Media Information
12 September, 2013

**Star in your own Hollywood-style action movie with the BMW i3**

Pioneering BMW i3 test drive for the small screen

BMW today launched the world’s first 360° interactive film offering potential customers a virtual test-drive of the brand’s first-ever electric vehicle, the BMW i3.

The film, which can be downloaded to smartphones and tablets, invites users to assume the position of the driver and supporting actor in a dramatic, fast-paced race to save the world. Shot in 360° detail and using complete surround sound, the film allows the user to explore and interact with a fully immersive virtual environment by maneouvering their smartphone or tablet.

The film offers consumers a virtual test-drive of the fully-electric BMW i3, ahead of its UK launch, while at the same time playing a role in an evolving on screen drama. The interactive virtual test-drive film was shot by Emmy Award-winning Director, Jason Zada, best-known for directing ‘Take This Lollipop’ which has been seen by more than 100 million people.

The BMW i3 virtual test-drive app, entitled “Become Electric”, is available to download free now from the Apple App store and from 26 September from Google Play.

Download the app here: <https://itunes.apple.com/us/app/bmw-i3-become-electric-360/id696274654?ls=1&mt=8>

BMW UK Marketing Director, Chris Brownridge said the BMW i3 virtual test drive stands at the intersection of film, advertising, gaming and digital marketing.

“Become Electric allows consumers to experience the future of mobility in a revolutionary and exciting new way. You are at the wheel of the new BMW i3 electric car for almost the entire film all while being immersed in a big Hollywood-style movie.”

Earlier this month, BMW launched an automated information service for potential BMW i customers which employs artificial intelligence. The ‘BMW i Genius’ uses specially developed software to interact with potential customers in a live question and answer format via text message.

The new BMW i3 is the first model to launch within the BMW i range.  Two BMW i cars are confirmed for production, the fully-electric BMW i3 megacity vehicle and the plug-in hybrid BMW i8 sports car. The BMW i3 is BMW’s first fully-electric production car and is due to go on sale in the UK in late 2013, priced from £369 a month\* or £25,680\*\* OTR. Meanwhile, the BMW i8 will go on sale in the UK priced at £99,845 OTR.

Like the i8, the BMW i3 features an all-aluminium chassis combined with a passenger cell made entirely from carbon-fibre-reinforced plastic. As well as the vehicles themselves, BMW i will encompass a range of premium services for mobility aimed at optimising the use of parking spaces, charging infrastructure, ‘smart’ navigation systems, intermodal route planning and access to other BMW vehicles on an ‘on-demand’ basis.

BMW is the first premium vehicle manufacturer to offer such a comprehensive ownership package surrounding electric mobility.

\*Finance based on a 36 month Personal Lease agreements for models stated. Initial payment £2,995.00 inc VAT and contract mileage of 24,000 miles. Figures shown incorporate Government plug-in car grant. Excess mileage and vehicle condition 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. Guarantees and indemnities may be required. Prices are correct at the time of going to print (July 2013) and are subject to change without notice. Lease is provided by BMW Financial Services, Europa House, Bartley Way, Hook, Hampshire RG27 9UF. Participating dealers only.

\*\*With £5,000 OLEV Government grant.

**Ends**

**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.

Further information about the BMW Group can be found here:

Web: [www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

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**For further information please contact:**

Krystyna Kozlowska BMW Media Relations Executive

Tel: 01344 480707 Email: Krystyna.Kozlowska@bmw.co.uk

Gavin Ward BMW Media Relations Manager

Tel: 01344 480829 Email: Gavin.Ward@bmw.co.uk

Piers Scott General Manager, Product and Internal Communications

Tel: 01344 480113 Email: Piers.Scott@bmw.co.uk

Graham Biggs Corporate Communications Director

Tel: 01344 480109 Email: Graham.Biggs@bmw.co.uk

Press office fax: 01344 480306

Media website: [www.press.bmwgroup.co.uk](http://www.press.bmwgroup.co.uk)

Customer website: [www.bmw.co.uk](http://www.bmw.co.uk)