mails and SMS messages. New to the options list is Apple CarPlay preparation. This allows additional smartphone apps to be integrated seamlessly with the vehicle's operating system.

The further expanded BMW i ConnectedDrive offering – unmatched by any rival – ensures intelligent connectivity through services specially tailored to electric mobility. The digital On-Street Parking Information search service, now available for the first time in the BMW i3, can also be used alongside the Real Time Traffic Information system if the Navigation system Professional is specified. Public charging stations and information about their availability can also be displayed on the navigation system's map. When route guidance is activated, data about the route is also used to calculate the range shown in the instrument cluster as accurately as possible. The range map provides a visual representation of the current operating radius. It is also possible to display the different ranges achievable in each of the Driving Experience Control modes. BMW i-specific navigation features also include intermodal route guidance. This helps users to quickly and efficiently reach their destination by factoring in local public transport timetables and connections. Regular, automatic updates of the navigation data are now also provided "over the air" in the BMW i3, using a mobile network connection.

A package of new services were introduced in July 2017 under the BMW Connected+ banner which enable a highly personalised and more straightforward display of information inside the car. All of the digital services related to BMW Connected and BMW Connected+ will be available in the BMW i3 and BMW i3s. These span intelligent route planning, including stop-offs at charging stations or petrol



stations (Send my Routes to Car), sharing of the car's current location via SMS and live link (Share Live Trip Status), personalised display of relevant in-car information (BMW Onboard), seamless transfer of route instructions to the customer's smartphone or smartwatch once the car is parked (Navigate Door-to-Door) and direct syncing of contacts and addresses to the navigation system (My Destinations).

BMW Digital Charging Service enables intelligent charging.

The BMW Digital Charging Service brings customers the future of charging, today. BMW ConnectedDrive and the BMW ConnectedDrive Portal turn charging into a digital experience. As a result, the BMW i3 and BMW i3s are integrated perfectly into the customer's smart ecosystem. This allows BMW customers to optimise charging costs, make best use of self-generated solar energy for charging and even earn money through integration into the smart grid. The service's ease of use – from a smartphone via BMW Connected or from PCs and tablets via the BMW ConnectedDrive Portal – also facilitates fully transparent, sustainable use of renewable energy. With the introduction of its unique BMW Digital Charging Service, BMW becomes the world's first carmaker to integrate electric mobility with its customers' digital worlds.

360° ELECTRIC: new charging cable, BMW i Wallbox Connect.

360° ELECTRIC is a range of products and services that help make electric mobility a convenient, everyday experience. The functionality of the standard charging cable supplied with the new BMW i3s has been optimised and includes a temperature sensor. Charging at home is extremely user-friendly thanks to the BMW i Wallbox which, in its most recent incarnation, can supply 11 kW of power to charge the high-voltage battery. This allows enough energy for an electric range of around 180 kilometres to be transferred in under three hours – five times quicker than with the standard charging cable. The new BMW i Wallbox Connect also extends the functionality of the globally unique Digital Charging Service to provide intelligent charging for optimal cost efficiency, and allows customers to make best use of self-generated solar energy. In addition, it is also possible to control the charging process using a smartphone app and manage usage by means of an access card. Drivers with a registered ChargeNow card have unrestricted access to the world's largest network of public charging stations.

BMW i pioneers electric driving pleasure with integrated sustainability concept and superior eDrive technology.

BMW i is blazing a trail when it comes to shaping the future of sustainable personal mobility. Its integrated concept focuses on responsible use of resources and incorporates material selection and innovative mobility services alongside locally emission-free driving. The BMW i3 is just as serious about the fun of driving, turning even a trip around town into an electrifying experience. The inspirational design of the BMW i3 expresses a new style, while the instantaneous power from the drive system provides an inspiring showcase for the dawn of a new era in mobility.

This car's architecture was designed from the ground up with electric mobility in mind. And its BMW eDrive technology boasts power delivery and efficiency unrivalled by any other manufacturer. All of which makes the BMW i3 a proposition as forward-looking as it is attractive. Combining the latest technological innovations with an evolutionary development of the car's design and the expansion of the model range has provided additional impetus for BMW's now familiar take on premium electric mobility. The character profiles of the new BMW i3 and new BMW i3s are focused more keenly than ever on



driving pleasure, which gives them all the ingredients required to strengthen their leading position and write the next chapter in the BMW i success story.

* Consumption and emissions figures as well as ranges according to NEDC test cycle, may vary depending on the tyre format specified.

** Ranges according to WLTP test cycle, may vary depending on the tyre format specified and the equipment level.

*** Figures according to BMW range measurements in everyday use in urban areas, exterior temperature: 20°C, heating/air conditioning, pre-conditioning, COMFORT driving mode. Range dependent on various factors. In particular: personal driving style, route characteristics, exterior temperature, pre-conditioning.

All figures relating to performance, consumption, emissions and range are provisional.

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 the Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-cons>

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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. 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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