



November 2013
BMW UK Ltd.

THE NEW BMW i3.

PIERS SCOTT.
GENERAL MANAGER- PRODUCT AND INTERNAL COMMUNICATIONS.

BMW
GROUP





November 2013
BMW UK Ltd.

THE NEW BMW i3.

MARK BURTON.
PRODUCT OPERATIONS MANAGER – SMALL CARS.

BMW
GROUP



BMW i. 40 YEARS OF ELECTRIC VEHICLES.

Battery-Electric Vehicles



1972:
BMW 1602
Lead Battery



1987:
BMW 325
NaS Battery



1992:
BMW 325
NaNiCl Battery



1993:
BMW E1
NaS Battery



1996:
BMW 325
NaNiCl Battery



2008:
MINI E
Li-Ion Battery



2010:
BMW Concept
ActiveE
Li-Ion Battery



2013:
BMW i3
Li-Ion Battery

1970

1980

1990

2000

2010

2013



PIONEERING PROGRESSION WITH ELECTRIC DRIVE TRAIN TECHNOLOGY.

PIONEERING MOBILITY CONCEPTS. MINI E.

Worldwide trial of 612
vehicles, 52 in the UK

136 UK participants

12 months study in
2009-2010

258,105 miles driven

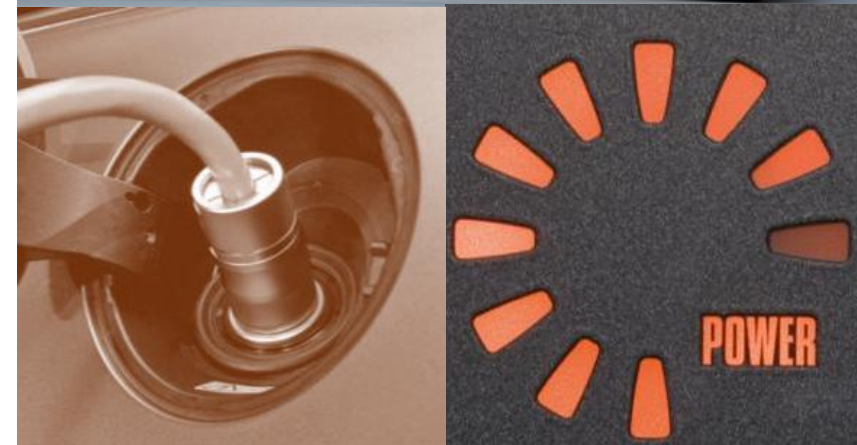
Average 93 miles per
charge

Cars charged 2.9
times per week

29 miles driven per
day on average

96% would consider
buying an electric car

9/10 believed charging
suited daily routine



PIONEERING MOBILITY CONCEPTS. BMW ACTIVE E.

1,000 vehicles
worldwide

160 utilised on the
2012 Olympic Fleet

20 retained in 2013
extensive fleet use

Available to retail and
corporate customers

Loans available across
the leasing industry

Over 1,600 test drives

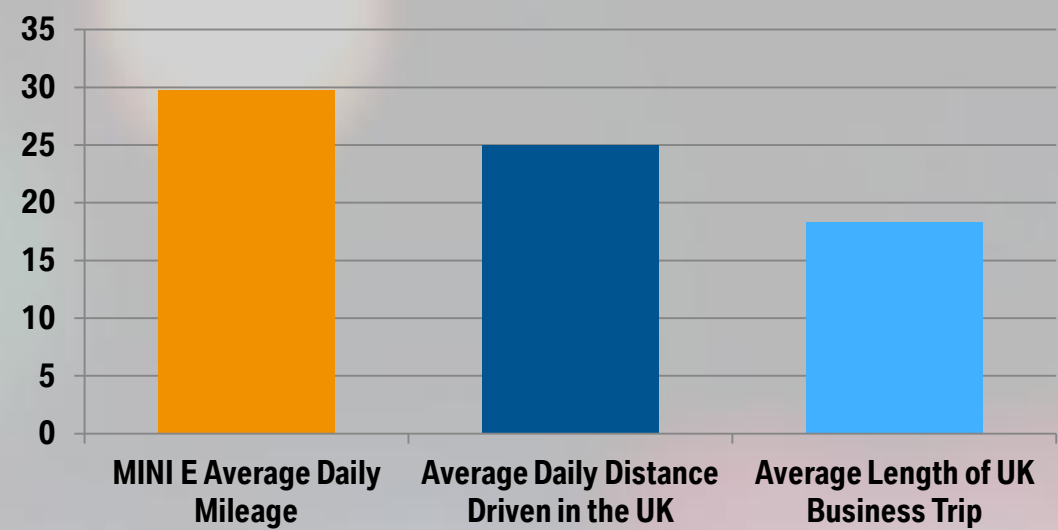
Utilises the same
powertrain as BMW i3

0-62 in 9 secs

Average 100 miles per
charge

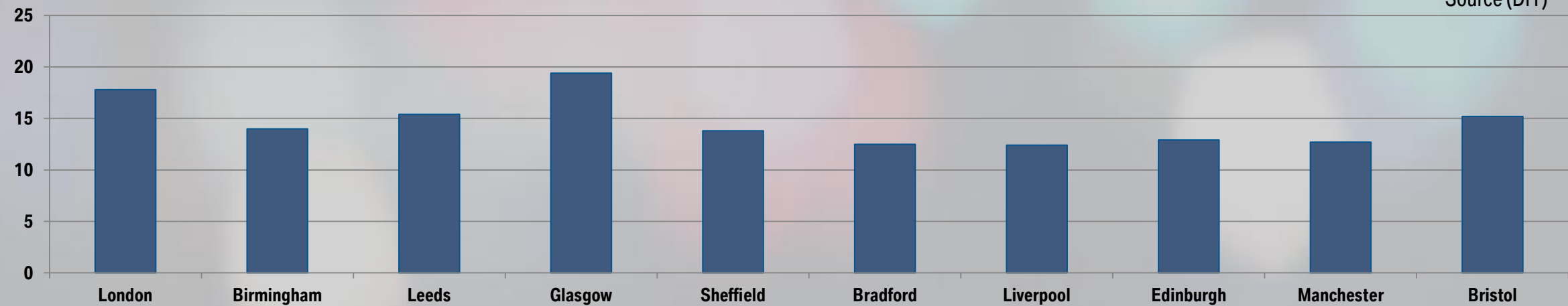


A CHANGING CUSTOMER APPROACH TO URBAN MOBILITY. DRIVING TRENDS MATCH FINDINGS OF MINI E AND ACTIVE E TRIALS.



