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Note: Unless otherwise stated, the vehicles described in this press kit reflect engine and equipment specifications for the US automobile market. Specifications in other markets may vary.

1. BMW at the 2014 NAIAS Detroit. (Short version)

Never before have dynamics and efficiency been so precisely harmonized as in the new models from Germany's premium carmaker BMW, now being presented at the 2014 North American International Auto Show (NAIAS) in Detroit. The 2014 NAIAS is the venue for the premiere of two high performance sports cars, the BMW M3 Sedan and the BMW M4 Coupé, as well as the BMW 2 Series Coupé. In addition, the BMW i3 and the BMW i8 are also being introduced. The new models from BMW M GmbH as well as the fully electric BMW i3 and the BMW i8 plug-in hybrid sports car have their own distinct character and reflect the extraordinary development competence of BMW when it comes to innovative powertrains and intelligent lightweight construction.

The North American International Auto Show is among the world's most important automobile exhibitions and traditionally regarded as the event marking the start of the model year with innovations from the global automotive industry. More than 200 exhibitors are participating in the 26th NAIAS at the Cobo Center in America's Motor City with their latest models, products and technologies. Last year the show drew nearly 800,000 visitors from around the world. From January 18th to 26th, BMW is also unveiling the latest model refinements for the BMW X1 and the BMW Z4 Roadster in Pure Fusion Design. Detroit is also the scene for the market launch of the BMW M Performance automobiles in the United States. Other examples of groundbreaking innovations are the latest BMW ConnectedDrive features, as well as the developments that are enhancing BMW's EfficientDynamics technology. The sheer pleasure of two-wheeled performance is also being demonstrated by BMW Motorcycles with the premiere of the new BMW R nineT.

BMW M3 and BMW M4: world premiere in pole position.
A new chapter in the fascinating history of high-performance sports cars from BMW M GmbH is beginning with the world premiere of the new BMW M3 Sedan and the new BMW M4 Coupé. The BMW M3 Sedan and the BMW M4 Coupé are sharing pole position. Their DNA is rooted in a combination of motorsports genes with full daily driving functionality. Compared with their predecessors, these models deliver superior performance with a newly developed high-revving, straight six-cylinder engine with M TwinPower Turbo technology delivering 317 kW/431 hp.

The suspension and drivetrain of each M automobile are precision tuned to harmonize with the performance characteristics of the engine. Optimized weight also enhances the overall performance characteristics of these vehicles. Lighter weight is achieved with a one-piece driveshaft made of carbon-fiber reinforced plastic (CFRP), which reduces the rotating mass for better gas pedal response.

BMW 2 Series Coupé: increased dynamics in the premium compact segment.
The world premiere of the BMW 2 Series Coupé presented by the German premium carmaker is among the top highlights at the 2014 NAIAS. The new series makes quite an impression in the premium compact segment with its sporty and elegant coupé styling that is unmistakably BMW. Unlike any of its market competitors, the BMW 2 Series Coupé is based on a unique vehicle concept with a body in three-box design, and it offers a choice of engines built specifically for this series, not to mention proven rear-wheel drive technology. Spacious seating for four, innovative equipment and options, plus optimized efficiency distinguish this vehicle from its predecessor, the BMW 1 Series Coupé.

What's more, the BMW M235i Coupé introduces a completely new dimension of driving dynamics to this vehicle class. The first BMW M Performance automobile offered in the US market is powered by a straight six-cylinder engine delivering 240 kW/326 hp. The 2 Series will also include the BMW 228i Coupé with 180 kW/245 hp when officially launched in the United States.

BMW i3 and BMW i8: sustainable concepts for more driving pleasure.
Extensive use of CFRP contributes to the innovative character of the first series models representing the new BMW i brand, with passenger cabins built with this light and torsionally rigid high-tech material. The BMW Group is a world leader when it comes to the production of CFRP in the automotive segment. Together with its joint venture partner, the SGL Group, BMW operates a carbon fiber manufacturing plant in Moses Lake, Washington, which is fully integrated in the production supply chain for BMW i automobiles.

The BMW i3 is the first premium vehicle designed exclusively for pure electromobility. The five-seater car, which boasts pathbreaking BMW i design language, offers a generous amount of interior space and four seats. It is powered by a 125 kW/170 hp electric motor and achieves a range of between 130 and 160 kilometers (approx. 80 and 99 miles) in everyday traffic conditions. For the first time, emission-free driving with the sporty BMW feel has been combined with amazing agility and comfort for mobility in urban environments.

With the optional Range Extender, the BMW i3 can travel distances of up to 300 kilometers (approx. 186 miles).

The world's most advanced sports car is unquestionably the BMW i8. It combines the dynamics of a high-performance sports car with the fuel consumption and emission levels of a small car. The 2+2 seater featuring a visionary design is suited for emission-free city driving and offers sporty performance for country roads and highways. The vehicle's plug-in hybrid system comprises a supercharged three-cylinder petrol engine with BMW TwinPower Turbo Technology delivering 170 kW/231 hp and BMW eDrive technology in the form of a 96 kW/131 hp electric motor. With the power of both engines, the BMW i8 sprints from 0–100 km/h (62 mph) in just 4.4 seconds. Average fuel consumption according to the EU test cycle for plug-in hybrids is 2.5 litres/100 kilometers.

The BMW X1: superior driving experience, refined premium ambience.

With new exterior accents and the refinement of its premium interior, the BMW X1 continues to reaffirm its position as the paragon of sheer driving pleasure and premium characteristics in its segment. The selection of BMW ConnectedDrive features for the compact BMW X model will also be extended again in the spring of 2014.

