

Press release
26 July 2013

Revolution of Urban Mobility. The new BMW i3 - World Premiere to be staged simultaneously in three continents.

Board members will reveal the BMW Group's first all-electric series-produced vehicle in New York, London and Beijing. Live stream on the internet.

Munich. Good morning New York, hello London, wanshang hao Beijing – at 14.30 Central European Time on Monday, 29 July 2013, these greetings will ring out from megacities in the USA, Europe and Asia to mark the unveiling of the BMW i3 to a global audience. The spectacular premiere for this revolutionary vehicle takes place exactly two years after the BMW i3 Concept was presented in Frankfurt on 29 July 2011 prior to the International Motor Show (IAA).

The simultaneous launch in three continents highlights the global approach embodied by the BMW i3 towards resolving urban mobility issues worldwide. This approach is rooted in the holistic idea of a purpose-built vehicle concept boasting a unique design, sustainability throughout the value chain and complementary mobility services. As such, the BMW i3 redefines urban mobility for the present and future, setting benchmarks for sustainability, design, hallmark BMW dynamics and exemplary efficiency. It is the world's first premium electric vehicle designed from the ground up to be powered by an electric drive system. It is also a world first by virtue of bringing together visionary design, pioneering technology and an innovative vehicle concept that includes a passenger cell made of carbon-fibre-reinforced plastic (CFRP).

In each of the three metropolises, BMW Group board members will present the BMW i3 in a live transmission, explaining the development history and technology of this innovative model and showing what form a global solution to the challenges of personal mobility could take.

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The unveiling will be streamed live on the internet:

14.15 – approx. 16.00 pm CEST Live broadcast including a speech by
Dr. Norbert Reithofer and the unveiling
event of the BMW i3

16.35 – 17.25 pm CEST Best of the BMW i3 World Premiere

TV footage, videos and pictures from the event and the live stream can be found at: <http://www.live.bmwgroup.com>. The live stream will also be available at: <http://www.youtube.com/watch?v=h746QIGIMOc>.

The BMW i3 is the result of an integrated development approach aimed at cutting fuel consumption and emissions in urban traffic. The vehicle concept and drive system were developed entirely in-house by the BMW Group. The 125 kW/170 hp electric motor of the BMW i3 enables locally emission-free driving to a range of between 130 and 160 kilometres (approx. 80 to 100 miles). When it came to the selection of materials and the production processes, exceptionally high standards were likewise achieved in terms of sustainability and conserving resources. The BMW i3 will be presented to the public at large at the International Motor Show in Frankfurt/Main (12 – 22 September 2013).

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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