MINI E Average daily mileage	29
UK Average daily mileage driven	25

- Average daily commute is 13.1 miles each way.
- Cost of charging for daily commute from 27p.
- Average UK annual mileage: 8,500.



Source (DfT)

BMW i - BUILT FROM THE GROUND UP. USE OF REGENERATIVE ENERGY GLOBALLY.

SGL
AUTOMOTIV
— 50% energy



— 70% water



BMW
GROUP

100% renewable energy



€530 million investment
by BMW Group and
SGL.

100% hydro electric
energy used at the
Moses Lake plant.

Wind turbine energy
used to power Leipzig,
Landshut and
Wackersdorf plants.

BMW i - A HOLISTIC APPROACH TO E-MOBILITY. NOT JUST A NEW PRODUCT.

New vehicle concepts



Pioneering design



New materials and recycling



New vehicle architecture and production



Integrated approach of BMW i



New processes



New mobility services



New support for customers



New electric drivetrain

THE NEW BMW i3 DESIGN - EXTERIOR. A FRESH INTERPRETATION OF BMW DESIGN.



THE NEW BMW i3 DESIGN - EXTERIOR. THE FUTURE OF URBAN MOBILITY.



THE NEW BMW i3 DESIGN - EXTERIOR. INNOVATIVE AND PIONEERING DESIGN FEATURES.



THE NEW BMW i3 DESIGN - INTERIOR. SOPHISTICATION BLENDED WITH SUSTAINABILITY.



Layering design
continues from
the exterior

Premium,
sustainable
interior

“Floating”
dashboard

No transmission
tunnel

THE NEW BMW i3 DESIGN - INTERIOR. CLASS LEADING INFOTAINMENT AND COMMUNICATION.



Two interface
screens as standard

5.5" digital
instrument cluster

6.5" central
information
display with iDrive
controller

Business navigation
and Bluetooth as
standard

THE NEW BMW i3 DESIGN - INTERIOR.

PRACTICAL AND SPACIOUS INTERIOR AND STORAGE AREAS.



Split folding rear seats



Extended storage with cargo net below dashboard



Cupholders front and rear

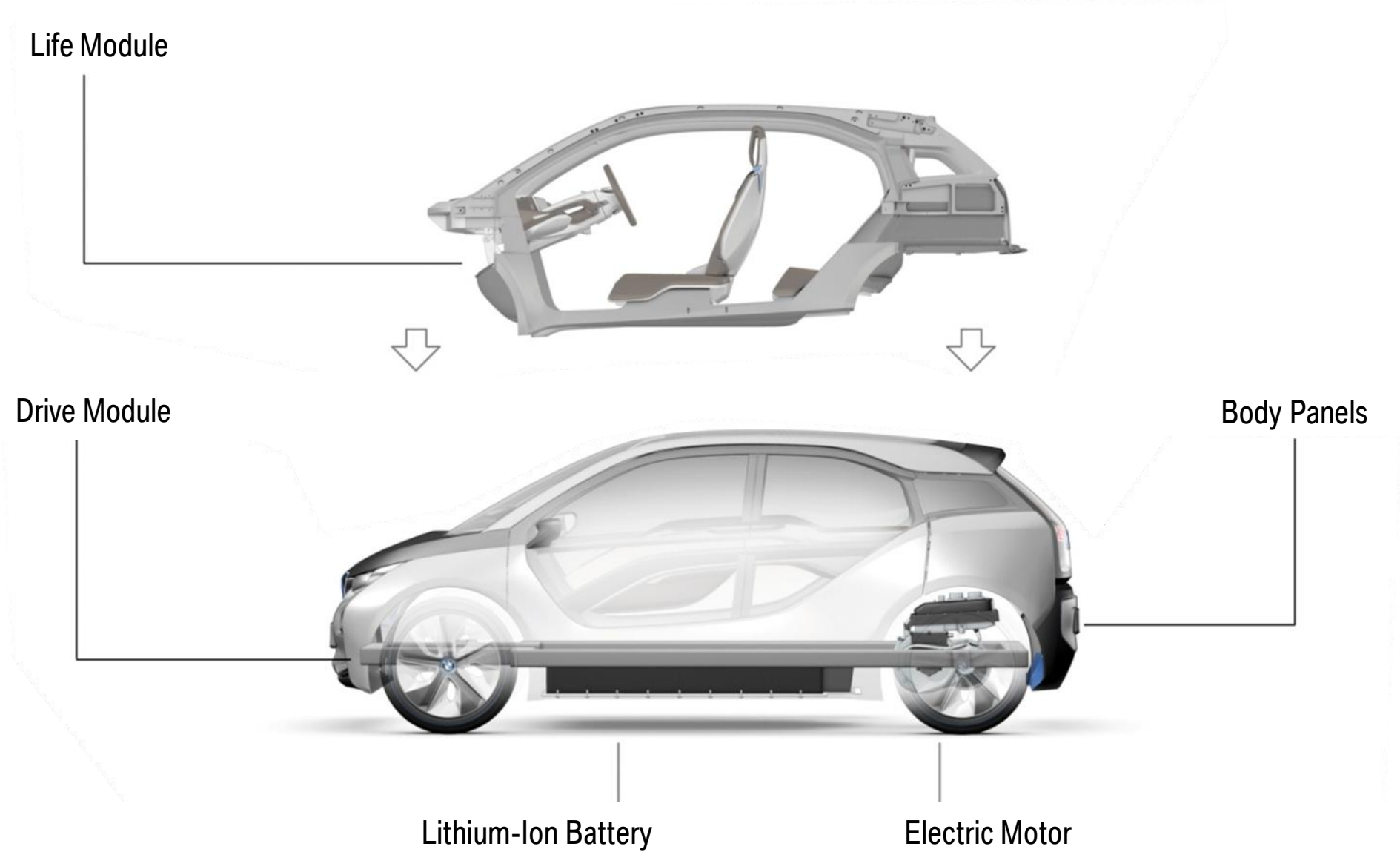


Flat loading area



Storage space under bonnet

BMW i - BUILT FROM THE GROUND UP. INNOVATIVE LIFEDRIVE ARCHITECTURE.