The BMW Z4 in Pure Fusion Design: exclusive aesthetics.

The joy of open-air driving can now be combined with an elegant look and feel in the BMW Z4. The roadster is available with a new equipment package known as Pure Fusion Design, which harmonizes the choice of premium colors and materials to reflect sporty elegance. For example, the exclusive aesthetics and sophisticated premium ambience include sport seats with an enhanced version of the exclusive Nappa leather trim, special trim elements and the new exterior paint finish in Sparkling Brown metallic.

2. BMW at the NAIAS Detroit 2014. (Full version)

2.1 Sharing pole position: The new BMW M3 Sedan. The new BMW M4 Coupé.

With a twin world premiere and a new model designation, BMW M GmbH continues its successful tradition of leadership in the field of high-performance sports cars. The new BMW M3 Sedan and the new BMW M4 Coupé are making their debut at the 2014 NAIAS in Detroit. Both models are prime examples of the BMW M philosophy which emphasizes a synthesis of extensive motorsports technology with unlimited daily driving practicality. Innovative engines and powertrain technologies, along with intelligent lightweight vehicle construction, add to the intensity of the characteristic M feeling and overall driving experience. Furthermore, this is the first time that a new generation of high-performance cars with M lineage is being launched simultaneously in two different body styles. The model designations refer to the vehicle series that served as the development platforms for BMW M GmbH: namely, the BMW 3 Series Sedan for the four-door model, and the BMW 4 Series Coupé for the two-door version.

With the BMW M3 Sedan and the BMW M4 Coupé sharing pole position, the fifth generation of this performance car series is ready for the start. Once again, BMW M GmbH is setting new standards in terms of dynamics, agility, precision handling and emotional design. Both models are available with a newly developed straight six-cylinder engine with M TwinPower Turbo technology. The engine delivers an output of 317 kW/431 hp and combines the advantages of high-revving characteristics with the strengths of turbocharging. This performance is much higher than that of the predecessor models and the vehicle weight has been reduced by 80 kilograms, giving these cars a curb weight of under 1,500 kilograms – and that adds to the outstanding performance characteristics of the BMW M3 Sedan and the BMW M4 Coupé. The sprint from standstill to 100 km/h (62 mph) takes a mere 4.2 seconds (preliminary figures). At the same time, the average fuel consumption is more than 25 percent less than that of the predecessor models.

Tradition and innovative technology: straight six-cylinder engine with M TwinPower Turbo technology and increased performance levels.

The introduction of the new BMW M3 Sedan and the new BMW M4 Coupé marks the return of BMW M GmbH to the straight six-cylinder engine concept that distinguished the second and third generations of this high-performance automobile series. The maximum rpm is pegged at 7,600 rpm and the engine

is equipped with M TwinPower Turbo technology comprised of two mono-scroll turbochargers. Other features include direct High Precision Injection for fuel, VALVETRONIC variable valve control and Double VANOS variable camshaft control.

High-revving characteristics ensure spontaneous engine response, smooth linear performance across a broad rpm range and an instantly recognizable sound. These features combine with consistent torque, a high degree of efficiency and outstanding fuel economy thanks to M TwinPower Turbo technology. The maximum torque of the six-cylinder engine is 550 Nm (approx. 405 lb-ft), which is at least 30 percent higher than the torque of the predecessor engine.

Furthermore, many details derived from motorsports contribute to the fascinating performance characteristics of this engine. The closed-deck design of the crankcase makes it very robust and enables higher cylinder pressure for maximum performance efficiency. Sleeveless, coated cylinder linings reduce weight as does the forged crankshaft, which is also especially torsion-resistant and thus adds to engine responsiveness. For daily driving and competitive action on the track, the engineers at BMW M GmbH have come up with a very effective cooling system to maintain optimized engine temperatures. The main radiator is supplemented with additional radiator units for the high and low temperature circulation systems, as well as for the turbocharger and transmission, in conjunction with an additional electric water pump.

Motorsports expertise has also been applied to the engine lubrication concept developed by BMW M GmbH. For example, the weight-optimized, magnesium oil pan has an additional cover to limit excessive lubricant splashing during dynamic lateral vehicle movements. An oil suction pump and a special oil circulation system near the exhaust-driven turbocharger ensure uninterrupted engine lubrication. Electronically controlled flaps in the two-phase exhaust system reduce the exhaust gas back pressure to produce the unique sound typical of the M vehicles.

New six-speed manual transmission, optional seven-speed M double-clutch transmission, Active M Differential.

Engine performance is utilized efficiently thanks to the standard six-speed manual transmission. It is more compact and 12 kilograms lighter than its predecessor. Carbon friction linings in the synchronizing rings ensure smooth gear changes. Dry sump lubrication keeps the transmission efficiently supplied with oil. A special rpm controller, adapted from motorsports, optimizes vehicle stabilization during power surges that occur when downshifting.

The optional seven-speed M double-clutch transmission offers automatic shifting as well as manual gear changes without interrupting tractive force. The integrated Launch Control function guarantees optimal acceleration from a standstill with much better results than can be achieved with the manual transmission.

The Active M Differential is also among the features that contribute to the dynamics of the BMW M3 Sedan and the BMW M4 Coupé. An electrical control element proactively imposes an intelligent locking effect on the differential as needed. The result is better traction and vehicle handling because understeer is effectively prevented when cornering.

