

BMW at the 88th Geneva International Motor Show 2018. Long version.



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1. A new interpretation of luxury for the BMW brand: The BMW Concept M8 Gran Coupe.



The BMW Concept M8 Gran Coupe illustrates the meaning behind the letter “M” at BMW in impressive style: it stands for “more”, more of everything. As well as dynamic excellence, the BMW Concept M8 Gran Coupe embodies a new facet of luxury for the BMW brand – ultra-sporty, extrovert and polarising.

“The BMW 8 Series will take over as the new flagship model of the BMW line-up and, as such, combines unsurpassed sportiness and elegance,” says Adrian van Hooydonk, Senior Vice President BMW Group Design. “The BMW Concept M8 Gran Coupe offers a look ahead to the most exotic and alluring variant of the new BMW 8 Series.”

Symbol of a unique understanding of luxury.

The BMW Concept M8 Gran Coupe is more than simply a luxury sports car with four doors. It symbolises a new and unique understanding of luxury. “The BMW Concept M8 Gran Coupe is designed to stir things up, to polarise – it should move you emotionally,” explains Domagoj Dukec, Vice President Design BMW M and BMW i. “With this car we want to reach people who are looking for something special and who want to stand out from the crowd. Here, BMW M is unmistakably taking luxury out of its comfort zone.” Like the BMW Concept 8 Series before it, the BMW Concept M8 Gran Coupe shows off BMW’s new design language, headlined by expressive surfacing that accentuates the car’s dynamism more vividly than before through its bodywork. A small number of precise character lines underline the graphic arrangement of the surfaces.

The front end: a promise of dynamic talent to quicken the pulse.

Low to the road and broad in stance, the eye-catching front end of the BMW Concept M8 Gran Coupe delivers an immediate promise of an exceptional performance experience. The muscular surfaces and precise contours of the bonnet hint at the driving capability bubbling intently under the skin.

The face of the new BMW 8 Series is evident in the new Concept’s front-end graphic. The contours of the radiator grille kidneys broaden as they descend towards the road, emphasising the car’s low centre of gravity. As on early BMW coupes, the kidney elements are linked by an unbroken grille surround, creating a large single element. The headlights are positioned slightly higher

than the kidneys and give them the impression of sitting lower, which further emphasizes the car's closeness to the asphalt. In contrast, the gold-coloured kidney surround brings an added air of exclusivity to the front end. Within the headlights, the lighting technology familiar from the M8 GTE endurance racer provides a dynamic, hexagonal interpretation of BMW's signature four-eyed front end, distilling elements of modern-day motor sport and luxurious quality into its inner details. Meanwhile, brawny air intakes in carbon-fibre-reinforced plastic (CFRP) guide the air to where it is required.

The side – elegance meets powerful precision.

Even when viewed from a distance, the proportions of the BMW Concept M8 Gran Coupe radiate the car's dynamic character. A long wheelbase, long bonnet, flowing roofline and short tail create an elegantly sporty coupe silhouette. The emotionally rich surfacing reaches a climax in the car's shoulders around the C-pillars, north of the rear wheels. Here, the roof flows into the rear by means of elegantly sculpted fins. Lower down, the muscular flared wheel arches offer a visual expression of the power working through the rear axle. The smooth transitions between surfaces exude a certain sensuousness, while the heavy tapering of the car's shoulders combines with a wide track to bring extra definition and athleticism. Being every inch the BMW M car, the BMW Concept M8 Gran Coupe has a roof made from CFRP – which lowers the car's centre of gravity both visually and physically – and aerodynamically optimised exterior mirrors.

The Salève Vert paint finish, whose colour appears to change from green to greyish blue in different lights, creates a hugely effective surface composition and teams up with the gold-coloured window graphic, hallmark M gills, gold-coloured brakes, wheel rims and M twin exhaust tailpipes to give the car a head-turning, all-new look.

The rear packs an imposing presence.

The rear of the BMW Concept M8 Gran Coupe oozes the dynamic élan and visual impact for which M is renowned, and the wide track and flared wheel arches hint at the car's performance capability. Horizontal lines break up the rear end stylistically, allowing the area below the rear spoiler to catch more light and adding extra visual agility. At the outer edges, the slim, sculpted rear lights with black glass covers underscore the car's wide stance on the road. Below them, the bumper picks up the front apron's dynamic theme. The prominent diffuser and two sets of familiar M twin exhaust tailpipes together send out a clear message of absolute performance.

Looking ahead.

The striking exterior of the BMW Concept M8 Gran Coupe combines the core values of BMW M with elegance and luxury to create a new and captivating form, and reveals a new and exciting facet of BMW M. The new model sees the BMW Group looking ahead to the BMW 8 Series Gran Coupe and BMW M8 Gran Coupe, which will be presented during the course of 2019 and round off the BMW 8 Series family.

2. Eye-catching athlete: The all-new BMW X4.



The all-new BMW X4, which is receiving its world premiere at the International Motor Show 2018 in Geneva, makes its mark by delivering individuality, dynamism and innovation in far greater doses. It is here to write the next chapter in the success story of the first ever Sports Activity Coupe at the premium end of the mid-size class. Approximately 200,000 units have been sold around the world since the first-generation X4 was launched in 2014.

The all-new BMW X4 underscores its individual character with significantly enhanced driving dynamics, standout exterior design accentuating the car's sporting instincts, a further refined premium ambience in the interior, state-of-the-art driver assistance systems and leading-edge connectivity technologies. Added to which, the dynamic and extravagant aura of the Sports Activity Coupe is further highlighted by the addition of two BMW M Performance models to the line-up.

Design: dynamic proportions and athletic styling.

The exterior design of the all-new BMW X4 is a case study in muscular dynamics and commanding presence. Clean surfacing and high-class, modern accents headline this updated interpretation of the unmistakable X4 aesthetic. The X4 assumes the role of eye-catching athlete in the BMW X model family.

An increase of 81 millimetres in exterior length to 4,752 millimetres, 54 millimetres added to the wheelbase (now 2,864 millimetres) and an extra 37 millimetres of width (1,918 millimetres) lend the all-new BMW X4 dynamically stretched proportions. In the centre of the striking front end stands a large BMW kidney grille in three-dimensional look. Twin LED headlights with dynamic contours as well as horizontal fog lamps form a new interpretation of the familiar six-eyed face espoused by BMW X models.

The precise shoulderline – which takes in the door openers en route to the rear lights – and the character line between the wheel arches break up the surfaces of the car's flanks. This creates clearly defined haunches, which are additionally emphasised by the drawn-in glasshouse at the rear. The coupe-style roofline slides into the rear window with an elegant flourish before dipping down more steeply to the rear. Horizontal lines, the LED rear lights that project out from the car's body with their three-dimensional shaping, and

the twin exhaust tailpipes (shared by all engine variants) magnify the width of the rear end.