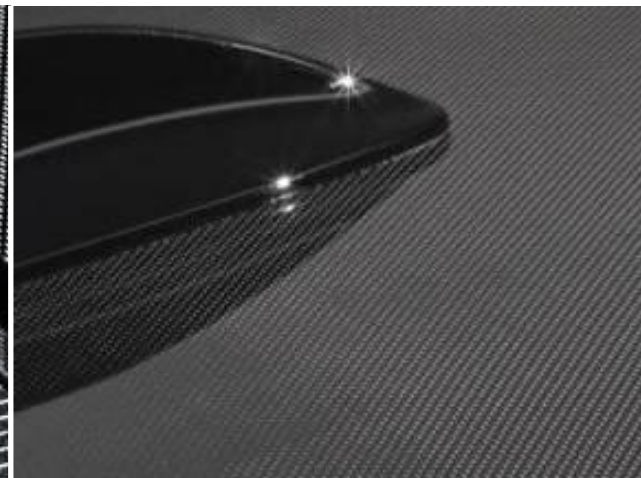
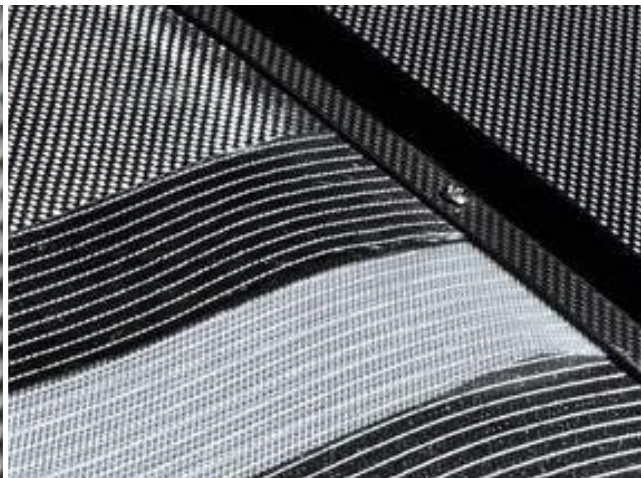


BMW i - BUILT FROM THE GROUND UP. REVOLUTIONARY MATERIALS FOR USE IN AUTOMOTIVE PRODUCTION.

- First use of series Carbon Fibre Reinforced Plastic in automotive production.
- Composite material out of carbon fibres and a synthetic matrix.
- Outstanding suspension and high level of energy absorption in a crash.
- Resistant against corrosion, acids and solvents.
- Shows no fatigue over a long service life.