Intelligent lightweight construction with significantly increased use of CFRP components.
Both the new BMW M4 Coupé and the new BMW M3 Sedan have roofs made of carbon-fiber reinforced plastic (CFRP). This extremely light and rigid material results in weight savings of some five kilograms for the sedan and more than six kilograms for the coupé. The extremely low center of gravity also accounts for the remarkable dynamics of both automobiles. The contoured roofline of the BMW M4 Coupé flows smoothly into the surface of the trunk lid. The new design of the BMW M4 Coupé trunk lid is based on a special geometry to ensure optimal aerodynamics and is made of CFRP and similar materials to reduce weight.

CFRP is also used to manufacture the driveshaft of the new BMW M3 Sedan and the new BMW M4 Coupé. The extreme rigidity and lightweight support a one-piece design without the need for a center bearing. In addition to 40 percent less weight compared to predecessor models, this material also reduces the rotating mass for better gas pedal response. What's more, both vehicles are fitted with CFRP strut braces in the engine compartment.

M suspension technology: less weight, more precision.
A modified and further developed suspension based on M technology and details, designed specifically for the new BMW M3 Sedan and the new BMW M4 Coupé, delivers an optimized combination of precision steering, handling, agility, traction and comfort in all daily driving situations. The lightweight aluminum used for the steering arms, wheel and axle suspension components reduces the weight of the double-joint spring-strut front axle by five kilograms compared to traditional steel elements. More stiffness in the front end of the vehicle is achieved with an aluminum subframe, CFRP strut braces and additional fittings in the rocker panel areas for axle suspension.

The new five-arm rear axle is fitted with forged aluminum track control rods and wheel carriers so that the unsprung mass of wheel suspension components is some three kilograms lighter than in previous models. The rigid mounting of the rear axle to the vehicle body, without the use of rubber components, is a feature derived from motorsports that ensures improved track stability.

The Adaptive M suspension is also available for both models as an option. The driver can adjust the electronically controlled shock absorbers at the touch of a button. Three different modes can be activated depending on driving conditions: COMFORT, SPORT and SPORT+. The settings for the electromechanical power steering with the standard Servotronic function can also be adapted on the basis of three available modes as needed. The steering system developed by BMW M GmbH gives drivers a direct, hands-on feeling with precision feedback about road and driving conditions.

The series equipment for the new BMW M3 Sedan and the new BMW M4 Coupé also includes an M compound braking system and forged light-alloy wheels with mixed tires selected specifically for these models. The even lighter BMW M carbon-ceramic braking system can be ordered as an option.

Body: typically M – athletic, with optimized aerodynamics.
The body design of the new BMW M3 Sedan and the new BMW M4 Coupé reflects the athletic look and optimized aerodynamics that are among the hallmarks of the M automobiles. Specific characteristics such as large air intakes up front, eye-catching CFRP components and the diffuser in the rear apron set styling accents while also contributing to the vehicles' aerodynamics, cooling and lightweight design.

The bold and muscular front aprons, the smooth surface of the undercarriage, the gurney-shaped edge of the sedan trunk lid and the integrated spoiler at the rear of the coupé reduce air uplift at the front and rear axles. Air Curtains in the outer air intakes, together with the Air Breathers integrated in the M gill elements, reduce turbulence in the front wheel arches. The shape of the model-specific Aero Mirrors also contribute to optimized aerodynamics and are a distinguishing design element of the new BMW M3 Sedan and the new BMW M4 Coupé.

2.2 A new dimension in dynamics: The new BMW 2 Series Coupé.

The BMW 2 Series Coupé is making its world-premiere appearance at the 2014 North American International Auto Show (NAIAS) as the new standard in terms of sporty and elegant aesthetics, emotion and dynamics in the premium compact segment. Unlike any of its market competitors, the BMW 2 Series Coupé is based on a unique vehicle concept with a body in three-box design, and it offers a choice of engines built specifically for this series, not to mention proven rear-wheel drive technology. Spacious seating for four, innovative equipment options, plus optimized efficiency distinguish this vehicle from its predecessor, the BMW 1 Series Coupé.

The new two-door model is making its US debut with a choice of two engines. Together with the BMW 228i Coupé, which is powered by a four-cylinder engine delivering 180 kW/245 hp with BMW TwinPower Turbo technology, the BMW M235i Coupé is also making its first public appearance at the 2014 NAIAS in Detroit as a member of the BMW M Performance automobile line. Its straight six-cylinder engine has an output of 240 kW/326 hp.

Traditional sportiness in compact form.
The BMW 2 Series Coupé continues the tradition of especially dynamic and bold-looking compact cars that dates back to the launch of the BMW 02 Series – with "2" still being a reminder of this heritage in the model designation today. The BMW 02 Series was born in 1966, and it was soon considered the incarnation of sheer driving pleasure in the compact class thanks to its finely tuned engines and harmonized suspension technology.

The unique character of the new series is evident in the dimensions and proportions of the body. Compared with its predecessor, the new BMW 2 Series Coupé has grown by 72 millimeters to a total length of 4,432 millimeters. With an added 32 millimeters the width is now 1,774 millimeters, the wheelbase has been stretched by 30 millimeters to reach a total of 2,690 millimeters, the front track is 1,521 millimeters (41 millimeters wider) and 43 millimeters have been added to the rear track for a total of 1,556 millimeters. These dimensions provide for more interior spaciousness and a luggage compartment with a volume of 390 liters – a gain of 20 liters over previous models.