Standalone design features and model-specific 19-inch light-alloy wheels are part of the specification for the xLine, M Sport X and M Sport model variants, which allow the design of the exterior and interior to be tailored to reflect personal tastes. And BMW X4 customers can now also choose from the BMW Individual range of options.

Interior: sporting character with a modern, premium feel.

The interior of the all-new BMW X4 exudes a modern, premium feel combined with eye-catching dynamism. The driver-focused layout of the cockpit, low instrument panel and slightly raised seating position all help to create a supremely assured driving experience. Redesigned sports seats with boldly contoured side bolsters and knee pads on the sides of the centre console add to the sense of sportiness.

Top-class materials, precise build quality and meticulously crafted details set the tone for the updated premium character of the all-new BMW X4. The surfaces of the instrument panel and door panelling merge smoothly into one another, while the X logos embossed into the electroplated surfaces of the doors provide striking details. Further splashes of electroplated detailing, the new Vernasca leather upholstery and an instrument panel in Sensatec trim can all be found on the extended list of optional extras, as can three-zone automatic climate control, active seat ventilation, ambient lighting, as well as the Ambient Air package, the BMW Display Key and the generously dimensioned panoramic glass roof.

Large stowage trays, roomy door pockets, cupholders and various storage compartments are all testimony to the functional qualities of the all-new BMW X4. There are three full-size seats in the rear offering more legroom than before. Load space can be expanded from 525 to a maximum of 1,430 litres by folding down the sections of the rear backrest, with its standard 40:20:40 split. And the optional cargo function allows the backrest angle to be individually adjusted, too.

Driving experience: dynamic, efficient and versatile.

Customers will be able to choose from three petrol and four diesel engines from the launch of the all-new BMW X4 or shortly afterwards. The line-up is spearheaded by a duo of BMW M Performance models. The six-cylinder in-line petrol engine under the bonnet of the BMW X4 M40i (fuel consumption combined: 9.2 – 9.0 l/100 km [30.7 – 31.4 mpg imp]; CO₂ emissions

combined: 213 – 209 g/km)* musters up maximum output of 265 kW/360 hp. The BMW X4 M40d (fuel consumption combined: 6.6 – 6.4 l/100 km [42.8 – 44.1 mpg imp]; CO₂ emissions combined: 173 – 170 g/km)* is powered by a 240 kW/326 hp straight-six diesel unit. The BMW X4 xDrive30d (fuel consumption combined: 6.2 – 5.9 l/100 km [45.6 – 47.9 mpg imp]; CO₂ emissions combined: 163 – 156 g/km)* likewise draws its drive power from a six-cylinder in-line diesel engine, this time with 195 kW/265 hp. Apart from this, the choice of engines also includes two four-cylinder diesel units generating 170 kW/231 hp in the BMW X4 xDrive25d (fuel consumption combined: 5.7 – 5.5 l/100 km [49.6 – 51.4 mpg imp]; CO₂ emissions combined: 149 – 145 g/km)* and 140 kW/190 hp in the BMW X4 xDrive20d (fuel consumption combined: 5.6 – 5.4 l/100 km [50.4 – 52.3 mpg imp]; CO₂ emissions combined: 149 – 142 g/km)*, as well as two four-cylinder petrol units with outputs of 185 kW/252 hp in the BMW X4 xDrive30i (fuel consumption combined: 7.3 – 7.2 l/100 km [38.7 – 39.2 mpg imp]; CO₂ emissions combined: 168 – 164 g/km)* and 135 kW/184 hp in the BMW X4 xDrive20i (fuel consumption combined: 7.3 – 7.1 l/100 km [38.7 – 39.8 mpg imp]; CO₂ emissions combined: 168 – 163 g/km)*. All model variants direct their engine's power to the road via an eight-speed Steptronic transmission with shift paddles on the steering wheel and BMW xDrive intelligent all-wheel drive as standard. Gasoline particulate filters for all petrol variants and SCR catalysts with AdBlue injection for the diesel models help to optimise emission control.

The all-new BMW X4 boasts a marked increase in agility combined with a high degree of ride comfort, courtesy of chassis technology that has been systematically refined and honed for the specific requirements of the Sports Activity Coupe and a centre of gravity lower than that of the BMW X3. Standard specification includes not only M Sport suspension and the Performance Control function, but also variable sport steering. M Sport brakes and Adaptive Suspension with electronically controlled dampers are both optionally available. The BMW M Performance models come equipped as standard with 20-inch light-alloy wheels, specially designed M Sport brakes and an M Sport differential, which generates a precise locking effect at the rear wheels to help the car power out of corners with refreshing dynamic élan.

An intelligent material mix has made it possible to bring about a substantial weight saving, not just in the chassis but also in the body's construction and numerous other components besides. The BMW EfficientLightweight measures make the new model up to 55 kilograms lighter than its predecessor (allowing for equipment variations). The aerodynamic properties of the Sports Activity Coupe have also been enhanced, as a result of which

the all-new BMW X4 sets a new benchmark in its segment with a drag coefficient (Cd) of 0.30.

Expanded operating system, cutting-edge driver assistance systems and new BMW ConnectedDrive functions.

The iDrive display and operating system in the all-new BMW X4 includes a freestanding Control Display that is optionally available in a 10.25-inch version with touchscreen functionality. The voice control system has undergone further improvement and can now follow freely formulated instructions. BMW gesture control, the multifunctional instrument display and the latest generation of the BMW Head-Up Display are also available as options.

The range of comfort- and safety-enhancing driver assistance systems has been extended once again. The Driving Assistant Plus safety package includes the new-generation Active Cruise Control with Stop & Go function, the Steering and lane control assistant, the Lane Keeping Assistant with active side collision protection, and the Crossing traffic warning and Crossroads warning systems. The new Parking Assistant Plus feature also comprises the Top View, Panorama View and 3D View functions. The Remote 3D View function gives drivers the ability to call up a three-dimensional live image of their vehicle and its immediate vicinity on their smartphone. Also available as options are the WiFi hotspot preparation enabling rapid online connectivity for digital devices and telephony with wireless charging for compatible smartphones.