Extremely durable and incredibly light



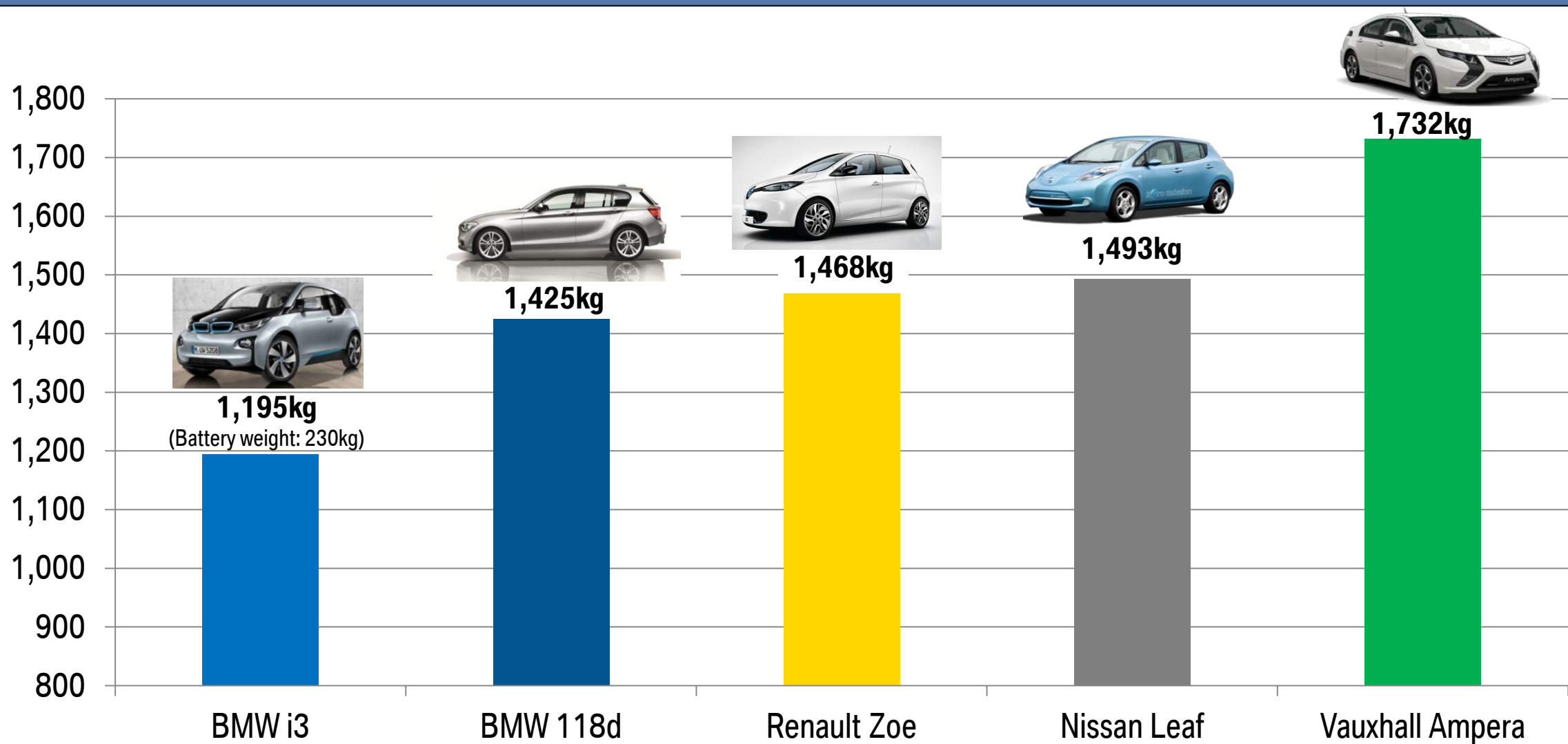
50% lighter than steel



