**Media Release**

4 September 2017

**The exclusive BMW i8 Protonic Frozen Black Edition now available in South Africa.**

**Only 12 units available. Standard features include special exterior paintwork and bespoke sporty interior finishes to enhance the individuality of the vehicle.**

**Midrand.** Customers wanting to experience electrically-powered driving pleasure laced with added exclusivity now have the opportunity with the introduction of 12 units of the BMW i8 Protonic Frozen Black Edition in South Africa.

First unveiled at the 87th Geneva International Motor Show 2017, the exclusive limited run special edition is the second of its kind for the BMW i8, following the introduction of the Protonic Red Edition in 2016.

The new BMW i8 Protonic Frozen Black Edition features a BMW Individual Protonic Frozen Black exterior paint finish with Frozen Grey metallic highlights and 20 inch W-Spoke style BMW i light alloy wheels, which accentuate the avant-garde exterior design and styling of the vehicle.

The exclusive interior package unique to the BMW i8 Frozen Edition range includes: dark NESO seats with woven yellow and anthracite stitching as well as the headrest embossed BMW i8 logo, contrasted with grey safety belts, floor mats with black leather piping and yellow highlights, door sills with the integrated aluminum plate and Edition lettering, the gear shift lever trim and central control unit in black ceramic.

In December, three units of the new BMW i8 Protonic Frozen Yellow Edition will be introduced in South Africa.

All BMW i8 limited edition models features the internationally awarded BMW i8 three-cylinder combustion engine with an output of 170 kW that propels the rear wheels and a 96 kW electric motor which draws its energy from a lithium-ion battery that can be charged from a conventional domestic power socket and send its power to the front axle. This bespoke plug-in hybrid system, developed and produced by the BMW Group, enables a range of up to 37 kilometres and a top speed of 120 km/h on electric power alone, coupled with a “glued-to-the-road” all-wheel driving experience headlined by powerful acceleration and a dynamically-biased distribution of power through keenly taken corners.

With new special-edition versions of the BMW i8 and the introduction as well as expansion of the BMW iPerformance model range, the BMW Group is extending its global leadership in the field of sustainable mobility. Thanks to the i8 and the BMW iPerformance models, BMW is the world’s most successful maker of plug-in hybrid (PHEV) models in the premium segment. The BMW Group is aiming for global sales of 100,000 vehicles featuring BMW eDrive technology in 2017. To date a total of 50, 000 electrified vehicles have been delivered to customers worldwide.

Since local market introduction in March 2015, 228 units of the BMW i8 have been sold making it the most successful PHEV model in its segment. To mark BMW i’s two-year anniversary in South Africa, BMW Group South Africa spoke to BMW i8 customers about their experiences with the most progressive sports car. Video accessible via this link: <https://www.press.bmwgroup.com/south-africa/article/detail/T0274103EN/born-electric:-bmw-i8-owners-share-their-experiences-of-owning-a-plug-in-hybrid-sports-car>

With the success of the BMW i8, 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.

**For any questions on this press release, please contact BMW Group South Africa’s Group Communications Division as follows:**

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services.

As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries. In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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