Athletic and elegant style in the tradition of a BMW coupé.
More than ever before, the design of the new, compact two-door BMW coupé is intended to strike a balance between sportiness and elegance. The proportions, flowing lines and surface contours all emphasize agile driving characteristics and the unique aesthetics of this two-door vehicle. When viewed from the side, typical BMW styling features catch the eye, for example the stretched hood, short overhangs front and rear, the set-back passenger compartment, the signature Hofmeister kink at the trailing edge of the window frame at the base of the C column and the door handles integrated in the swage line – these design elements are distinctive of the coupé, as are sleek window silhouettes, doors with frameless glass and the stretched roofline.

The interior of the BMW 2 Series Coupé features a cockpit that is literally "designed around the driver" for optimal functionality, and premium materials add to the overall look and feel. An easy-entry function in the front seats provides ample space to access the rear passenger compartment, which offers 20 millimeters of additional legroom when compared with the predecessor model. If the BMW 2 Series Coupé is equipped with an optional navigation system or the BMW Professional Radio, the car comes with the BMW iDrive control system, including a freestanding flatscreen monitor. When used in conjunction with the Navigation System Professional, the controller on the center console provides a touch-sensitive surface for entering letters and characters.

Harmonized design elements and features for embellishing the exterior and interior are offered in the BMW Lines range of options that offers alternatives to the basic version of the BMW 2 Series Coupé. In addition to the BMW Sport Line and the BMW Modern Line, the M Sport Package is also available for the BMW 2 Series Coupé when launched.

Efficient power thanks to BMW TwinPower Turbo technology.
With its spontaneous output and high-revving qualities, the 2.0-liter, four-cylinder engine in the BMW 228i Coupé excels through optimum efficiency. The high performance and efficiency of the 180 kW/245 hp engine results from BMW TwinPower Turbo technology comprised of a TwinScroll supercharging system, the direct fuel injection system High Precision Injection, VALVETRONIC variable valve control and Double VANOS variable camshaft control. A six-speed manual transmission is included as standard equipment, but two alternatives are available as options: the eight-speed automatic and a sports automatic transmission for remarkably fast gear changes. The sports automatic transmission features shift paddles on the steering wheel and the Launch Control function.

The Driving Experience Control is standard equipment that permits variations in vehicle handling characteristics at the touch of a button. Depending on the model, up to four different settings are possible. The coasting function can be activated in the ECO PRO mode if the vehicle is equipped with an automatic transmission. At speeds between 50 and 160 km/h (31 and 99 mph), the transmission is disengaged from the driveshaft when the driver removes his foot from the gas pedal and does not brake. By utilizing kinetic energy, the car then glides effortlessly with minimum fuel consumption.

The torsion-resistant and lightweight body structure, the low center of gravity, the wide track and the nearly perfect 50 : 50 weight balance on the front and rear axles all account for the agile handling of the BMW 2 Series Coupé. The highly advanced suspension technology guarantees sportiness and comfort thanks to the double-joint spring-strut front axle with stabilizers, a five-arm rear axle, plus electromechanical power steering. Available options include speed-dependent Servotronic power steering, variable sport steering, the M Sport brake system, Adaptive M suspension and the M Sport suspension.

BMW M235i Coupé: top athlete in the compact segment.
A 3.0-liter straight six-cylinder engine with M Performance TwinPower technology delivering 240 kW/326 hp, a finely tuned suspension and aerodynamic body style make the BMW M235i Coupé a true winner in terms of sportiness. For those who prefer a sporty, hands-on experience behind the wheel, BMW M Performance automobiles offer a high degree of driving dynamics with unlimited performance without compromising on everyday driving qualities. With the six-speed manual transmission as standard equipment, the BMW M235i Coupé accelerates from 0 to 100 km/h (62 mph) in just 5.0 seconds – and with the optional sports automatic the sprint is completed in 4.8 seconds.

The standard features of the BMW M235i Coupé include a specially tuned suspension, M Sport brakes, variable sport steering with automatic control and exclusive 18-inch M light-alloy wheels. Original BMW accessories are also available for the BMW M235i Coupé, such as a mechanically locking BMW M Performance antislip differential to ensure firm traction in particularly dynamic driving situations.

Premium standard equipment, innovative BMW ConnectedDrive features.
The range of standard equipment featured on the new BMW 2 Series Coupé includes remote central locking, automatic climate control, the BMW Business Radio with CD drive, six loudspeakers and an AUX-in connection. A rich selection of options is also offered – electrically adjustable and heated seats, a

multifunction steering wheel, self-dimming mirrors in and out, fog lamps, electrically operated glass sunroof, Comfort Access and a choice of several premium audio systems.

When equipped with BMW ConnectedDrive features, both standard and optional, the BMW Series 2 Coupé is a leader in its class when it comes to intelligent connectivity between the driver, the vehicle and the environment. For the first time BMW is offering a range of driver assistance systems for its compact models, such as the glare-free High Beam Assistant and the Driving Assistant option. Other safety and convenience options offered include Park Distance Control, Rear View camera and Speed Limit Info along with a No Passing Info indicator. The Connected Drive Services option provides for the use of telephone and Internet-based services in the vehicle. Other innovative functions like Real Time Traffic Information, the use of social networks and web radio, plus the Online Entertainment service can be integrated in the vehicle operating system via appropriate apps.

2.3 The future of individual mobility: The BMW i3. The BMW i8.

BMW i stands for custom-made vehicle concepts, wide-ranging mobility services and a new definition of premium motoring, with a strong focus on sustainability. At the 2014 North American International Auto Show in Detroit the new brand is represented by the BMW i3, the first car from BMW Group powered by electricity alone, and the plug-in-hybrid BMW i8 sports car – both demonstrate the many possibilities for future individual mobility that can be expected from BMW i.

