



Press release
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The BMW i8 Roadster is coming: time for a first look. The ultimate progressive sports car is now ready to spread its wings.

Munich. BMW i is looking forward to welcoming the third member of the BMW i family. In 2018 the BMW i8 Roadster will unlock the door to a whole new dimension in pioneering open-top driving pleasure – virtually silent and with zero local emissions. Here's a first look:

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About BMW i

BMW i is a BMW Group brand focusing on connected mobility services, visionary vehicle concepts and a new understanding of premium strongly defined by sustainability. BMW i is represented in 54 countries with the BMW i3 electric car for urban areas, BMW i8 plug-in hybrid sports car and plug-in hybrid BMW iPerformance Automobiles.

BMW i opens up new target groups for the company and serves as an incubator for innovations. Technologies which have debuted successfully in BMW i cars are carried over to parent brand BMW's other models.

BMW i is also associated with enterprises including DriveNow (car sharing), ReachNow (car sharing 2.0), ChargeNow (easy access to the world's largest network of charging points), ParkNow (straightforward location, reservation and payment of parking spaces), venture capital company BMW i Ventures (investment in start-up companies with a focus on urban mobility), BMW Energy (energy optimisation services) and the Centre of Competence for Urban Mobility (consultancy for cities).

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