New digital services from BMW ConnectedDrive offer comprehensive assistance with personal mobility planning. The standard ConnectedDrive Services provide the basis for accessing features such as Real Time Traffic Information, On-Street Parking Information and the Concierge Services. The mobility assistant BMW Connected interfaces the vehicle with touchpoints – such as smartphones, smartwatches and voice-controlled personal assistants – via the flexible Open Mobility Cloud platform. The additional features of BMW Connected+ offer an even greater degree of personalisation. BMW is also the first carmaker to offer a secure server connection for exchanging and editing emails, calendar entries and contact details – thanks to the Microsoft Office 365 function, which users can select from the ConnectedDrive Store.

All figures relating to performance, consumption and emissions are provisional.

The fuel consumption and CO₂ emissions figures shown were determined according to the European Regulation (EC) 715/2007 in the version applicable at the time of type approval. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may change during the configuration process. The values for the vehicles marked * are already based on the new WLTP legislation and have been translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den 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 free of charge from all dealerships and at <https://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>.

3. Exciting looks, sparkling dynamics: The new BMW X2.



The attractive, exciting, extrovert new BMW X2 will be the centre of attention at the Geneva Motor Show 2018, where it will be making its European debut at one of the world's five top-ranking car shows. With a design oozing individuality from every pore and a sporty suspension set-up, the BMW X2 pushes back boundaries, puts a firework under old habits and brings previously uncharted levels of driving pleasure to this vehicle segment.

In so doing, the BMW X2 appeals primarily to a young and young-at-heart target group. These customers live in urban areas, lead active lives and are fully connected with the digital world.

The design: a distinctive character.

The BMW X2 cuts a sublime figure from any angle. Its stance on the road recalls a finely-tuned athlete – and fuses the rugged profile typical of a BMW X model with the sporting grace of a coupe. Signature details include wheel arches with a squared-off look, striking exhaust tailpipes and accentuated side skirts, not to mention an elegant roofline, slick lines and slim window graphic.

Never does the BMW X2 betray its own unique character; this is a standalone model to its core, one which stands out positively from the crowd. Plus, the M Sport X model is available for the first time and allows owners to make the character of their BMW X2 even more individual.

Two design features, in particular, catch the eye. The X2 turns BMW's familiar trapezoidal kidney grille form on its head, and it now broadens as it heads south; this is the first time a modern BMW has gone about things this way. And the additional BMW roundel on the C-pillars references a much loved detail of classical BMW coupes, such as the 2000 CS and 3.0 CSL, highlighting the sporting DNA of the BMW X2.

Dynamics brimming with power and efficiency.

BMW TwinTurbo engines transfer these genes to the road in suitably dynamic style. Three variants are available from launch; the BMW X2 sDrive20i petrol model with 141 kW/192 hp (fuel consumption combined:

5.9 – 5.5 l/100 km [47.9 – 51.4 mpg imp]; CO₂ emissions combined: 134 – 126 g/km)*, plus the BMW X2 xDrive20d diesel variant with 140 kW/190 hp (fuel consumption combined: 4.8 – 4.6 l/100 km [58.9 – 61.4 mpg imp]; CO₂ emissions combined: 126 – 121 g/km)* and BMW X2 xDrive25d diesel with 170 kW/231 hp (fuel consumption combined: 5.3 – 5.1 l/100 km [53.3 – 55.4 mpg imp]; CO₂ emissions combined: 139 – 133 g/km)*.

Both diesel cars come as standard with xDrive intelligent all-wheel drive and the eight-speed Steptronic transmission, while the petrol model is fitted with the sporty seven-speed Steptronic dual-clutch transmission. All combinations turn every journey – on any terrain – into an adventure.

The three-cylinder BMW X2 sDrive18i and the four-cylinder BMW X2 xDrive20i, BMW X2 sDrive18d and BMW X2 xDrive18d model variants are going to be added to the Sports Activity Coupe's line-up of engines. The outputs of the petrol models will then range from 103 kW/140 hp in the BMW X2 sDrive18i (with manual gearbox, fuel consumption combined: 6.3 – 6.0 l/100 km [44.8 – 47.1 mpg imp], CO₂ emissions combined: 144 – 138 g/km**); with seven-speed Steptronic dual-clutch transmission, fuel consumption combined: 6.2 – 5.9 l/100 km [45.6 – 47.9 mpg imp], CO₂ emissions combined: 141 – 135 g/km**) up to 141 kW/192 hp in the BMW X2 xDrive20i (fuel consumption combined: 6.2 – 6.1 l/100 km [45.6 – 46.3 mpg imp]; CO₂ emissions combined: 142 – 138 g/km**). The diesel BMW X2 sDrive18d (with manual gearbox, fuel consumption combined: 4.6 – 4.5 l/100 km [61.4 – 62.8 mpg imp], CO₂ emissions combined: 121 – 119 g/km**); with eight-speed Steptronic transmission, fuel consumption combined: 4.7 – 4.5 l/100 km [60.1 – 62.8 mpg imp], CO₂ emissions combined: 124 – 118 g/km**) and BMW X2 xDrive18d (fuel consumption combined: 5.2 – 4.8 l/100 km [54.3 – 58.9 mpg imp], CO₂ emissions combined: 137 – 128 g/km**) have 110 kW/150 hp.

The sporty suspension of the BMW X2 transfers the fine agility and dynamics of the BMW drivetrain to the road. The M Sport und M Sport X models come as standard with M Sport suspension with firmer spring and damper settings and a lowered ride height. This feature is available as an option on the basic BMW X2. The optional Dynamic Damper Control (incl. a 10 mm drop in ride height) allows the suspension settings to be tailored even more closely to individual tastes or requirements.

* Fuel consumption and emissions figures as per the EU test cycle, may vary depending on the tyre format specified.

** Provisional fuel consumption and emissions figures as per the EU test cycle, may vary depending on the tyre format specified.

Equipment: modern style.

Drivers can expect to find top quality included as standard. The interior of the M Sport and M Sport X models is trimmed in an enticing Micro Hexagon fabric/Alcantara Anthracite combination with contrast stitching for the instrument panel and centre console. And the instrument cluster and large displays bring added flourishes to the interior and act as visual pointers to BMW's digital expertise.

Which brings us to features such as BMW Connected and BMW ConnectedDrive Services – both available as an option for the BMW X2. Joining them on the options list is the full-colour BMW Head-Up Display.

The BMW X2 also offers customers cutting-edge technologies when it comes to driver assistance systems. For example, the Traffic Jam Assistant eases the driver's workload in tedious stop/start traffic on congested motorways. This system is part of the optional Driving Assistant Plus, which comprises a series of camera-based driver assistance systems. The optional Parking Assistant is likewise designed to make life easier for the BMW X2 driver, automatically identifying suitable parking spaces and, if desired, taking over steering duties for the parking manoeuvre.

