

Press release  
03 March 2020

## The BMW Concept i4.

### HIGHLIGHTS.

- The BMW Concept i4 pure-electric Gran Coupe takes electric drive to the core of the BMW brand. The BMW Concept i4 represents a look ahead to the BMW i4, slated to enter production in 2021.
- Range of up to 600 km (373 miles/ WLTP), up to 530 hp, 0 to 100 km/h (62 mph) in approximately 4.0 seconds, top speed of over 200 km/h (124 mph). The virtually silent delivery of power creates an entirely new sensation of dynamic performance.
- A number of design elements for the exterior and interior of the concept car will make an appearance in both the BMW i4 and other electrically-powered production vehicles.

#### Highlights – exterior.

- The modern, elegant exterior represents a deliberate counterpoint to the dynamic flair of the driving experience. With its four doors, the BMW Concept i4 offers not only a high level of practicality, but also a much larger interior than the car's dynamic proportions would suggest.
- Crisp, smooth lines and taut volumes form a modern sculpture and create a clear surfacing language.
- The modern exterior paint shade Frozen Light Copper reprises a colour nuance displayed by the BMW Vision iNEXT and showcases the interplay of surfaces to visually stunning effect.
- Blue elements in the front end, flanks and rear point to the car's BMW i origins. They shine a spotlight on the signature BMW i icons and bring the technology below the surface to the fore.

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- A host of aerodynamic measures maximise the car's electric range. The most distinctive features alongside the blanked-off kidney grille and clear aero lips are the wheel rims designed exclusively for the BMW Concept i4.
- The prominent, blanked-off kidney grille creates a bridge between the past and future of BMW. With no combustion engine to require cooling, it serves as an "intelligence panel" housing various sensors. The grille teases the technology behind the scenes with a design reserved exclusively for this model.
- BMW is unveiling the brand's new look for the first time. The new logo for communications also provides the basis for the two-dimensional and transparent badge on the BMW Concept i4.
- BMW i Blue diffuser elements in the rear end indicate the presence of a pure-electric drive system and reference the design of the BMW i Vision Dynamics.

**Highlights – interior.**

- In the front of the cabin, the new BMW Curved Display teams up with the steering wheel to reveal a new expression of driver-focused design. This will be the display used in the production versions of the BMW iNEXT and BMW i4.
- Almost all operating functions – even the climate control – are integrated into the BMW Curved Display as part of an overall approach centred on reducing the number of controls to the minimum.
- The understated use of different materials and the basic arrangement of controls creates a modern yet also luxurious ambience.
- Accent strips in warm Gold Bronze blending to chrome lend the interior a high-class touch.

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- The central control panel replaces a traditional gear lever with a toggle-type shifter. Elements such as the iDrive Controller and seat memory buttons in the doors are finished in a classy crystal glass.
- The cloth/leather combination for the seats – composed of microfibre with line graphics and natural leather tanned using olive leaf – sets a high-quality and sustainable seal on the interior.
- The rear compartment offers unexpected levels of headroom and legroom for a coupe. The cut-out in the head restraints is a classy detail that references sporty BMW models from the current line-up.

**Highlights – user interface.**

- Three different Experience Modes within the BMW Curved Display enable users to explore the various facets of the electric drive system. They provide a look ahead in terms of visuals to the next-generation operating system for BMWs from 2021.
- The sometimes striking visual differentiation between the three Experience Modes (“Core”, “Sport” and “Efficient”) spans everything from how the user experiences the display and graphics to how the interior is presented. Ambient lighting in the dashboard, doors and (indirectly) below the display indicate the technical adjustments taking place.
- “Efficient” mode debuts an “Assisted Driving View”, which opens up deeper insights into the car’s technology, such as how it communicates with its surroundings.
- World-famous composer Hans Zimmer worked together with BMW sound designer Renzo Vitale under the brand name BMW IconicSounds Electric to develop the acoustic flavour of the BMW Concept i4. Aural accompaniments to opening the door and starting the car are part of its soundscape.

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**Looking ahead to the BMW i4.**

- Fifth-generation BMW eDrive technology is a defining feature of the BMW i4 and therefore also of future electric mobility. The electric motor, power electronics, charging unit and high-voltage battery are all-new developments enabling the BMW Group to take another significant step forward in the field of electrified drive systems.
- The electric motor developed for the BMW i4 generates maximum output of up to 390 kW/530 hp, which ranks it alongside a current BMW V8 combustion engine. Its instantaneous power delivery gives the BMW i4 standout performance attributes and exceptional efficiency.
- The version of the battery developed for the BMW i4 impresses with its extremely slim construction and optimised energy density. It weighs roughly 550 kilograms, has an energy content of around 80 kWh and achieves an operating range of up to 600 km (373 miles) in the WLTP cycle.
- Series production of the new BMW i4 will begin in 2021 at the BMW Group's main plant in Munich. Approximately 90 per cent of the existing production equipment in the body shop can be incorporated into the process, i.e. adapted to manufacture of the i4. However, the remaining ten per cent – especially the machinery involved in building the rear structure – will need to be newly built. The company is investing a total of around 200 million euros in Plant Munich to bring series production of the BMW i4 to fruition.

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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