

# **BMW Group Middle East**

## **Corporate Communications**

Media Information

February 2015

## **BMW Group praises Dubai for leading the charge in sustainability**

**Dubai, UAE:** BMW Group, the world's most sustainable premium car company, has hailed the recent unveiling of the first ever electric vehicle charging station in Dubai as a significant step towards a more sustainable future for the emirate.

Last week, the Dubai Water and Electricity Authority (DEWA) debuted the first of 100 charging stations for zero-emission electric cars planned across the emirate by the end of 2015. The initiative was announced late last year as part of the 'Smart Dubai' concept introduced by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UA

E and Ruler of Dubai. BMW Group was invited to showcase and present the BMW i3 all-electric car at the inauguration.

Commenting on the momentous occasion, Johannes Seibert, Managing Director of BMW Group Middle East, said: "The Dubai Government's plans to develop and invest in electric vehicle charging infrastructure is a significant step towards raising awareness with regards to sustainable mobility, and in particular electro mobility. By providing easy access to charging stations across the emirate, car users will be given the choice to consider electric vehicles, which are environmentally friendly - as well as support the Dubai government's aim to be a global leader in sustainability. We all have a role to play – the government, automotive companies and the general public to work together to support the Dubai government reach this aim by 2020."

The unveiling comes nine months after BMW Group Middle East launched the all-new BMW i8 plug-in Hybrid vehicle, the world's most progressive 2+2 seater sports car, to the region. Combining the performance and appeal of a sports car with the fuel consumption and emissions of a small car, the BMW i8 is the second model to be unveiled by BMW i, the company's sub-brand focusing solely on developing sustainable products and services that has helped affirm BMW Group's leadership as the world's most sustainable premium car

# BMW Group Middle East

## Corporate Communication

Media Information

Date 26 February 2015

Subject **BMW Group praises Dubai for leading the charge in sustainability**

Page 2

company. The BMW i3, which was its first series-produced car for urban areas to be driven by electric power alone, made a special appearance at the unveiling and wowed spectators with its visionary design.

Seibert added: "The inauguration of the first electric vehicle charging station in Dubai was the ideal platform to showcase the BMW i3, which attracted strong attention from guests attending the event. While we do not have any immediate plans to bring the BMW i3 to the market, we are presently assessing the model's future potential in the UAE."

Both the BMW i3 and i8 are based on a revolutionary construction concept known as LifeDrive architecture, the world's first body architecture specifically designed and purpose-built for series production of electric and plug-in hybrid cars. An aluminium chassis houses the powertrain, and the passenger cell consists of high-strength but extremely lightweight carbon fibre-reinforced plastic (CFRP). Both cars have been designed specifically for their respective alternative drive systems. The innovative architecture and CFRP have been used to cancel out practically all of the extra weight added by the batteries. For customers this means superior driving dynamics combined with significantly increased range using electric power.

With its ultra-dynamic proportions, elegantly sporty lines, low-slung silhouette and futuristic design features, the BMW i8 has caused a sensation on the roads since going on sale across the Middle East in June last year. A sports car character and the typical BMW driver orientation are both equally prominent in the design of the BMW i8. The front view of the BMW i8 exudes sporting ability in its purest form. Large front apron air intakes arranged over several levels generate a powerful feeling of depth. The extremely broad BMW kidney grille stretches over to the slim headlights, accentuating the width of the BMW i8 and its road-focused stance. In addition, full-LED headlights are standard and innovative laser headlights, available as an option later this year, proving intense light that will illuminate the roads for up to 600m - double the distance of conventional LED lights.

# BMW Group Middle East

## Corporate Communication

Media Information

Date 26 February 2015

Subject **BMW Group praises Dubai for leading the charge in sustainability**

Page 3

Powered by a 1.5-litre, three-cylinder BMW TwinPower Turbo petrol engine which, in typical BMW sports car fashion, drives through the rear wheels, the BMW i8's intelligent 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 in harmony enabling the BMW i8 to accelerate from 0 to 100km/h in 4.4 seconds while using just 2.1 litres of petrol per 100kms and emitting just 59g/km of emissions. The BMW i8 has a top speed electronically limited to 250km/h, and can be operated solely in all electric drive (zero emissions) for around 37 kilometres - and the battery of the plug-in hybrid can be continuously charged by the petrol engine while driving. Due to its lightweight of just 1,485 kg, it provides a total drive range of more than 500 kilometres.

An all-embracing sustainability concept runs throughout the entire value chain of the BMW i8; carbon fibre production and vehicle assembly using 100-per cent renewable electricity; high proportion of recycled materials; use of materials manufactured and treated in an environmentally friendly manner.

The BMW i8 is the future of sports performance driving, offering unparalleled fuel efficiency in a light and lithe Coupé body that takes nothing away from the thrill of driving a thoroughbred performance car.

-Ends-