The fuel consumption and CO₂ emissions figures shown were determined according to the European Regulation (EC) 715/2007 in the version applicable at the time of type approval. The figures refer to a vehicle with basic configuration in Germany and the range shown considers the different size of the selected wheels and tires. The values of the vehicles (except BMW X2 xDrive20i) labelled with (**) are already based on the new WLTP regulation and are translated back into NEDC-equivalent values in order to ensure the comparison between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ to the values stated here (depending on national legislation).

The CO₂ efficiency specifications are determined according to Directive 1999/94/EC and the Pkw-EnVKV, and based (for classification) on the fuel consumption and CO₂ values as per the NEDC cycle.

Further information on official fuel consumption figures and specific CO₂ emission values 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 free of charge from all dealerships and at <https://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>.

4. Dynamic, emotional: The new BMW M3 CS.



BMW M GmbH is presenting another exclusive, limited-run special-edition model in the shape of the new BMW M3 CS (fuel consumption combined: 8.5 l/100 km [34.0 mpg imp]*; CO₂ emissions combined: 198 g/km*), which is celebrating its European premiere at the International Motor Show 2018 in Geneva. With its accentuated sporting presence, the new BMW M3 CS continues the decades-long tradition of successful M special editions which began in 1988 with the E30 BMW M3 Evolution. At the same time, the four-door high-performance sedan serves up a perfect blend of dynamism and everyday practicality.

The 3.0-litre high-performance engine exceeds the output of the BMW M3 with Competition Package by 10 horsepower, raising it to 460 hp. State-of-the-art M TwinPower Turbo technology propels the BMW M3 CS from 0 to 100 km/h (62 mph) in just 3.9 seconds. The top speed of the new special edition, which comes as standard with the M Driver's Package, is electronically limited to 280 km/h (174 mph). With its two mono-scroll turbochargers, charge air cooler, High Precision Injection, VALVETRONIC variable valve timing and Double-VANOS fully variable camshaft timing, the six-cylinder in-line engine takes a clear and consistent aim at the higher echelons of performance, but is equally committed to developing significant torque from low engine speeds and achieving high levels of efficiency (fuel consumption combined: 8.5 l/100 km [34.0 mpg imp]*; CO₂ emissions combined: 198 g/km*). Pushing the new red start/stop button fires up the engine, and the distinctive sound produced by the specially tuned sports exhaust system of the new BMW M3 CS – with its quartet of tailpipes – proceeds to lay on a feast for the ears.

The new BMW M3 CS is equipped as standard with the seven-speed M Double Clutch Transmission (M DCT) with Drivelogic. This cutting-edge transmission has a separate oil cooler and enables both automated gear changes and manual interventions using the shift paddles on the steering wheel. It changes gears in fractions of a second with no interruption in the flow of power, but employs a long seventh gear to keep revs low and minimise fuel consumption over longer motorway journeys.

The suspension of the new BMW M3 CS largely mirrors that of the BMW M3 with Competition Package. The links and wheel carriers at both the front and rear axles are made from forged aluminium and are therefore extremely light. That keeps the unsprung masses low and benefits driving dynamics. The BMW M3 CS is fitted as standard with Adaptive M suspension, whose geometry has been tuned to deliver optimised performance on both the road and track. Ensuring the best possible grip in all driving conditions are the DSC (Dynamic Stability Control) system – which includes M Dynamic Mode – and the Active M Differential.

The control systems for the Adaptive M suspension, DSC and Active M Differential have been modified to suit the dynamic requirements of the BMW M3 CS, as has the set-up of the electromechanical steering. The driver has the option of adjusting the steering and suspension settings to their personal preferences or the demands of the route at hand.

The special edition's light-alloy wheels (front: 9 J x 19, rear: 10 J x 20) are very much at home on the race track, fitted as they are (as standard) with Michelin Pilot Sport Cup 2 tyres (front: 265/35 R 19, rear: 285/30 R 20). These semi-slick cup tyres, which are also road-legal, provide unbeatable grip and supreme lateral stability at high track speeds. The BMW M3 CS can also be ordered with Michelin Sport road tyres.

Moving inside the new BMW M3 CS, the generous use of two-tone full leather in Silverstone/Black and Alcantara creates a compelling and well-resolved ambience brimming with sporting allure and undeniable class. No BMW M3 CS driver will need to compromise on the nicer things in life. Indeed, among the standard features on board are automatic climate control, a Harman Kardon surround sound system and the Navigation system Professional.

True to form, the BMW M GmbH designers have given the new BMW M3 CS looks that reflect the car's sporting intent. The signature feature of its prominent front end, complete with cutting-edge twin LED headlights, is the front apron with large, three-section air intakes. The Gurney spoiler lip on the

boot lid has been newly designed specifically for the new BMW M3 CS, and teams up with the front splitter and the rear diffuser to help minimise dynamic lift. These components are made from the lightweight and extremely rigid high-tech material carbon fibre-reinforced plastic (CFRP), as are the bonnet and roof of the new BMW M3 CS.

The special-edition model – which will be limited to a run of 1,200 units – will be built from March 2018. Production of the vehicles will cease in May 2018 for the European market and in October 2018 for the non-European market.

5. **Spatial functionality and comfort allied to sporting dynamics:** **The new BMW 2 Series Active Tourer, the new BMW 2 Series Gran Tourer.**



The BMW 2 Series Active Tourer and BMW 2 Series Gran Tourer both offer ample space, impressive versatility, excellent comfort and the dynamic driving qualities for which the brand is renowned. Also equipped with the latest generation of engines, BMW's updated premium compact models for the Sports Activity Tourer (SAT) segment will be available from March 2018. Their appearance at the Geneva Motor Show 2018 marks their European debut at one of the world's top five automotive shows.

Their restyled front end lends further impact to the models' sporty looks, a brand new generation of engines deliver more power combined with high levels of efficiency (fuel consumption combined: 6.4 – 2.3 l/100 km [44.1 – 122.8 mpg imp], CO₂ emissions: 147 – 52 g/km)*, and an extensive choice of connectivity services and assistance systems lead the way in this segment. Produced in Leipzig (Active Tourer) and Regensburg (Gran Tourer), over 380,000 units of the two models were built between the market launch of the Active Tourer in 2014 and 2017. Their biggest market is Germany, followed by China and other EU countries. Over 70 per cent of customers are new to the brand, and this very high conquest rate has also helped to establish the two models among the brand's highest sellers.

Even greater presence and dynamic flair with the M Sport package.