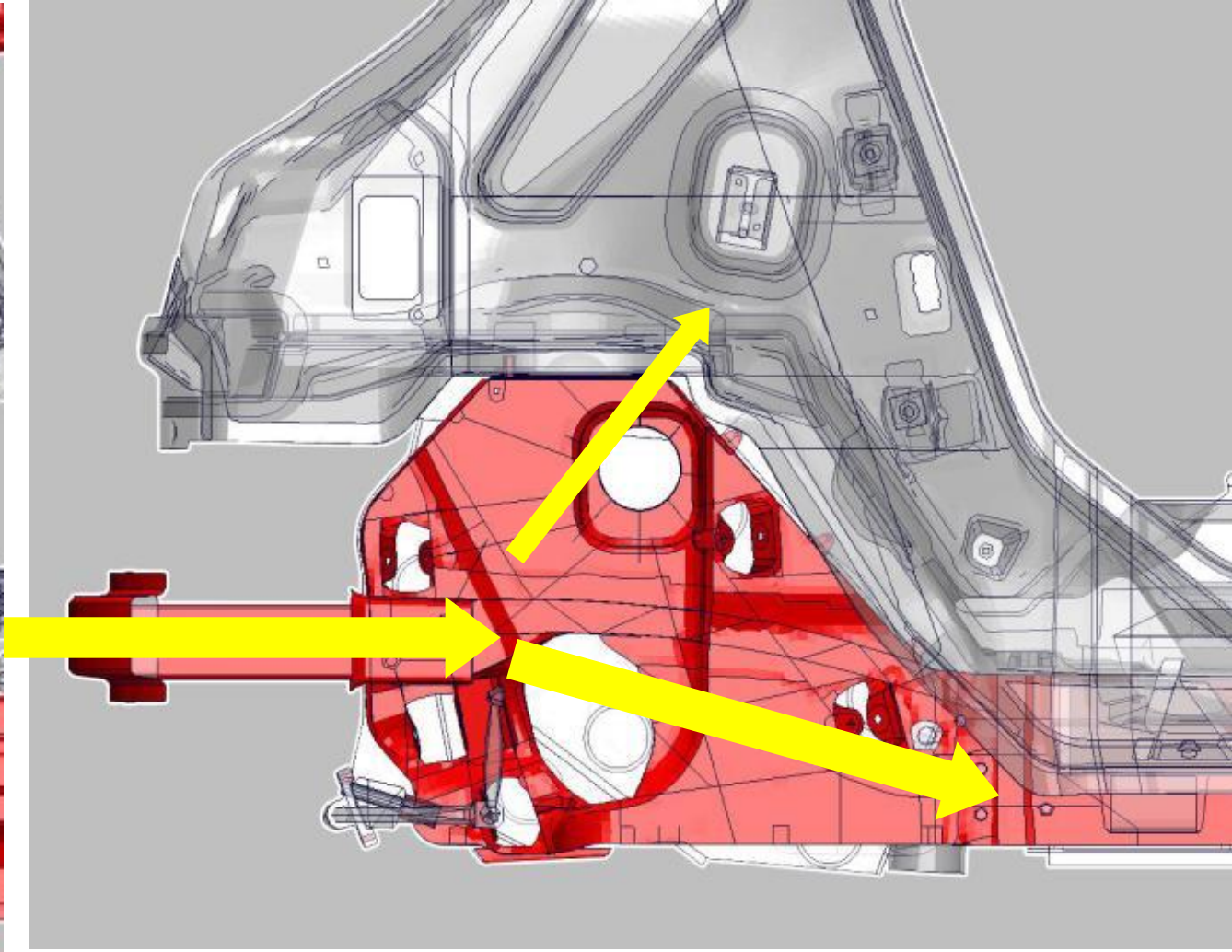
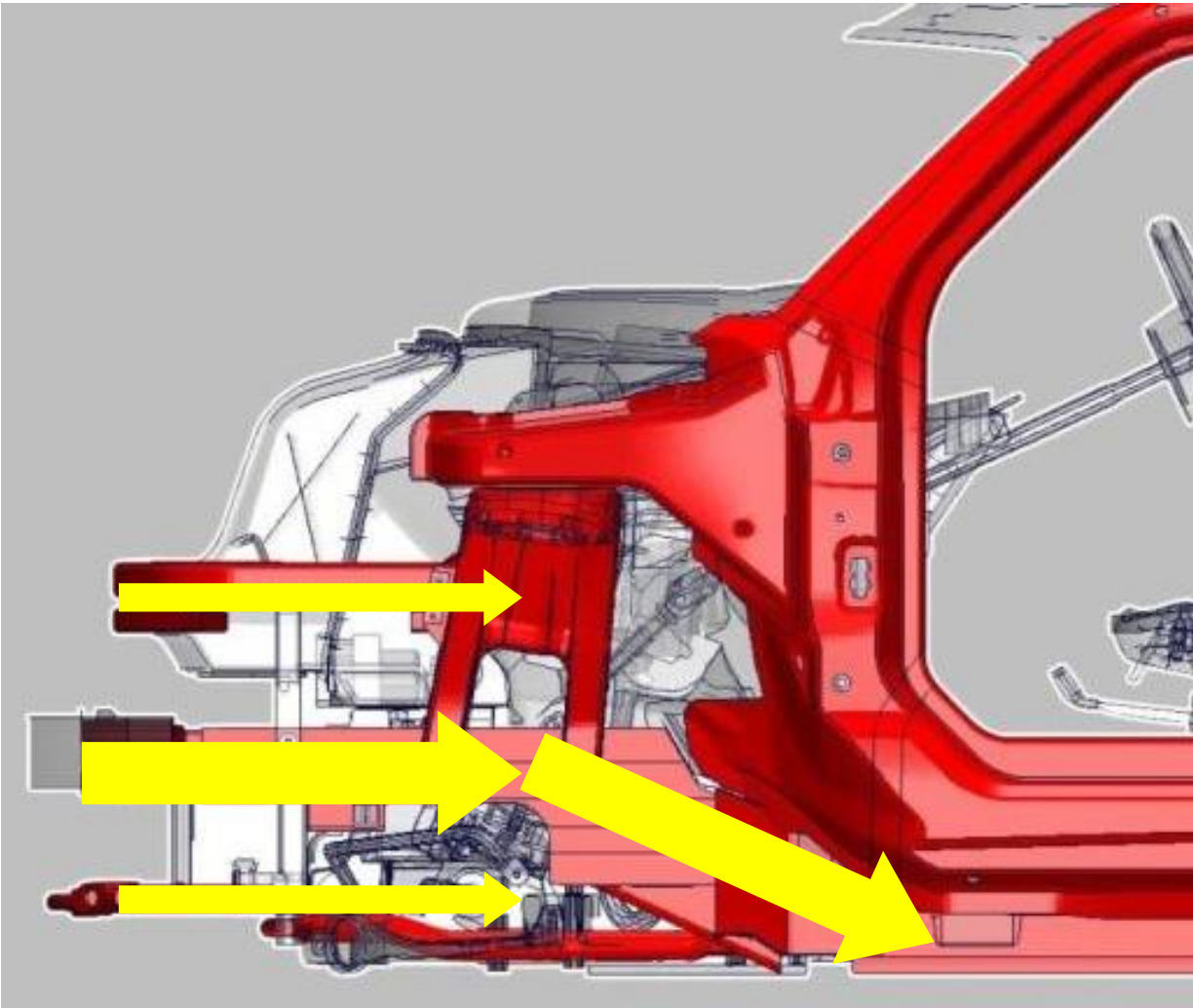
30% lighter than aluminium

