

Media Information  
22 July 2013

## **BMW Group announces price for the BMW i3**

Base price of 34,950 Euros in Germany

Robertson: A compelling offer for premium electromobility

**Munich.** BMW Group today announced the base price of 34,950 Euros for the BMW i3 in Germany, the company's first all-electric series production vehicle. The BMW i3 will be available to customers in Germany in November 2013.

Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW, stated in Munich: "The BMW i3 heralds the dawn of a new era for individual mobility and for the BMW Group. True to a genuine BMW, the BMW i3 has strong emotional appeal, outstanding product substance and a guarantee of sheer driving pleasure. With this leading-edge vehicle and attractive price, we will provide customers with a compelling offer for electromobility."

The BMW i3 will celebrate its international premiere on 29<sup>th</sup> July at parallel events on three continents in the megacities of London, New York and Beijing.

BMW i3 products and services will be sold via a multi-channel sales model, comprised of authorized BMW i partners, a Customer Interaction Center (CIC) as well as an online platform. All sales channels will be fully networked and customers will be able to personalize their entire purchasing process to suit their needs. Some markets will also introduce a mobile sales force, a sales team which will be available to customers outside the traditional showroom.

With the holistic approach of „360 ° ELECTRIC“, BMW i provides the customer with an extensive product and service offer which covers the needs of drivers for electromobility. 360 ° ELECTRIC is based on four pillars: Charging at home (BMW i Wallbox), charging at public charging stations, assistance services as well as innovative mobility services, which include comprehensive maintenance services and warranties, flexible car-sharing offers, as well as useful BMW Apps for the computer and Smartphone.



Media Information

Date 22 July 2013

Subject **BMW Group announces price for the BMW i3**

Page 2

About BMW i. BORN ELECTRIC.

BMW i stands for visionary vehicles and mobility services, inspirational design and a new interpretation of premium that is strongly defined by sustainability across the entire value chain. With BMW i, the BMW Group redefines the concept of individual mobility. The BMW i3 is the world's first premium car designed from the ground up to be powered by an electric drive system with revolutionary lightweight construction. The result is hallmark BMW driving pleasure in undiluted form, delivered with zero emissions and an engaging intensity unmatched by any electrically powered vehicle.

Further information about BMW i can be found in the [BMW Group PressClub](#).

If you have any queries, please contact:

**Corporate Communications**

Linda Croissant, Business and Finance Communications  
[Linda.Croissant@bmw.de](mailto:Linda.Croissant@bmw.de), Telephone: +49 89 382-35617, Fax: +49 89 382-24418

Birgit Hiller, Business and Finance Communications  
[Birgit.Hiller@bmw.de](mailto:Birgit.Hiller@bmw.de), Telephone: +49 89 382-39169, Fax: +49 89 382-24418

Wieland Bruch, Spokesperson BMW i  
[Wieland.Bruch@bmw.de](mailto:Wieland.Bruch@bmw.de), Telephone: +49 89 382-72652, Fax: +49 89 382-24418

Alexander Bilgeri, Head of Business, Finance and Sustainability Communications  
[Alexander.Bilgeri@bmw.de](mailto:Alexander.Bilgeri@bmw.de), Telephone: +49 89 382-24544, Fax: +49 89 382-24418

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
Email: [presse@bmw.de](mailto:presse@bmw.de)

**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.



## Media Information

Date 22 July 2013

Subject **BMW Group announces price for the BMW i3**

Page 3

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>