The most obvious identifying feature of the new BMW 2 Series Active Tourer and BMW 2 Series Gran Tourer at first glance is their significantly larger kidney grille, which injects them with notably greater presence and expressive power. The front apron is dominated by a large air intake in a black finish that is split into three sections and has the effect of emphasising the vehicle's width. The new optional LED foglamps have been incorporated into the outer air intakes (not on PHEV models). The headlights – in the familiar twin circular arrangement – are also available with the option of LED or Adaptive LED technology with anti-dazzle high beam. The rear likewise has a very confident feel to it and includes a number of targeted modifications that add to this impression. For example, the trim finisher on the rear apron (only on the model variants) accentuates the sense of width, while the exhaust tailpipes now have a larger, 90-millimetre cross-section. Following the model update, all four-cylinder models now have twin tailpipes.

The design of the BMW 2 Series Active Tourer/BMW 2 Series Gran Tourer takes on an even more self-assured air when the new M Sport package is specified. Here, the dynamically styled front apron is made up of three sections, with high-gloss black inserts framing the outer air intakes. The rear apron also sports a distinctive design, with an insert in Dark Shadow that accentuates the car's width.

New colours and light-alloy wheels for a personal touch.

There is a choice of 13 exterior paint colours for the BMW 2 Series Active Tourer and BMW 2 Series Gran Tourer, including two non-metallic (Alpine White and Black) and eleven metallic variants. The shades Sunset Orange and Jucaro Beige are both new, while the Estoril Blue paint finish is reserved for models fitted with the M Sport package. Meanwhile, six rim designs have been added to the range of light-alloy wheels that now vary in size from 16 to 19 inches (19-inch wheels available as a special accessory from 7/2018).

Electronic gear selector, new materials for the interior.

The model update treats cars fitted with the seven-speed dual-clutch Steptronic transmission or eight-speed Steptronic to the new electronic selector lever. And the seats now feel even more comfortable courtesy of widened cushions for the standard seat and new upholstery materials for the front seats. A total of 24 combinations are available for the seat covers, including variants in cloth, cloth/Sensatec, Alcantara and Dakota leather. New to the selection are the cloth/Sensatec upholstery combinations with grey or orange accents (Sport Line), as well as the Dakota leather seats in Mocha. Interior trim strips in Aluminium, Finition or trim finishers in High-gloss Black with accent strips in Chrome offer a variety of other individualisation options. Besides basic specification, customers can also choose from Luxury Line, Sport Line and M Sport package variants.

Despite its compact exterior (4.35 m in length), the new BMW 2 Series Active Tourer continues to offer plenty of room for five people, an elevated seating position and a good all-round view. Thanks to its wheelbase of 2.67 metres, passengers enjoy ample legroom and are able to get in and out with ease. The luggage compartment holds 468 litres (PHEV 400 litres) and can be put to versatile use or expanded to a maximum capacity of 1,510 litres (PHEV 1,350 litres) by either sliding the rear seat unit fore/aft or folding down the sections of the standard 40:20:40 split-folding backrest. The BMW 2 Series Gran Tourer is 4.57 metres long with a wheelbase of 2.78 metres. Up to three child seats can be fitted side by side on the rear bench, while the optional third row increases seating capacity to seven and can be lowered into the floor section out of sight when not required. Luggage capacity varies between 645 and 1,905 litres, depending on the seating arrangement.

Latest-generation engines: remarkably dynamic and highly efficient.

There is a broad line-up of three and four-cylinder engines to choose from for the BMW 2 Series Active Tourer and BMW 2 Series Gran Tourer, as well as a plug-in hybrid option for the BMW 2 Series Active Tourer. The engines are mated to three transmission variants in all: a six-speed manual gearbox, a new seven-speed Steptronic double-clutch transmission making its debut in this model range and an eight-speed Steptronic transmission. BMW xDrive intelligent all-wheel drive is also available. Maximum output for the BMW 2 Series Active Tourer stretches from 80 kW/109 hp to 170 kW/231 hp (fuel consumption combined: 6.4 – 2.3 l/100 km [44.1 – 122.8 mpg imp], CO₂ emissions: 147 – 52 g/km)*, and for the BMW 2 Series Gran Tourer from 80 kW/109 hp to 141 kW/192 hp (fuel consumption combined: 6.3 – 4.4 l/100 km [44.8 – 64.2 mpg imp], CO₂ emissions: 143 – 116 g/km)*. All the petrol and diesel units – which feature BMW TwinPower Turbo technology and belong to the BMW EfficientDynamics engine family – have been thoroughly revised.

Since summer 2017, this latest generation of diesel and petrol engines has been rolled out gradually across the BMW Group's entire model portfolio and will also be available for the BMW 2 Series Active Tourer/Gran Tourer from March 2018. The new engines pave the way for reductions in fuel consumption and emissions of up to five per cent, while at the same time boosting output by as much as 5 kW/7 hp and peak torque by up to 10 Newton metres (7 lb-ft). The key modifications are as follows: The exhaust manifold and the turbocharger integrated inside it are now placed together in the cylinder head, allowing the flow dynamics of the recirculated exhaust gases to be utilised to particularly good effect. Higher fuel pressure during injection, optimisation of the thermal management (split cooling technology), timing chain drive and belt drive, plus new balancer shafts for the three-cylinder engines and one-kilogram-lighter crankshafts for the three- and four-cylinder units likewise help to enhance efficiency. The turbocharger and common-rail direct injection for the diesel engines – both key components – have also been refined. The system of two-stage turbocharging, with two turbos now employed on all four-cylinder diesel models, makes the engines both more responsive and more efficient. This is further aided by improved injection sensor technology and re-thought exhaust gas recirculation. The diesel engines all come equipped with the SCR (Selective Catalytic Reduction) system, which lowers nitrogen oxide levels in the exhaust gases by injecting a urea solution (AdBlue).

Plug-in hybrid with electric range of 45 kilometres (28 miles).

The BMW 225xe iPerformance Active Tourer offers a blend of sportiness, fuel economy and everyday practicality that is simply unrivalled in this segment. Combined fuel consumption stands at 2.5 – 2.3 l/100 km (113 – 122.8 mpg imp), equating to CO₂ emissions of 57 – 52 g/km, plus a combined electric power consumption of 13.7 – 13.4 kWh/100 km**. Its powertrain gives the car an electric range of up to 45 kilometres (28 miles), the three-cylinder BMW TwinPower Turbo unit also endowing it with sporty performance over any distance. The 100 kW/136 hp produced by the 1.5-litre combustion engine is sent to the front wheels via a six-speed Steptronic transmission, while the 65 kW/88 hp electric motor propels the rear wheels. This adds up to an overall system output of 165 kW/224 hp and peak torque of up to 385 Newton metres (284 lb-ft). The electrified all-wheel-drive set-up provides outstanding traction, even in adverse weather conditions.