BMW i – BUILT TO BE ELECTRIC. BUILDING FROM THE GROUND UP, NOT A CONVERSION.

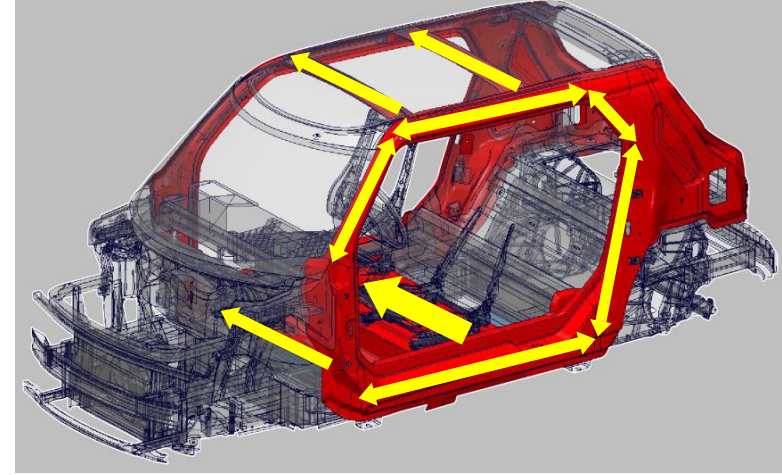
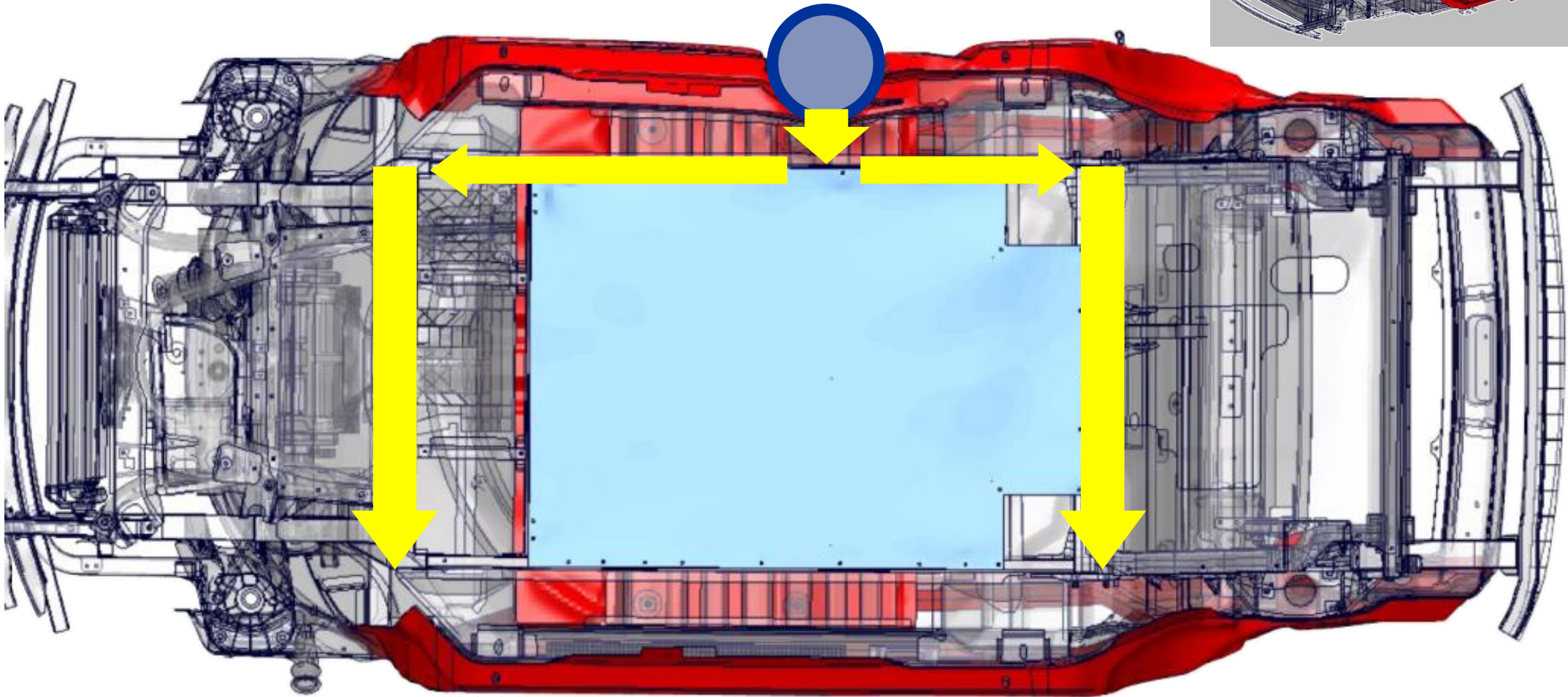
BMW i3 has significant weight advantage



