

Press Information
18 December 2013

The BMW i3 and 360° ELECTRIC: Full-service programme for sustainable mobility – Almost 8,000 charging points already available across the Europe-wide ChargeNow network.

Extensive range of products and services from BMW i covers all requirements for every aspect of the premium electric car – BMW i Wallbox for charging at home; fast-growing public infrastructure with standardised charging and billing technology; innovative service and assistance packages; BMW i Gold Sixt Card for flexible mobility when electric range does not suffice.

Munich. The BMW i3 is ushering in a new era of electric mobility. And since the market launch of the world's first premium car conceived from the outset to run purely on electric power, all products and services included in the 360° ELECTRIC programme have also been available to customers. The all-inclusive concept is unique worldwide and covers all requirements in every area of electric driving. It includes home charging, mid-journey charging, keeping drivers on the move through flexible mobility options, assistance services in the form of special ConnectedDrive services, maintenance and repair services, as well as breakdown assistance.

Mid-journey charging with the ChargeNow card

Since the launch of the BMW i3, the power flowing through the full ChargeNow network has allowed customers to charge their cars at public stations. BMW i has incorporated a large number of suppliers into the ChargeNow network to allow optimum usage of various offers and technologies within the public charging infrastructure. The BMW i partner charging stations are displayed directly on the car's navigation system, on the customer's smartphone or on the website. In some cases customers can also see whether the charging station is currently free or in use. The ChargeNow card gives customers access to the BMW i partner charging station and allows them to start the charging process. At

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the end of the month, they are sent an overall bill and summary of all charging sessions – similar to a mobile phone contract.

ChargeNow already covers a large proportion of Germany's charging network, with new charging stations being incorporated step by step. Across the country, around 1,000 charging points already will belong to the ChargeNow network by the end of 2013, rising to almost 8,000 stations Europe-wide. ChargeNow therefore covers around 75 per cent of the overall public charging infrastructure in Europe.

The expanding network of direct current (DC) fast-charging stations is going to be integrated into the ChargeNow network, and customers can use these stations to charge the car's battery to 80 per cent of its overall capacity in under 30 minutes. A fast-charging station at BMW Welt in Munich and another 25 at BMW Group plants across Germany are already up and running and can currently be used by the public free of charge. Further charging stations at BMW i agents and other BMW locations are under development. A fast-charging axis along the A9 between Munich and Berlin will be opened in spring 2014 and integrated into the ChargeNow network in the summer.

ChargeNow offers a straightforward pricing model. In Germany, BMW i drivers pay a basic charge of €9.50 per month for the ChargeNow service. This charge was waived for the first three months after the BMW i3 was launched. Charging costs €2.49 per hour for the first three hours, dropping to just €1 for every extra hour after that. Charging the BMW i3 therefore costs just under €7 for 100 km (62 miles) of range – depending on the charging output available – and is an average of 50 per cent cheaper than the petrol required to cover the same range (at an average fuel consumption of eight litres per 100 km / 35 mpg).

In addition, BMW i offers ParkNow LongTerm, a product which allows customers to rent a long-term parking space with charging option close to their home or workplace. The expansion of this network is currently being driven via cooperation agreements with car park operators across Europe. In Germany it already covers more than 120 car parks.

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Home charging using green energy

The high-voltage battery of the BMW i3 can be charged from any domestic power socket using the standard charging cable supplied with the car. Charging is even quicker and easier from a BMW i Wallbox, which takes under five hours to charge the battery to 80 per cent. In cooperation with its partner The Mobility House – and as part of a worldwide network of cooperation partners recently initiated by BMW i – the brand offers all customers a qualified installation service. This involves an engineer checking that the necessary technical requirements have been met and connecting the BMW i Wallbox.

360° ELECTRIC also includes BMW Green Energy, which gives BMW i customers the option of running their electric car CO₂-free on 100 per cent renewable energy. With this in mind, BMW i works with meticulously selected premium partners, such as NATURSTROM AG in Germany. Another way of making sure that driving with the BMW i3 is fully emission-free is by charging the car with self-generated solar energy. To this end, BMW i has created a globally expanding cooperation network designed to offer customers turnkey solar carports, roof and garage systems. In many European countries this happens in conjunction with SOLARWATT GmbH, for example. An optional home storage solution can allow customers to charge an electric car with solar energy on a time delay – e.g. during the evening or at night – in order to maximise self-sufficiency.

Flexible mobility

With an electric range of 130 to 160 kilometres (approx. 80 to 100 miles), the BMW i3 is able to fully meet most everyday driving requirements. Activating ECO PRO or ECO PRO+ mode, moreover, extends the non-stop distance it can cover by 20 kilometres (over 12 miles). For longer stretches, or if greater carrying capacity is required, the BMW i3 driver can simply switch vehicles and, for example, use a BMW 3 Series Touring for a weekend trip with the family or a

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BMW X model for a winter break in the snow. To ensure that this option is comprehensive, convenient and covers all locations, the BMW Group joined forces with Sixt to devise a tailored solution based on the services of Sixt Car Hire.

The BMW i3 comes with a BMW i Gold Sixt Card, which gives customers a discount of up to 20 per cent when hiring a BMW Group car through Sixt. Customers can make reservations online, by telephone via the newly set-up service hotline, or hire a car directly from any Sixt outlet. This offer covers all BMW Group models and is unlimited. Customers can also download the Sixt Mobility for BMW app from the App Store, which enables them to book premium offers from the Sixt Group on exclusive terms and at any location.

Beyond this, the BMW Financial Services Electrify Program offers attractive packages that cover financing, leasing, insurance, vehicle-related services and innovative mobility services.

BMW i Assistance Services

With its ConnectedDrive services for BMW i, the standard-fitted Navigation system Professional in the BMW i3 shows the fastest or most efficient route to the chosen destination and, if desired, an intermodal route involving public transport. With this option, the route is simply forwarded from the navigation system to a smartphone; thanks to the Remote app for BMW i, the navigation function continues seamlessly. At the press of a button the app can also remotely call up and display the battery's charge level, adjust the vehicle's climate control and guide the driver back to the parked BMW i3.

The 360° ELECTRIC programme also features tailor-made solutions for maintenance and repairs. BMW i-specific mobility services not only guarantee an alternative means of transport for the duration of a workshop visit, but also rapid assistance in the event of a breakdown. The BMW i Mobile Care package that comes with the car includes a mobility guarantee for the vehicle or the charging infrastructure which covers everything required to safeguard the unrestricted

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mobility of a BMW i customer in any situation – from on-site recharging and vehicle recovery to providing a hire car or paying any hotel costs incurred.

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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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