The revolutionary, holistic BMW i concept starts with development and design, and covers the complete vehicle lifetime, from production to daily use and recycling. In terms of sustainability, the concept applies to the entire value chain, and it is afforded the same attention to detail that characterizes the BMW approach to high quality and performance which delivers the sheer pleasure of driving. For example, the electricity needed to build BMW i automobiles at the BMW factory in Leipzig, Germany, is generated by wind turbines installed at the site. The production of the CFRP passenger cells of the BMW i3 and the BMW i8 is based on environmentally friendly processes that save resources. At the CFRP plant in Moses Lake, Washington, all electrical power is provided through hydroelectric power stations.

Innovative vehicle architecture as the basis for sustainable mobility.
The BMW i models are the first premium automobiles designed exclusively with electrical or plug-in-hybrid power systems from the very start. They are fundamentally different from the so-called “conversion” vehicles on the market that are based on conventional designs and technologies that can be upgraded with electric components at some later stage. The innovative approach of BMW i centers around a completely new vehicle architecture that is specifically dedicated to sustainable energy and drive concepts. The unique LifeDrive architecture not only compensates for the weight of the high-voltage battery, but also lowers the vehicle’s center of gravity to ensure maximum passenger safety without foregoing maximum driving pleasure.

The Life Module of the passenger compartment consists of high-strength, extremely light CFRP, a material that is 50% lighter than steel but significantly more rigid. The BMW Group is the world’s first company to industrialize the CFRP production process for economical usage in automobile production. The drive module comprising the powertrain, high-voltage battery and the

suspension, plus crash and structural elements, is manufactured of lightweight aluminum. Due to the extremely light passenger module and the configuration of the high-voltage battery at the bottom of the Drive module, the car's center of gravity is extremely low and contributes to the agility and stability for which BMW automobiles are known. The electric motors and the lithium-ion battery in the BMW i models are also components developed by the BMW Group itself. Thus all elements of BMW eDrive technology comply with the high product and quality standards that are based on the outstanding development competence of the BMW Group when it comes to powertrain technology.

The BMW i3: the world's first premium automobile designed for electromobility from the very start.

The BMW i3 is the first fully electric series production vehicle manufactured by the BMW Group. It offers an entirely new experience that combines driving pleasure with sustainability and modern connectivity in urban scenarios. In combination with the driver assistance systems and BMW ConnectedDrive mobility services designed especially for BMW i, not to mention the services delivered by 360° ELECTRIC, emission-free city driving becomes a fascinating daily experience that is also compelling in terms of economy. For example, the operating and maintenance costs of a BMW i3 are considerably less than those of a conventionally powered BMW model of comparable size.

The visionary design of the BMW i3 authentically expresses both the typical BMW sportiness and the efficiency of the 4-seater car alike. The front and rear doors open in opposite directions. Despite its compact exterior length of just about four meters, the BMW i3 offers passengers plenty of spaciousness. The interior is characterized by a lounge-like atmosphere. The clear design and shape of the instrumentation and door elements express a feeling of lightness, and the use of materials made of renewable resources underlines the sustainability aspects of this new vehicle concept.

The electric motor of the BMW i3 delivers a maximum power output of 125 kW/170 hp and a maximum torque of 250 Nm (184 ft-lbs), transferring spontaneously developed power to the rear wheels via a single-stage gearbox. The BMW i3 sprints from 0 to 100 km/h (62 mph) in just 7.2 seconds. The energy storage module facilitates a range of 130 to 160 kilometers (approx. 80 to 99 miles) in everyday operation. Depending on the drive mode, vehicle range can be extended by between 20 and 40 kilometers (approx. 12 and 24 miles). The BMW i3 can also be equipped with an optional Range Extender, which keeps the charge of the lithium-ion battery at a constant level during operation as soon as it drops below a certain value. The possible range in everyday operation is then increased to around 300 kilometers (approx. 186 miles).

The BMW i8: the world's most advanced sports car.
The basic principle of Efficient Dynamics – more driving pleasure, less consumption – has been consistently applied in the BMW i8. The plug-in hybrid combines the performance characteristics of a purebred sports car with the fuel consumption of a small economy car. As a result, the BMW i8 is the trailblazer of a new generation of sports cars that are defined not only by performance, but also by intelligent solutions to the challenges of individual mobility of the future.

The BMW i8 boasts an entirely new sports car design featuring many aerodynamically refined details. The hood is highlighted by the slightly raised wheel arches which – together with the almost flat kidney grille – adds to the extremely low and road-hugging look up front. Optional laser headlights developed exclusively by BMW with three-fold light intensity, doubled high beam range and extremely low energy consumption are unique worldwide. The precision swage line emphasizes the wedge shape of the body, and with the spectacular scissor doors, the low silhouette of the sweeping roofline and C column express the aerodynamics and athletic genes of this ultimate driving machine. The interior of this 2+2 seater conveys a sensation of sporty self-assuredness with a modern driver-oriented cockpit design.

The BMW eDrive technology of the BMW i8 is combined with a completely new 1.5-liter, three-cylinder combustion engine. Power from the two motors (electric at the front and petrol at the rear) is transferred to the road without any noticeable interruption of traction and, in SPORT mode, using four-wheel drive technology. Thanks to an overall system power output of 266 kW/362 hp, the BMW i8 offers the performance of a sports-car: the sprint from 0–100 km/h (62 mph) is accomplished in 4.4 seconds, with top speed being electronically limited to 250 km/h (approx. 155 mph). Average fuel consumption of the BMW i8 as per EU test cycle for plug-in hybrid vehicles is 2.5 litres/100 kilometers, coupled with a CO_2 emission level of 59 grams per kilometer.