BMW i - BUILT FROM THE GROUND UP. CFRP STRENGTH VISIBLE IN CRASH TESTING.

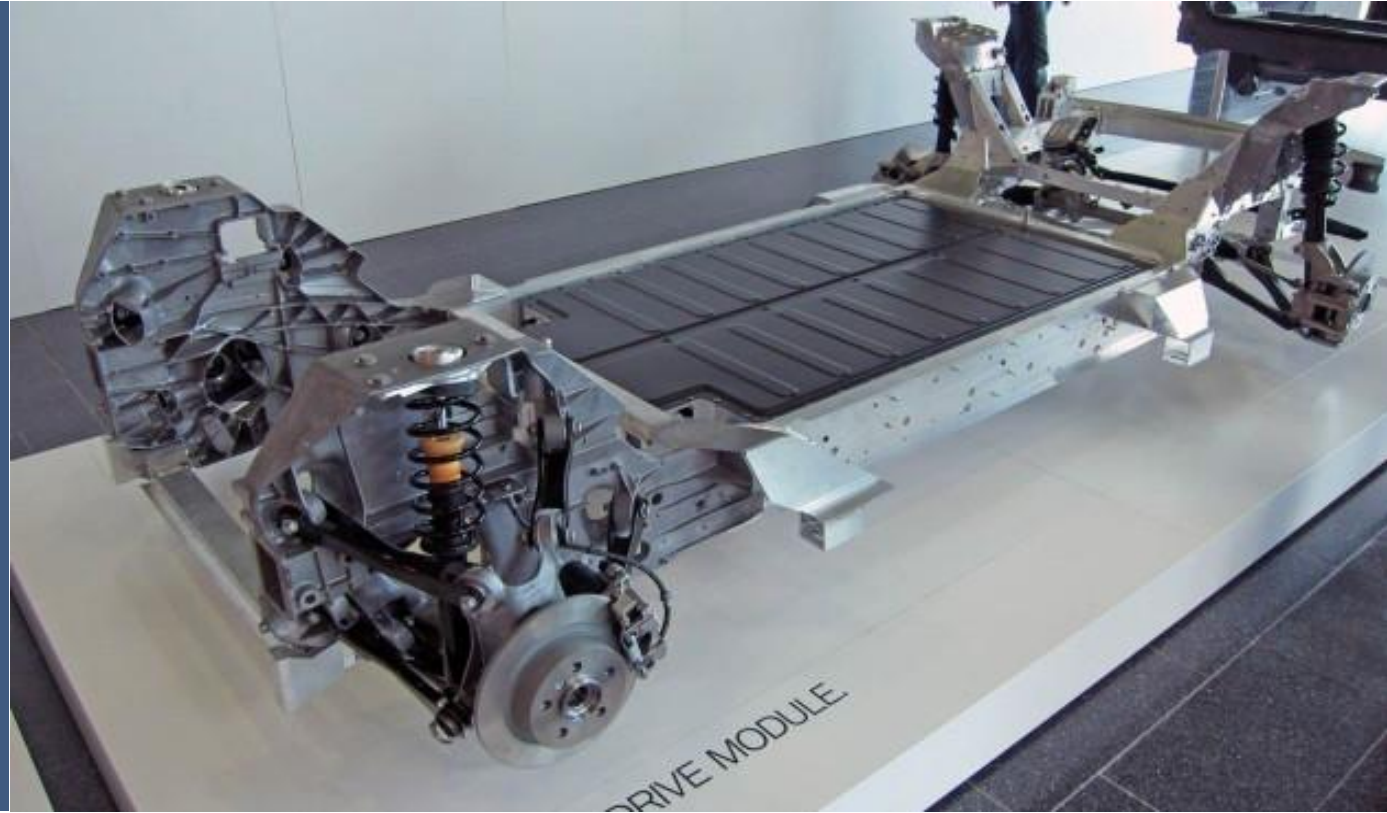


**BMW i - BUILT FROM THE GROUND UP.
CFRP STRENGTH VISIBLE IN CRASH TESTING.**



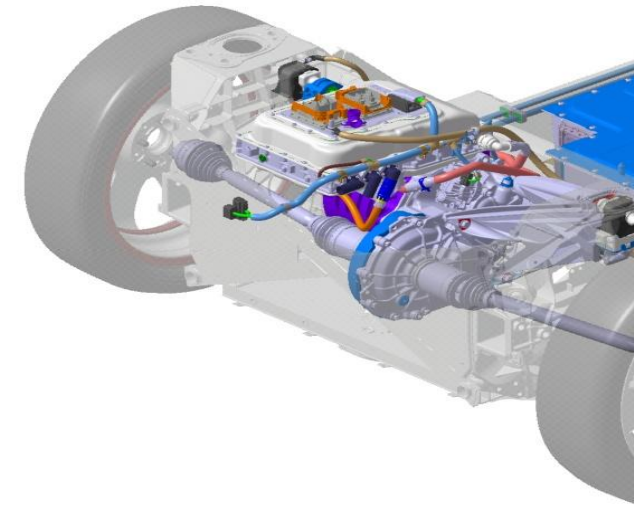
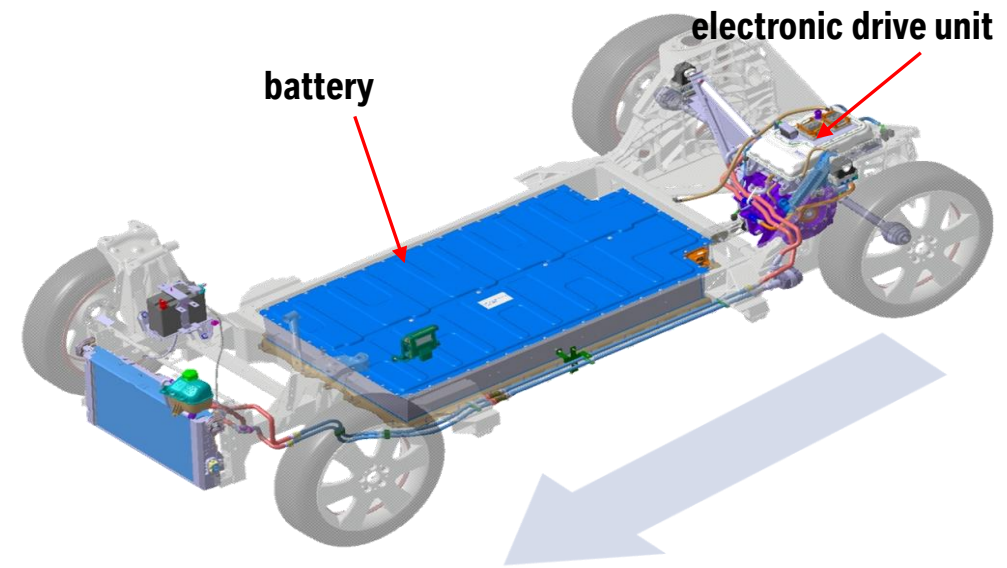
THE NEW BMW i3 DRIVE TRAIN. ELECTRIC POWER EXPLAINED.

- Modular lithium-ion battery system.
- Motor turns transmission which turns the wheels.
- Electricity measured in kWh.
- kWh common measure for home energy supply.
- No starter, fuel system, engine oil, air filter, oil filter, clutch or gearbox.
- Simpler to maintain and service.



THE NEW BMW i3 DRIVE TRAIN. OPTIMISED MODULAR BATTERY SYSTEM.

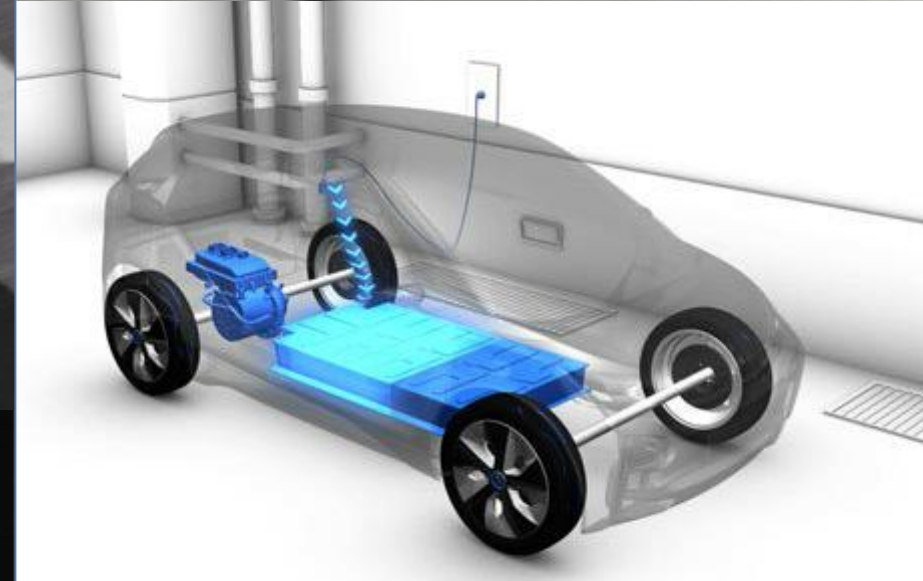
- 125kw mechanical power, 170 hp.
- 250Nm torque.
- Entire weight: 365kg (battery 230kg).
- 19kw capacity battery.
- 8 modules each with a total of 12 cells.
- Replacement at modular level.
- 8 year battery warranty, 100,000 miles.



THE NEW BMW i3. PROVIDING AN EXHILARATING DRIVING EXPERIENCE.



Dynamic rear wheel drive performance.



THE NEW BMW i3. RANGE EXTENDER i3 AVAILABLE FROM LAUNCH.

Whilst average daily mileage covered in the UK is just 25 miles, range anxiety is still a concern of many potential buyers of EVs.

Helps to overcome range anxiety.

Effectively doubles the BMW i3's driving range.

650cc, two cylinder 35hp petrol engine is housed in rear of the i3.

Powers a generator which maintains the battery charge level.

Traction is permanently electric unlike Plug-in Hybrids.

13g/km CO₂ emissions and an increase in weight of just 150kg.



