



Press release
28 November 2018

The building blocks for the future of the BMW Group.
The BMW Vision iNEXT celebrates its world premiere in Los Angeles.

Munich. The BMW Vision iNEXT provides an insight into the future of personal mobility. The latest Vision Vehicle from the BMW Group symbolises the dawn of a new era in driving pleasure – and is celebrating its world premiere at the Los Angeles Auto Show.

Far more than a vehicle alone, the BMW Vision iNEXT represents a building block for the future of the BMW Group, encompassing technology, design and new ways of thinking that are set to filter through across the company and its brands. This is the first time all of the BMW Group's strategic innovation fields – Autonomous driving, Connectivity, Electrification and Services (ACES) – have been incorporated into a single vehicle, while its design lends them visual expression (D+ACES) and offers a look ahead to the future face of driving pleasure.

Human-centred design.

Mobility is an intrinsic part of our lives, our experiences, our sensory beings. It is, in short, a basic human requirement. Consequently, deliberations about the future of mobility revolve more than ever around people, our emotions and our mobility needs and preferences. The possibilities offered by autonomous driving, electrification and ever-greater connectivity will in future open the door to completely new experiences and ways of shaping a journey by car. At the same time, they also promise to change our desires and lifestyle habits.

A boutique ambience on wheels.

Drivers will have ever greater freedom to decide how they wish to use the time spent travelling in a car. The design of the vehicle's interior will become increasingly important, with the feel-good factor playing a more prominent role. The all-electric BMW Vision iNEXT has therefore been created as a mobile space that offers real quality of life and addresses the need for a new "favourite space" in which we can be ourselves and relax.

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The resultant design exudes emotional appeal and conveys a positive sensation when entering the vehicle.

The geometry of the iNEXT cabin is composed of just a few, clean-cut lines, placing the focus on materials and colours. A mix of cloth and wood creates the kind of sophisticated feel associated with furniture design, helping to give the interior its special “boutique” character. The inside of the car is awash with warm, welcoming colours, such as the nude shade Purus Rosé, Brown and Beige, while the shimmering metallic Mystic Bronze accentuates their effect. The rear compartment is dominated by the petrol-coloured Enlightened Cloudburst cloth upholstery with its intricate Jacquard weave, which runs asymmetrically across the seat area and extends into the side panelling and parcel shelf.

Smart technology – integrated out of sight.

Smart technologies will help people in an ever more unobtrusive way in the future. In the BMW Vision iNEXT, these technologies stay in the background and out of sight – hence the name Shy Tech – and are only deployed when needed or at the driver’s or passengers’ request. There is virtually no need for either screens or buttons. Functions can be operated using surfaces made of materials such as wood or cloth, like the Jacquard cloth upholstery in the BMW Vision iNEXT. Control of the vehicle is therefore tailored in every respect to the requirements of the people travelling in it.

The exterior: precision and clarity.

The exterior of the BMW Vision iNEXT is also brimming with innovations. The new BMW i design language is clearly visible with its striking lines and clear forms, including powerfully sculpted surfaces curved like muscles onto the flanks. The stunning Liquid Greyrose Copper paint finish, which gradually changes in shade from warm copper to dark rose, projects unbridled dynamism and gives the exterior still greater impact. The BMW Vision iNEXT features a very modern take on the classical BMW four-eyed front end, complete with super-slender headlights, while cameras (rather than exterior mirrors) show what’s happening behind. The windscreen merges seamlessly into a large panoramic roof, providing a clear view of the car’s innovative interior.

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At the rear, the horizontal lines and surfaces create a wide and dynamic stance, and the slim rear lights cut deep into the car's tail. The air flows along the roof of the BMW Vision iNEXT all the way to its trailing edge, and this combines with a diffuser – illuminated for extra effect – to enhance the car's aerodynamics. The diffuser is an attractive styling element and a highly functional one, too: besides its positive influence over the Vision Car's aerodynamics, it also increases electric range. Taking its cue from racing cars, the diffuser adds to the sporting presence for which BMWs are renowned – without a single exhaust tailpipe in sight.

World premiere in California.

The BMW Vision iNEXT is celebrating its world premiere at the Los Angeles Auto Show 2018. The BMW Group's Vision Car will herald the beginning of a new era in driving pleasure and mark the next step in the Munich-based company's ongoing model offensive. The BMW iNEXT production model will roll off the assembly line at Plant Dingolfing from 2021, the new technological flagship transporting the company's strategic innovation fields (D+ACES) onto the road.

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In the event of enquiries please contact:

Steven Wörns, BMW Group Innovation & Design Communications
Mobile: +49-151-601-16992
E-mail: Steven.Woerns@bmw.com

Sophie Seidenath, BMW Group Innovation & Design Communications
Tel.: +49-89-382-27473
E-mail: Sophie.Seidenath@bmwgroup.com

Benjamin Titz, Head of BMW Group Innovation, Design & Motorsport Communications
Tel.: +49-89-382-22998
E-mail: presse@bmw.de

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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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