The vehicle range is about 35 kilometers (approx. 22 miles) when powered exclusively with electricity. When driven in hybrid mode, the combustion engine powers the vehicle and constantly charges the battery as well. Thus the BMW i8 can cover long distances with the combustion engine and then be switched over to pure electrical power when urban destinations are reached.

Exclusive products from BMW ConnectedDrive and 360° ELECTRIC.
In addition to the actual vehicle, the "360° ELECTRIC" program from BMW i offers customers an extensive range of products and premium services guaranteed to satisfy all needs and provide answers to all questions. These

include recharging at home using the BMW i Wallbox, recharging at public charging stations, mobility assurance and the integration of innovative mobility services offered by BMW ConnectedDrive.

Innovative driver assistance systems and mobility services from BMW ConnectedDrive – designed especially for electrically powered vehicles – help make emission-free daily driving even more convenient. Every BMW i model is fitted as standard with a SIM card and a navigation system, the range of functions of which is supplemented by BMW ConnectedDrive services that have been specifically developed for BMW i.

BMW i vehicles achieve a new dimension in the networking of the driver and the car. The BMW i Remote app also provides useful mobility planning data on the customer's smartphone. Both inside and outside the vehicle, intermodal routing can be used. This feature is unique worldwide and incorporates public transport connections, parking spaces and footpaths into mobility planning.

2.4 New accents: The BMW X1.

The BMW X1 is known as a pioneer and global market leader in the premium Sports Activity Vehicle and SUV segment – it is a prime example of sheer driving pleasure, bold design and premium character that is unrivalled in its class. In the spring of 2014, the compact BMW X is raising the standard for this segment even higher with eye-catching exterior accents, a more refined interior ambience and innovative equipment features. The very latest Internet-based services are being added to the range of BMW ConnectedDrive features in order to provide those drivers with modern “connectivity lifestyles” with the best mobility services available.

The stylish and bold air intake vents in the front apron underline the sporty and powerful look of the BMW X1. Standard equipment now also includes daytime driving lights. Also new for this model are the attractively styled 17-inch light-alloy wheels with V-spoke design. Sparkling Brown metallic has also been added to the range of exterior paint finishes available for the BMW X1.

When ordered with the BMW xLine, BMW Sport Line or the M Sport package, the surface of the instrument cluster visor is covered with soft-touch material highlighted by lapfolded seams to add to the premium elegance. The optional interior trims also embellish the interior with a choice of exclusive accents in high-gloss Black, matt Coral Red or pearl-gloss Chrome. The stainless steel sill finisher protecting the bottom tailgate edge is another refinement that distinguishes the BMW X1.

The expanded range of BMW ConnectedDrive services available in the spring of 2014 will enable the BMW X1 to strengthen its pioneering role in terms of intelligent connectivity in its vehicle segment. When ordered with a navigation system and the Connected Drive Services option, a steadily growing range of mobility services are available – owners can subscribe to them at any time, even after the vehicle purchase. The innovative functions can be integrated in the car’s operating system via apps, using the smartphone or the SIM card that is installed in the vehicle. The selected apps will be compatible with the Apple iPhone and with smartphones that run the Android operating system. Among the new services offered for the BMW X1 are Online Entertainment and the ECO PRO Analyser.

2.5 Exclusive aesthetics: The BMW Z4 in Pure Fusion Design.

Classic roadster proportions, superior engine and drivetrain technology plus innovative equipment features highlight the individual character of the BMW Z4. The two-seater features an electric retractable hardtop that can be raised or lowered when the vehicle is in motion, a feature that makes driving a joy under sunny skies or any kind of weather conditions all year long. The equipment package known as Pure Fusion Design adds an exclusive aesthetic appeal to the sporty open-air experience.

Pure Fusion Design refines the interior of the BMW Z4 to intensify the premium character of the car even more. The various exclusive colors and materials available are expressions of sporty luxury. These are embellished with precision seams, surfaces and exclusive stitching that bring harmony to the orchestration of the interior. The package includes extended premium Nappa leather trim, specially designed sport seats in Ivory White with contrasting brown stitching that highlights the perforated surface of the contoured side supports in the seat backs. The armrests, door panels and the passenger pull handle are also enhanced by the exclusive leather and contrast stitching. The lower portion of the dashboard also presents itself in Ivory White and adds to the harmony of the interior color tones. The same effect is achieved with the black leather contrasted with brown lapfolded seams that cover the window sills, the top of the dashboard and the instrument cluster scoop.

Another bold and stylish accent of note is the horizontal trim line made of Saddle Brown Nappa leather with bright contrast stitching that stretches from the passenger side into the driver's cockpit. The trim on the center console and near the five round controls just below the central air vent in the dash are finished in Fineline wood, a new addition to the interior accents now available. The look and feel of Pure Fusion Design is rounded off by sun visors covered with black Nappa leather.

As an exclusive touch and only in combination with the Pure Fusion Design package, the BMW Z4 can now, for the first time, be ordered with the Sparkling Brown metallic paint finish. A rich choice of other colors is also available. Pure Fusion Design can also be combined with the M Sport package.