BMW xDrive intelligent all-wheel drive.

The BMW 2 Series Active Tourer and BMW 2 Series Gran Tourer are both underpinned by BMW's front-wheel-drive architecture. The most powerful model in the range, the 170 kW/231 hp BMW 225i xDrive Active Tourer, comes equipped with the BMW xDrive intelligent all-wheel-drive system as standard (fuel consumption combined: 6.4 – 6.1 l/100 km [44.1 – 46.3 mpg imp], CO₂ emissions: 147 – 139 g/km)***. It boasts all the inherent benefits of all-wheel drive, including optimum power transmission when accelerating and cornering, supreme handling safety, and maximum grip in wintry or wet conditions. The 218d and 220d diesel models are available with the option of BMW xDrive in both Active Tourer and Gran Tourer guise (fuel consumption combined: 5.2 – 4.7 l/100 km [54.3 – 60.1 mpg imp]; CO₂ emissions combined: 137 – 124 g/km)**.

Operating concept, connectivity and driver assistance.

The integrated BMW ConnectedDrive concept seamlessly integrates the BMW 2 Series Active Tourer/2 Series Gran Tourer into the user's digital lifestyle.

* The fuel consumption, CO₂ emissions, electric power consumption and operating range figures were determined according to the European Regulation (EC) 715/2007 in the version applicable at the time of type approval.

** Basis for fuel consumption figures: WLTP *** Basis for fuel consumption figures: NEDC

To this end, both models are fitted with the latest generation of the innovative iDrive operating concept (available since 7/2017). When the optional navigation system is specified, the high-resolution 6.5-inch or 8.8-inch central display comes with touchscreen capability. As well as the standard latest-generation iDrive system, drivers therefore also have the option of using the Touch Controller (Navigation Plus) or intelligent voice control.

The cars' built-in SIM card makes it possible to enjoy optimum connectivity and access to BMW services with BMW ConnectedDrive regardless of whether a paired smartphone is present. The services available include Real Time Traffic Information (RTTI), Time-to-Leave notifications and access to vehicle functions via Remote Services. The optional WiFi hotspot and optional telephony with wireless charging are two other equipment highlights that allow customers to stay connected anytime, anywhere. Another feature on the options list is Apple CarPlay preparation, which enables easy, wireless use of selected iPhone functions inside the car.

The BMW 225xe iPerformance Active Tourer is another prime example of optimum connectivity at work, with the BMW Digital Charging Service helping customers to optimise charging costs and make effective use of self-generated solar power for charging. The user-friendly operation makes it possible to harness renewable energies with complete transparency. This makes BMW the first car manufacturer to integrate electric mobility into its customers' digital worlds.

The assistance systems available as part of the Driving Assistant Plus package include Active Cruise Control with Stop & Go function that allows the car to automatically keep up with the flow of traffic at speeds up to 140 km/h (87 mph). The system adapts to the changing traffic situation by braking or accelerating the car and maintains the set safety distance from vehicles ahead at all times. The likewise optional Driving Assistant features both Lane Departure Warning and the City Braking function, which applies the brakes automatically at speeds up to 60 km/h (37 mph) in response to an imminent collision with a car, motorcycle or pedestrian.

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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 free of charge from all dealerships and at <https://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>.



6. Sustainable driving pleasure in two model variants: The new BMW i8 Roadster, the new BMW i8 Coupe.

Another intoxicating chapter is about to be written in the success story of the BMW i8 (fuel consumption combined: 1.9 l/100 km [148.7 mpg imp]; electricity consumption combined: 14.0 kWh/100 km; CO₂ emissions combined: 42 g/km), as the updated version of the 2+2-seater – the world's highest-selling plug-in hybrid sports car since its launch in 2014 – is joined by the new BMW i8 Roadster (fuel consumption combined: 2.1 l/100 km [134.5 mpg imp]; electricity consumption combined: 14.5 kWh/100 km; CO₂ emissions combined: 46 g/km) in the line-up. The open-top two-seater with electrically operated soft-top adds a whole new sensation of freedom to the combination of locally emission-free mobility and high-calibre performance. It opens the door to virtually silent motoring with zero CO₂ emissions, bringing an extra edge of purity to the experience of open-top Sheer Driving Pleasure.

Like the new BMW i8 Coupe, the new BMW i8 Roadster is based on the LifeDrive vehicle architecture with aluminium chassis and carbon-fibre-reinforced plastic (CFRP) passenger cell. The further optimised BMW eDrive technology employed in both models comprises a high-voltage battery with significantly expanded cell capacity and energy content, and an electric motor generating a higher peak output. The result is a noticeable increase in dynamic performance, operating range and the amount of driving possible using purely the electric drive system.

The proportions, lines and surface design mark out both the BMW i8 Coupe and BMW i8 Roadster as belonging to a new breed of sports car. On an individual level, the BMW i8 Coupe stands out as an extremely sporty 2+2 seater, while the BMW i8 Roadster oozes all the freedom of open-top motoring for two. The two models sport "Coupe" or "Roadster" lettering respectively on their C-pillars. The choice of exterior paint finishes now includes the new E-Copper metallic and Donington Grey metallic shades.

The BMW i8 Roadster: emotion-packed design, a character all of its own.

The BMW i8 Roadster carries over the BMW i design language into another vehicle concept, and is awash with individual highlights that radiate elegance and fire the emotions. The soft-top roof has a visual lightness to go with its low physical weight and serves as a defining element of the silhouette in reinforcing the road-hugging impression made by the car's low centre of

gravity. The body's dynamic wedge shape can also be best appreciated when viewing the two-seater in profile.

When opened, the BMW i8 Roadster's broad roof retracts fully into the rear end. A unique mechanism allows the soft-top to be folded into a compact package and stowed away in a perpendicular position, creating around 100 litres of additional storage space behind the seats. The all-electric roof opens and closes very quietly in 15 seconds, a process which can be initiated while travelling at up to 50 km/h (31 mph). Dropping down the roof raises the rear window by around 30 millimetres into a comfort position, where it can serve as a draught stop.

Innovative lightweight design cuts the roadster weight penalty.

The familiar lightweight design measures used for previous BMW i models have been meticulously adapted to the specific requirements of the i8 Roadster. The open-top two-seater comes with newly designed frameless gullwing doors made from CFRP with an aluminium outer shell, while the windscreen frame is made entirely from CFRP. This ultra-strong high-tech material is ideally equipped to provide exceptional rigidity, maximising the car's occupant protection even if it rolls over.

