

Media Information
23 October 2013

Revolutionary BMW i8 headlines Dubai International Motor Show

Ground-breaking plug-in Hybrid i8 sports car to be joined by 7 Series M V12 Bi-Turbo, Concept X4 and 4 Series Coupé

BMW Group Middle East together with local importer AGMC will showcase the future of motoring when more than 100,000 expected visitors to this year's Dubai International Motor Show see the revolutionary BMW i8 hybrid sports car for the first time.

Taking centre stage for the duration of the show from November 5 to 9, the BMW i8's visionary design, intelligent lightweight construction (carbon) and dynamic performance allows it to accelerate like a sports car and yet consume less fuel than a compact hatch while emitting zero emissions in city driving.

The all-new BMW i8 is scheduled for a Middle East launch in the second quarter of 2014 and will be joined on stage at its media reveal by Henrik Wenders, Head of BMW i8 Product Management who will highlight the significance of the radical new technology that's being introduced through BMW's new i sub brand.

Powered by the latest generation BMW TwinPower Turbo petrol engine which, in typical BMW sports car fashion, drives through the rear wheels, the i8's intelligent plug-in hybrid system also capitalises on a potent electric motor which sends drive to the front wheels resulting in a combined power output of 362hp delivered to all four wheels.

When united, the dual motors (electric motor at the front and petrol engine at the rear) work together to allow the BMW i8 to accelerate from 0 to 100km/h in 4.4 seconds while using only 2.5 litres of petrol per 100kms and emitting just 59g/km of emissions.

Its mid-engined design is reminiscent of BMW's famed M1 sports coupé of the 1970s yet features cutting edge aerodynamic elements never before seen on the street and all

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wrapped in a super light, high-tech, carbon fibre body resulting in an unladen weight of just 1,490 kg.

Along with the headlining i8, BMW will also display the first 7 Series ever to wear the high performance M badge with the jaw-dropping 760 M V12 Bi-Turbo as well as the next chapter in the Sports Activity Coupé story, the Concept X4 and the all-new 4 Series Coupé.

Made exclusively for the Middle East, the high performance executive 760Li M V12 Bi-Turbo saloon features bespoke paint and interior trim features including “V12” stitching on the headrests as well as a Bang & Olufsen High End Surround Sound System and a state-of-the-art rear seat entertainment system with iDrive control.

With almost a third of all BMWs sold worldwide being an X model, the Concept X4 is another exciting interpretation of the X family which pioneered an entirely new segment in the automotive landscape following the arrival of the X6 Sports Activity Coupé in 2008.

Continuing the coupé-like profile mixed with rugged looks that has made the X6 such a stand-out success, the X4 Concept takes it a step further by previewing the X family's future with eye-catching proportions and sporty contours. The result is an unrivalled product character brimming with emotional appeal, dynamism and the sturdiness you would expect from a BMW X model. At the same time, its looks offer the promise of outstanding performance and driving dynamics.

The arrival of the new BMW 4 Series Coupé heralds the dawn of a new era for BMW as it represents the fourth generation of BMW's premium mid-size coupé. The new 4 Series embodies the sporty nature of this segment in every aspect of its design, performance and dynamics.

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The 4 Series Coupé sets itself apart from its predecessor in every aspect, sporting a clearly more dynamic and muscular design language, substantial technical differentiation and a host of innovative new features.

BMW Group has seen strong sales performance in the Middle East between January and September 2013, with 18,835 BMW and MINI models sold representing a 19% increase compared to the same period in 2012. The company's impressive year-to-date sales demonstrate the continued growth of the region's premium automotive industry and also highlight the Middle East customers' appetite for luxury cars.

The Dubai International Motor Show is the largest and most popular automotive event in the Middle East, hosting more than 500 companies and is held every second year at the Dubai World Trade Centre.

More high-res images can be downloaded from:

<https://app.box.com/s/2oihqata57w32rbp2j47>

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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.

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