2.6 Agility, precision and emotion in M style: US premiere of the BMW M Performance automobiles.

The premiere of the BMW M235i Coupé at the 2014 NAIAS signals the market launch of the BMW M Performance automobile line in the United States. The sporty two-seater delivers an extraordinary and intensive driving experience that is most unusual in the compact segment. Its exceptional character stems from a very powerful engine, impressive agility and precision handling, plus a bold and emotional design, all combined in a vehicle that masters all daily driving situations. These qualities are typical of BMW M Performance automobiles and are derived from decades of experience gained by BMW M GmbH in motorsports, with know-how that is now applied to the selection and modification of specific components for this vehicle line. Engines, suspensions and aerodynamic balance are carefully harmonized with the unique precision for which M is known. And that kind of DNA is what infuses every BMW M Performance automobile with fascinating dynamics and precise handling.

For those who prefer a sporty, hands-on experience behind the wheel, this new vehicle category offers a high level of performance without compromising on everyday driving qualities. BMW M Performance automobiles are based on current BMW models, having key components that have been modified to untap the potential needed for intensive and sporty mobility. At the same time, there are no compromises when it comes to maintaining the proven qualities of the BMW brand in terms of functionality, comfort and convenience for daily driving scenarios. All BMW M Performance automobiles are distinguished by very powerful engines, impressive agility and precision handling, plus a bold and emotional design, with impressive performance that is very efficient.

The BMW M235i Coupé is powered by a straight six-cylinder engine equipped with the latest version of M Performance TwinPower Turbo technology accompanied by specific modifications to the cooling system, performance control and sound characteristics. The 3.0-liter engine delivers a maximum performance of 240 kW/326 hp with a maximum torque of 450 Nm (approx. 332 lb-ft).

One attribute found in every BMW M Performance automobile is authenticity. They are well-known for their extreme agility and precision handling. The standard features of the BMW M235i Coupé include a specially tuned suspension and shock absorber system, independent front axle

elastokinematics, M Sport brakes, variable sport steering with automatic control and exclusive 18-inch M light-alloy wheels. All modifications are focused on specific performance characteristics. All components are orchestrated to deliver a consistently harmonious driving and handling experience.

The body details are typical of a car designed to handle the aerodynamic requirements associated with dynamic, high-performance driving situations – it is such details that convey the unique M style and flair. Optimized aerodynamic exterior styling features include large air intakes in the front apron and a gurney on the trunk lid which give the BMW M235i Coupé an unmistakable look. The interior of BMW M Performance automobile is designed to match the sporty driving experience promised by this vehicle. Standard equipment includes sport seats up front, an M leather steering wheel with multifunction buttons, the BMW Individual headliner in Anthracite, exclusive interior trim and model-specific instrumentation.

2.7 Perfect connectivity, maximum flexibility: The new portfolio structure and current innovations from BMW ConnectedDrive.

By expanding the portfolio and providing easy access to BMW ConnectedDrive services, BMW is strengthening its position as the world's leading provider of online-based services in automobiles. The new mobility services are yet another milestone in the Connected Drive success story, with infotainment that enriches the driving experience as never before.

New approach: 100 percent connectivity, new standards in flexibility and a wide-ranging choice of services.
The new approach to services ensures that complete and intelligent connectivity between passengers, the vehicle and the environment can be achieved at even higher levels. All BMW models now available in the USA already have an integrated SIM card as standard equipment.

The freedom to choose from a wide range of mobility services enables maximum flexibility and customized solutions that deliver unrivaled customer benefits and value. Furthermore, the BMW ConnectedDrive services offered are becoming available in an increasing number of markets. The goal is to have about five million BMW vehicles connected via integrated SIM cards in a worldwide network by 2017. This new approach distinguishes BMW as the first carmaker to strive for such comprehensive connectivity without compromises.

Transparent, flexible and individual.
The new BMW ConnectedDrive services are based on a dual structure: driver assistance systems with convenience and safety functions on the one hand, and the optimized BMW ConnectedDrive services for infotainment and mobility on the other – presented to customers in ways that are clear, concise and easy to understand – with various channels of access and individual service subscription options. Connected Drive services for the BMW i sub-brand are offered in a separate portfolio.

Unlimited infotainment with "3rd Party Apps".
The flexible app concept applies not only to applications developed by the BMW Group – it also allows for the use of applications from other providers that are "BMW Apps ready". This will allow BMW drivers to bring many of the features they are familiar with to their car, where they can be seamlessly

integrated. The application-based integration is also compatible with smartphones running on Google's Android operating system.

Natural speech recognition simplifies voice input.
The new generation of the Navigation System Professional enhances the Mobile Office from BMW ConnectedDrive with new voice functions. The latest innovation is the Message Dictation function, which actually records spoken words in text form and then sends the message via SMS or e-mail. An added feature is the notes function. The driver can make voice recordings that are a maximum of two minutes in length and then send them via e-mail.

Real Time Traffic Information (RTTI) reports traffic jams in real time.
The optional Real Time Traffic Information system uses a live color-coded map to show traffic jams of various intensity – green, yellow, orange and red. What's more, the system is now much more precise when it comes to reporting on traffic flow, construction sites, accidents and other traffic-relevant events.

BMW i ConnectedDrive services – standard for BMW i models.
All BMW i models are equipped with an integrated SIM card as a standard feature enabling drivers to take advantage of BMW ConnectedDrive services designed especially for electromobility. Even the navigation system responds to demands that are unique in electric vehicles with functions like the range assistant, an overview of charging stations in the vicinity and efficient, energy-saving route planning. Thanks to the connectivity between a smartphone and the navigation system, reliable access to public charging infrastructures and transparent payment transactions with the BMW i ChargeNow card are possible. Drivers can also use the BMW i Remote App that runs on the iOS and Android operating systems to access all vehicle or route information, anytime and anywhere. Even before starting a journey, the temperature of the vehicle interior can be conveniently adjusted, and the driver can also have his skills evaluated and receive feedback from the vehicle itself.