CFRP is also used to manufacture the side skirts with their extra-large cross-section. Additional struts and panels in the front and rear axles also help to maximise the body's rigidity. The unladen weight of the new BMW i8 Roadster stands at 1,595 kilograms, meaning the design's inherent weight penalty vis-à-vis the Coupe is limited to around 60 kilograms, a remarkably low figure for an open-top car.

Optimised BMW eDrive technology: more power, longer range, a further enhanced electric driving experience.

Rigorously further developed BMW eDrive technology and the optimised operating strategy of the intelligent energy management lead to a significant increase in the number of driving situations where the electric motor can be solely responsible for powering the car. This underscores the ground-breaking character of the new BMW i8 Coupe and ensures that drivers of the new BMW i8 Roadster can enjoy silent and locally emission-free open-top motoring to the full.

Underpinning this new level of electric driving experience is an updated version of the lithium-ion battery developed for the BMW i8. The high-voltage unit is located centrally in the car's underbody. Its cell capacity is up from 20 to 34 Ah and gross energy capacity rises from 7.1 to 11.6 kWh (net: 9.4 kWh). All of which means the electric motor has more energy at its disposal. The cell

configuration allows a 9 kW/12 hp increase in peak output to 105 kW/143 hp, lacing quick sprints on pure-electric power with an even more vivid streak of dynamism.

In the standard driving mode, the new BMW i8 Coupe and new BMW i8 Roadster can be driven exclusively on the electric motor alone – from step-off to a speed of 105 km/h (65 mph), which is up from 70 km/h (44 mph) in the original BMW i8. The combustion engine is only brought into play at higher speeds or when the driver stamps down hard on the accelerator, and is switched off again far more frequently when a measured driving style is maintained. Pressing the eDrive button allows both models to travel at up to 120 km/h (75 mph) on electric power alone. The electric range of the new BMW i8 Coupe in the NEDC test cycle has increased to 55 kilometres (34 miles)* and the new BMW i8 Roadster posts a figure of 53 kilometres (33 miles)*.

Engine with optimised emissions.

The internal combustion engine has also undergone further optimisation to ready it for the new BMW i8 Coupe and new BMW i8 Roadster. The three-cylinder unit extracts maximum output of 170 kW/231 hp from its displacement of just 1.5 litres, along with peak torque of 320 Nm (236 lb-ft). In the process, it generates an even sportier soundtrack. A particulate filter is now fitted to further reduce emissions by absorbing the particulate matter contained in the exhaust gases.

The system output produced by the electric motor and engine acting in unison is now 275 kW/374 hp. The new BMW i8 Coupe accelerates from 0 to 100 km/h (62 mph) in 4.4 seconds, while the new BMW i8 Roadster takes a tick longer with a time of 4.6 seconds. Both models have an electronically limited top speed of 250 km/h (155 mph). Combined fuel consumption, as calculated in the EU test cycle for plug-in hybrid vehicles, stands at 1.9 litres per 100 kilometres (148.7 mpg imp)* for the BMW i8 Coupe and 2.1 litres per 100 kilometres (134.5 mpg imp)* for the BMW i8 Roadster, plus 14.0 kWh and 14.5 kWh of electrical energy respectively per 100 kilometres*. Petrol CO₂ emissions come in at 42 grams per kilometre* for the BMW i8 Coupe and 46 grams per kilometre* for the BMW i8 Roadster.

Hybrid-specific all-wheel drive, precision-tuned chassis.

The electric motor's power is transmitted to the front wheels and the engine's drive to the rear wheels, resulting in a hybrid-specific all-wheel-drive system that is controlled by the car's intelligent energy management.

In hybrid mode, the electric motor provides a power boost to assist the engine when the driver is accelerating with particular vigour. It is also able to recuperate energy and feed it to the high-voltage battery on the overrun and under braking. The petrol engine's high-voltage starter-generator can likewise generate additional reserves of electricity, thereby ensuring sufficient energy is on tap at all times for the electric drive system in the new BMW i8 Coupe and new BMW i8 Roadster.

When the navigation system's route guidance function is activated, the intelligent energy management ensures the electric motor is employed as extensively as possible and as judiciously as possible from an efficiency point of view. The system analyses the route in full and sets up the powertrain management to run on purely electric power, particularly over low-speed sections of the journey.

The model-specific tuning of the suspension and damping systems, the specially configured steering characteristics, a firmer roll stabilisation set-up and targeted modification of the DSC parameters together guarantee that the new BMW i8 Roadster retains all of the plug-in hybrid sports car's trademark handling and performance qualities. Dynamic Damper Control is included as standard on both models. The standard 20-inch light-alloy wheels fitted to the new BMW i8 Roadster feature a lightweight construction and each weigh around one kilogram less than the lightest wheels previously offered for the BMW i8.

Exclusive equipment with innovative style.

The new BMW i8 Coupe and new BMW i8 Roadster come with Carpo interior trim as standard, comprising full-leather upholstery in Ivory White for the Coupe and Ivory White/Black for the Roadster. As well as Halo interior trim, the list of optional extras also includes new Accaro interior trim with an Amido/E-Copper colour scheme. Standard specification also includes features such as a leather sports steering wheel with multifunction buttons and shift paddles, electrically adjustable and heated seats, the multifunctional instrument display, the Driving Assistant including Surround View, the BMW Display Key and the Navigation system Professional. The main menu in the Control Display is now presented in the form of horizontally arranged tiles with a live mode.

The equipment options available include a model-specific BMW Head-Up Display, the non-dazzling BMW Laserlight with BMW Selective Beam and acoustic pedestrian warning.

Seamless connectivity with BMW Connected and ConnectedDrive.

ConnectedDrive Services are also included as standard, providing access to functions such as Real Time Traffic Information and On-Street Parking Information, as well as Concierge Services. The BMW Connected personal mobility assistant interfaces the vehicle with the customer's selected touchpoints, such as a smartphone or smartwatch, via the flexible Open Mobility Cloud platform.

Numerous products and services offered as part of the 360° ELECTRIC portfolio are designed to help make electric mobility in the new BMW i8 Coupe and new BMW i8 Roadster a convenient and practical experience in everyday life. Both models are supplied with a mode 2 charging cable as standard that enables the high-voltage battery to be recharged from a standard domestic socket in under four-and-a-half hours. Hooking the vehicle up to a BMW i Wallbox allows charging to be performed at a rate of up to 3.6 kW and completed in under three hours. The BMW i Wallbox Connect makes it possible to utilise the globally unique BMW Digital Charging Service – the key to intelligent charging which either optimises cost efficiency or ensures preferential use of self-generated solar power.

