

Media Information
5 June 2014

First global deliveries of the BMW i8

BMW laser light debuts for the first time in a customer vehicle

Munich. The world's first BMW i8s (fuel consumption combined: 2.1–0.0 l/100 km; CO₂ emissions combined: 49–0 g/km) were handed over to customers today at BMW Welt in Munich: The first eight customers from Germany received their BMW i8s as part of an official ceremony in which Roland Krüger, Head of Sales and Marketing Germany for the BMW Group, and Dr. Helmut Schramm, Head of Production Electric Vehicles at Plant Leipzig, presented them with the keys to their new cars.

The first BMW i8 cars also feature the ground-breaking BMW laser light.

An exclusive evening reception to mark the BMW i8 market launch, with celebrity guests, such as TV presenter Thomas Gottschalk and actor Thomas Kretschmann, rounded off the official vehicle presentation.

BMW Laser Light in series production

With its BMW i8, BMW is the first manufacturer worldwide to offer totally new laser-powered headlights in a production vehicle. The BMW i8 will make automotive history with its laser lights, as the first series-produced vehicle to feature this completely new lighting technology.

While high-intensity, energy-efficient full LED headlights are standard in the BMW i8, the optional laser-boost feature extends its high-beam range to up to 600 metres, doubling the already impressive illumination range of the latest LED high-beam headlights.

The new technology uses 30 per cent less energy than ultra-power-saving LED lights, takes up less installation space inside the headlight and weighs less.

The outstanding range of BMW laser headlights offers even greater illumination and visibility for driving in the dark, ensuring a more relaxed and comfortable driving experience with enhanced road safety. Dazzling of oncoming traffic or vehicles ahead is reliably eliminated in conjunction with the camera-aided digital high-beam assistant.

BMW i in Germany

"In November of last year, we welcomed the first BMW i3 customers here at BMW Welt. Today, we are continuing the BMW i success story with the first eight BMW i8 custom-

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ers worldwide. As ‘the first of a new era’, the BMW i8 combines the sustainable design of a carbon-fibre body with a powerful plug-in hybrid,” stated Roland Krüger. “This success would not be possible without our retail partners. We are delighted that our BMW i agents are accompanying us on the road to the future of mobility.”

The BMW i8 is the BMW Group’s first plug-in hybrid vehicle. It combines the driving performance of a high-performance sports car with the fuel consumption and emissions of a small car. BMW i8 deliveries will begin in all main international BMW Group markets in June.

Presentation with familiar faces

Following the vehicle handover, the new BMW i8 was presented to a select audience in a special multimedia show, featuring actor Thomas Kretschmann. “The car looks fantastic. It’s a technical revolution. I’m really looking forward to working with BMW,” said Kretschmann.

Roland Krüger was joined by Dr. Carsten Breitfeld, BMW i8 Project Manager; Benoit Jacob, Head of Design BMW i; and Dr. Helmut Schramm, Head of Production for BMW i vehicles at Plant Leipzig to answer questions in a BMW i8 roundtable chaired by Thomas Gottschalk. “I just experienced driving the BMW i8 for myself: It’s a lot of fun. I would never have thought pure electric driving could be so sporty,” remarked Gottschalk.

Later, guests celebrated the market launch of the BMW i8 with renowned Austrian DJ and producer Parov Stelar.

The latest pictures of the evening will be available on Friday, 6 June, from approx. 10 a.m. in the PressClub: <http://www.press.bmwgroup.com>

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, 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 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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