2.8 The revolutionary pleasure of driving: The BMW i8 – the epitome of Efficient Dynamics.

More than a decade ago the BMW Group laid the cornerstone for its Efficient Dynamics development strategy. It is vital to the company and is focused on ensuring the future of individual mobility well into the 21st century. The BMW Group plays an active role in the further development of individual mobility and is aware of the challenges that are arising worldwide due to scarce resources, climate change, sprawling urbanization and legal aspects that have an impact on the future of the automobile.

Efficient Dynamics improves both the performance and the efficiency of every model developed by the BMW Group. This is possible through a combination of efficient concepts based on lightweight construction, aerodynamic design, dynamic engines with BMW TwinPower Turbo technology or BMW eDrive and intelligent energy management in every vehicle built. The new BMW i8 plug-in-hybrid sports car epitomizes the best in Efficient Dynamics.

Innovative vehicle concept, sporty characteristics: from the BMW Vision EfficientDynamics to the BMW i8.
In 2009, the BMW Vision EfficientDynamics prototype car was introduced at the International Motor Show (IAA) in Frankfurt to promote the idea of future mobility that would ensure sustainability through innovative technologies. The vehicle characteristics were developed further for the BMW Concept i8 that was unveiled at the IAA in 2011, this time with an eye toward series production of such a vehicle. From its very beginnings, there was no doubt that this model would serve as a milestone in launching a new generation of future sports cars. The BMW i8 is undeniably a true sports and performance car, with a light net weight of 1,490 kilograms, a perfectly balanced weight ratio of 50 : 50 on the front and rear axles, dynamic high-performance power technology and remarkable aerodynamics.

The passenger cell of the BMW i8 is made of carbon-fiber reinforced plastic (CFRP) which is extremely light and torsion-resistant. The high-voltage battery is located centrally, deep in the floor of the vehicle. These structural innovations are complemented by an extremely aerodynamic body shell. To minimize the effects of lift and drag, the bottom of the car is covered with panels to ensure smooth airflow underneath. Precision air channels for cooling and exhaust air, aerodynamically optimized wheels, Air Curtains and Air Breathers to reduce turbulence in the wheel housings, the stream-flow design

of the body sides and the air channels between the rear lights and roof frame all contribute to efficient performance. The holistic aerodynamic concept of the BMW i8 ensures stability at high speeds – the aerodynamic drag coefficient (Cd) is just 0.26.

The best of both worlds: BMW TwinPower Turbo technology and BMW eDrive technology.
Local emission-free driving is made possible by the electric motor of the BMW i8 which delivers 96 kW/131 hp to the front wheels. This is combined with the BMW eDrive system, developed and manufactured exclusively by the BMW Group, comprising a compact 1.5-liter, three-cylinder engine that delivers 170 kW/231 hp to the rear wheels. This newly developed combustion engine with BMW TwinPower Turbo technology has the highest specific output of any engine manufactured by BMW.

The precise orchestration of both power sources results in a road-hugging, all-wheel drive experience with a sporty feel, without any compromises in efficiency. The acceleration is impressive as well: from 0 to 100 km/h (62 mph) in 4.4 seconds. Proof of outstanding efficiency is demonstrated by an average fuel consumption of 2.5 liters per 100 kilometers in the EU test cycle for hybrid vehicles.

Sportiness and efficiency – at the push of a button:
Using the Driving Experience Control switch and the eDrive button of the BMW i8, drivers can vary the parameters for the powertrain and vehicle handling characteristics. In eDrive mode the car is solely powered by the electric motor and can achieve a top speed of 120 km/h (74.5 mph) with a range of up to 35 kilometers (21 miles). If additional power is needed under heavy loads, the kick-down function will activate the combustion engine to support the electric motor. In COMFORT mode both power sources work together to achieve an ideal balance between sportiness and comfort while minimizing consumption.

The best efficiency can be expected when the combustion engine and the electric motor are in ECO PRO mode. Both power sources are running at their highest performance levels when SPORT mode is activated. In daily scenarios, and for sporty driving on the open road, a system performance of 266 kW/362 hp is always available. Furthermore, the pedal and transmission shifting characteristics, as well as the standard Dynamic Damper Control feature and steering, are designed with dynamic driving in mind. The electric motor also supports sporty acceleration by providing the combustion engine with an added boost whenever necessary.

2.9 Fascination and emotion 90 years of BMW Motorrad: The BMW R nineT.

On the occasion of the anniversary “90 Years of BMW Motorrad”, the BMW R nineT – or simply nineT – is presenting itself in a classic but nevertheless ultra modern form. The “cafe racer” combines the original charm of the 81 kW (110 hp) boxer engine and puristic design vocabulary from various BMW Motorrad eras with innovative technology and a modular concept that offers maximum possibilities for individualization.

The tubular trellis front and rear frame constitutes a vital aspect of the motorcycle’s construction. The easily removable pillion frame, which permits riding solo or with a passenger, and with the optionally available hump, the BMW R nineT even exudes the flair of the vintage “cafe racer”. Featuring an upside-down telescopic fork at the front and Evo Paralever rear-wheel guide, it builds on high-grade suspension technology coupled with classic looks.

Manufactory character and strong emotions are reflected in the aluminum tank with side surfaces that are elaborately hand-brushed and then coated. Moreover, the BMW R nineT exudes a high level of craftsmanship and quality thanks to numerous forged aluminum parts. The Blackstorm metallic finish matches the puristic design and sophisticated surfaces.