



Media Information

22 July, 2013

BMW powers down the cost of electromobility

- BMW i3 priced from just £369 a month to drive*
- Outright price from £25,680 OTR**
- Charging takes just four hours with standard AC Fast Charging
- Eight-year battery warranty as standard. No additional leasing costs for battery

BMW UK today announced the pricing of one of the most anticipated cars in its history. The all-new BMW i3 will be delivered to customers in the UK in November, 2013 with a leasing price starting from just £369* a month.

Ian Robertson, Member of the Board of Management, Sales and Marketing BMW, said: "The BMW i3 heralds the dawn of a new era for individual mobility and for the BMW Group. True to a genuine BMW, the BMW i3 has strong emotional appeal, outstanding product substance and a guarantee of sheer driving pleasure. With this leading-edge vehicle and compelling price, we will provide customers with an attractive offer for electromobility."

Customers entering into an agreement for an all-electrically powered BMW i3 can embark on a world of electric motoring by signing up to a 36 month contract and paying an initial £2,995 (incl. VAT) followed by monthly payments of £369 (incl. VAT) and contract mileage of 24,000miles.

Those customers who wish to buy the BMW i3 outright can do so from £25,680 OTR** for the all electric car, while the price for the range extender version, that features an additional 650cc two-cylinder petrol engine to maintain the battery charge and extend the range to an approximate 180 miles on one tank of fuel, will be announced at a later date.

BMW i3 products and services will be sold via a multi-channel sales model, comprised of authorized BMW i partners, a Customer Interaction Center (CIC) as well as an online

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platform. All sales channels will be fully networked and customers will be able to personalise their entire purchasing process to suit their needs.

Charging and maintenance

The BMW i3 comes as standard in the UK with AC Fast Charging which sees a 7.4Kw charge power up the BMW i3 from zero to 80 per cent within three hours. This can be performed by the optional BMW i Wallbox. The exclusive Wallbox has been created to give customers a comprehensive and premium sustainable mobility experience.

Installation will be provided at the customer's home and "green" power options will be offered via selected BMW i partners, for emission-free home charging. AC Fast Charging is also the most widespread public charging option in the UK.

Occasional charging can also be performed using a pre-supplied cable, fitting a standard household socket at 3.7Kw, when a 32 Amp AC Fast Charging port is not available. Charging this way takes eight to 10 hours. DC Fast Charging is the third and final option available to owners and allows a BMW i3 to get an 80 per cent charge in just 30 minutes to one hour. It uses a 50Kw connection to do this and is the best option for public locations where quick short charges are required.

The BMW i3 will have its international world premiere on 29 July at parallel events in the megacities of London, New York and Beijing where full details on the BMW i3 range will be revealed.

Ends

Note:

*Excess mileage charges and excess wear and tear charges may be payable upon its return. Based on a 36 month BMW Personal Lease agreement for a BMW i3. Initial payment of £2,995.00 (inc. VAT) and contract mileage of 24,000 miles. At the end of the agreement you must return the vehicle, excess mileage and excess wear and tear charges apply. Subject to status and available to over 18's in the UK only (not the Channel Islands or Isle of Man). Retail customers only. A guarantee may be required. Prices are correct at the time of going online (July 2013) and are subject to change without notice. Hire is provided by BMW Financial Services, Europa House, Bartley Way, Hook, Hampshire RG27 9UF. Participating dealers only.

**OTR price includes subsidy of £5,000 towards ownership subject to OLEV grant being approved.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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