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The values are already based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. [With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).]
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7. **BMW i in the top flight of the electric mobility world: Over 100,000 electrified vehicles sold in 2017 and firmly established as leading systems supplier for electric mobility.**

By the time 2017 came to a close, BMW Group brand BMW i had cemented its place among the world's electric mobility manufacturing élite. For the first time, more than 100,000 BMW i, BMW iPerformance and MINI vehicles with fully electric or plug-in hybrid drive systems were delivered to customers in a single year. According to the independent POLK / IHS Report (issue 7.12.2017), the BMW Group tops the electrified vehicle market in Europe with a 21% share of registrations. The BMW Group is tied for first place globally, its 10% market share equal to that of an American manufacturer.

The BMW Group's market share in the electrified vehicle segment (in Europe and worldwide) is already more than three times larger than its share of the traditional vehicle market. And while electrified vehicles account for 2% of all new registrations across all manufacturers in Europe (globally: 1%), the figure for the BMW Group is now 6% (globally: 3%). The BMW Group is therefore enjoying extraordinary success in the fast-growing electric mobility market.

BMW i model line-up completely updated and expanded.

Spearheading this success in the electric mobility arena are the BMW i3 (electric power consumption combined*: 13.6 – 13.1 kWh/100 km; CO₂ emissions combined*: 0 g/km) and the newly unveiled, even more powerful BMW i3s (electric power consumption combined*: 14.3 kWh/100 km; CO₂ emissions combined*: 0 g/km). In the four years since its market launch, the BMW i3 has already become the world's highest-selling electric vehicle in the premium compact segment.

The allure of plug-in hybrid sports cars, meanwhile, has also leapt to another new level with the freshly unveiled, likewise more powerful new edition of the BMW i8 Coupe (fuel consumption combined*: 1.9 l/100 km [148.7 mpg imp]; electric power consumption combined*: 14.0 kWh/100 km; CO₂ emissions combined*: 42 g/km) and the new BMW i8 Roadster (fuel consumption combined*: 2.1 l/100 km [134.5 mpg imp]; electric power consumption combined*: 14.5 kWh/100 km; CO₂ emissions combined*: 46 g/km). Launched in 2014, the BMW i8 is the undisputed leader of the hybrid sports car class with a market share of more than 50 per cent.

The BMW i brand has now secured the naming rights from BMW i1 to i9 as well as BMW iX1 to iX9. The BMW i8 Roadster will go on sale this year,

followed by a battery-electric MINI in 2019, the electric version of the BMW X3 in 2020 and the BMW iNEXT in 2021. The BMW iNEXT's role as a technology spearhead will see it bringing electric mobility together with autonomous driving and new in-car connectivity possibilities in a series-produced model for the first time.

The BMW i Vision Dynamics study – a four-door gran coupe with pure-electric drive system and planned range of 600 kilometres (373 miles) presented at the 2017 Frankfurt Motor Show (IAA) – offers another glimpse into the future of the BMW i brand.

From 2021, the next (fifth) generation of BMW i electric drive and battery technology will use scalable electric modular technology to enable all model ranges to be equipped with every type of drive system.

Electric mobility is an essential element of the NUMBER ONE > NEXT strategy the BMW Group has devised to further strengthen its position as a leader in premium personal mobility and mobility services. The company will produce 25 fully or partially electric models worldwide by 2025 and expects electrified vehicles to then make up between 15 and 25% of global sales.

BMW i: a leading systems supplier for electric mobility.

Above and beyond its line-up of electrified vehicles, BMW i – as a hub within the BMW Group – is also pushing ahead with other areas of electric mobility as part of its ongoing commitment to the field:

- BMW i high-voltage batteries are in increasing demand beyond road vehicles – e.g. to supply power to electric propulsion systems for boats (e.g. Torqeedo), in electric commercial vehicles (e.g. Streetscooter) and for stationary energy storage applications (e.g. Beck). The plug-and-play capability of BMW i batteries (which were intended from the outset for stationary use after the end of their long service life in cars) is now also very much in demand for new batteries. For example, over 30.7 megawatt hours of storage capacity in the form of new BMW i batteries was supplied to industrial customers in 2017. This equates to a fleet of 1,400 BMW i3 cars.
- ChargeNow, the public charging service from BMW i, now offers access to more than 130,000 charging points in 32 countries – with a single registration. This makes charging as easy as paying for petrol with a credit card.

- BMW has so far invested 14.4 million euros in manufacturer support for electric mobility in Germany since the launch of the country's scrapping bonus, making it the biggest single source of funding.
- BMW i was presented with the UN's Momentum for Change award for global involvement in charging infrastructure projects and has since remained one of the leading initiators of electric mobility projects worldwide:
- More than 25 million euros has been invested, leading to the introduction of more than 9,500 operational charging points. The BMW Group has therefore supported the installation of more charging points around the world than are available in total in Germany today.
- As part of an initiative in which the BMW Group was a founder member, super-fast European charging network Ionity has entered active operation.
- The number of BMW i3 vehicles in the international DriveNow and ReachNow car-sharing programmes has been further increased. They have now opened up easy initial access to electric mobility for hundreds of thousands of customers around the world. At a steady 15 per cent plus, the share of electrified vehicles in these fleets is many times higher than that in the respective national markets as a whole.
- The BMW Digital Charging Service – the first of its kind and a logical further development of an earlier BMW i project – today enables easy use of all the possibilities that will come with the energy revolution. The service can even help customers earn money by automatically optimising the charging process to minimise cost or maximise use of green energy.
- The unveiling of BMW Wireless Charging in 2017 illustrated the next logical step towards the BMW i vision of making “Charging even easier than refuelling”. The first BMW 530e iPerformance models fitted with this new technology will be delivered to customers in 2018.
- BMW Energy Services now operates as a standalone business unit and pools together the energy optimisation experience of

BMW i. Coupling electric mobility with the energy sector is another of its main fields of activity and will help to make electric mobility truly emission-free (not only locally).

BMW i: driver of innovation for the BMW Group.

The development expertise built up by BMW i and the resultant transfer of technology are not limited to electric motors and high-voltage battery technology:

- The elements connecting the new BMW i8 Roadster's soft-top mechanism are manufactured in an innovative 3D printing process for aluminium components that is unparalleled in series car production.
- Conventional BMW and MINI models will soon also benefit from the innovative and significantly faster-working driving stability control system featured in the BMW i3.
- The focal points identified by BMW i in everything from the use of renewable raw materials and recycled materials to the evaluation of river and sea plastic exert a significant influence on development activities across the company.

BMW i racks up more awards.

Further additions have been made to the list of distinctions collected by the brand, its products and services. Even four years ago, while still in its launch phase, BMW i had already won more awards than any other brand in automotive history, and yet further accolades were added in 2017.

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