



Press release
12 February 2016

Comfortably exceeding expectations: BMW i8 is the world's highest-selling hybrid sports car. Exclusive BMW i8 special editions. Protonic Red Edition gets the ball rolling at the Geneva Motor Show.

Munich. Last year, global sales of the BMW i8 exceeded the combined figure of all other hybrid sports cars produced by other manufacturers*; 5,456 units of the i8, which is powered by the combination of a three-cylinder turbocharged engine and an electric drive system, were sold worldwide in 2015. The car's innovative plug-in hybrid technology delivers system output of 266 kW/362 hp (fuel consumption combined: 2.1 l/100 km [134.5 mpg imp]; CO₂ emissions combined: 49 g/km)**. "The success of the BMW i8 speaks for itself," said Ian Robertson, BMW AG Board Member for Sales and Marketing. "It is already the world's most successful hybrid sports car and has comfortably exceeded our own expectations. I can think of no better illustration of the relevance of our young BMW i brand." And the BMW i8 is about to add further lustre to its appeal with exclusive special-edition models poised to be unveiled for the first time at the Geneva Motor Show. The new arrivals present customers with even more ways to own a very individual car.

BMW i8 Protonic Red Edition will be built in Leipzig from July.

The first in this line of special-edition models is the BMW i8 Protonic Red Edition. Like those set to follow in its tyre tracks, it is only available for a limited period. This take on the 2+2-seater with carbon-fibre-reinforced plastic (CFRP) passenger cell and efficient BMW eDrive drive system technology will be produced at BMW Plant Leipzig from July; it sports a Protonic Red paint finish with accents in Frozen Grey metallic. The colour scheme is complemented by BMW W-spoke 470 light-alloy wheels painted in Orbit Grey metallic with hubs painted in Aluminium matt and mixed-size tyres (front: 215/45 R20, rear: 245/40 R20). Inside the inaugural special-edition i8, red double-stitching and applications in high-grade carbon fibre and ceramic provide indications of its exceptional sporting character.

Largest market presence of any premium supplier worldwide.

Since entering the market in late 2013, BMW i has concentrated exclusively on vehicles designed from the outset for locally emission-free driving. In 2015, sales of the BMW i3 and BMW i8 were around 66% up on the previous year with a total of 29,513 deliveries. BMW i currently offers the BMW i3 in a total of 36 countries.

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* The fuel consumption figures were calculated based on the ECE test cycle, dependent on tyre format.

BMW

Corporate Communications

Media information

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This, together with its portfolio of trailblazing and highly convenient services, gives BMW i the largest worldwide market presence of any electric vehicle manufacturer. In its launch phase, the BMW i brand and its BMW i3 and BMW i8 models garnered more awards and accolades than any other brand in automotive history. Among the distinctions amassed by the BMW i8 are an International Engine of the Year award for both its TwinPower Turbo three-cylinder engine and overall hybrid drivetrain. The BMW i8 was also voted World Green Car of the Year and Green Luxury Car. And it received the Paul Pietsch Award presented by German motoring magazine "auto motor und sport" in recognition of the most innovative technical concept. No other vehicle has ever picked up such a large number of awards in such an array of different disciplines.

Further information on official fuel consumption figures, specific CO₂ emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>. Leitfaden CO₂ (Guideline CO₂) (PDF – 2.7 MB).

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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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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