THE NEW BMW i3. PERFORMANCE STATISTICS.

	BMW i3
<u>Output</u>	125KW (170hp) / 250Nm
<u>Top Speed</u>	93mph
<u>Acceleration</u>	0-62mph: 7.2 s
<u>Electric Range (real world)</u>	80-100 miles

	MINI Cooper S
	135KW (184hp) / 240Nm
	139mph
	0-62mph: 7.2 s
	N/A



THE NEW BMW i3. THREE KEY CHARGING METHODS AVAILABLE.

Standard on BMW i3

Optional

Standard charging

2.4kW charge

8-10 Hours charge

Ideal for occasional use where
32 Amp AC not available



AC Fast Charge

7.4kW charge

Approx. 3 hours charging time

Standard charging method for domestic wallboxes
and many public charging points

Standard on BMW i3

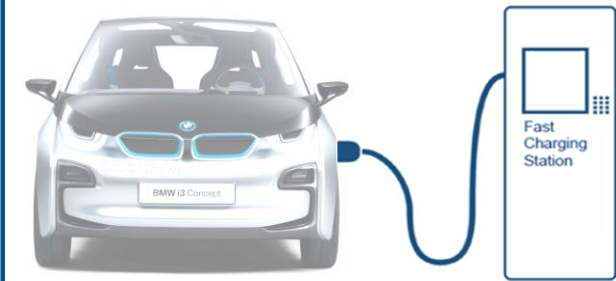


DC Rapid Charge

Up to 50kW DC charge

0.5-1 hour charge

Ideal for public locations where
short charging is necessary



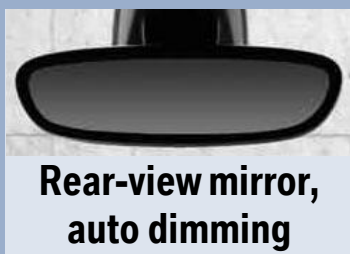
THE NEW BMW i3. EXTENSIVE LEVELS OF STANDARD EQUIPMENT.



19" alloy wheels



**Multifunction
leather steering wheel**



**Rear-view mirror,
auto dimming**



Extra 12V sockets



Business Navigation



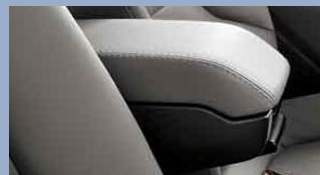
**Advanced ConnectedDrive
Services and BMW Online**



Automatic A/C



Cruise Control



Front armrest



BMW Emergency Call



**BMW Apps
Interface**



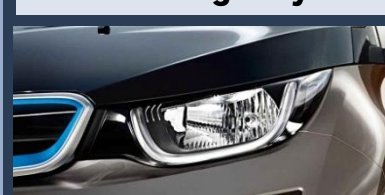
Bluetooth/USB



Rear PDC



6.5" screen and iDrive Touch Controller



**'U' Shaped LED
Daytime running light**



**Rain sensor/
auto. headlight**



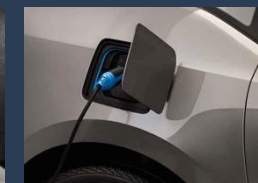
DAB digital radio



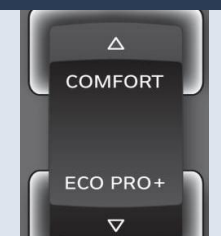
Extended storage with split folding seats



**5.5" Digital
instrument cluster**

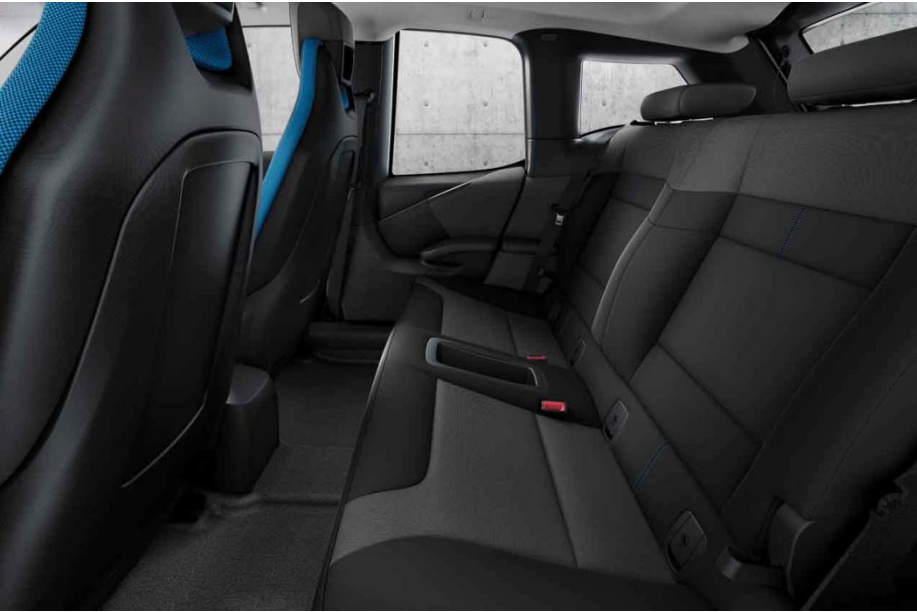


**32A AC Fast
Charge**



**Drive Performance
Control/ECO PRO+**

THE NEW BMW i3 INTERIOR WORLDS. STANDARD UPHOLSTERY AND TRIM.



THE NEW BMW i3 INTERIOR WORLDS. LOFT.



+ £1,000 above Standard Interior World

THE NEW BMW i3 INTERIOR WORLDS. LODGE.



+ £1,500 above Standard Interior World

THE NEW BMW i3 INTERIOR WORLDS. SUITE.



+ £2,000 above Standard Interior World

THE NEW BMW i3. ALLOY WHEEL AND COLOUR PROGRAMME.

Capparis White



Arravani Grey



Laurus Grey



Ionic Silver



Andesit Silver



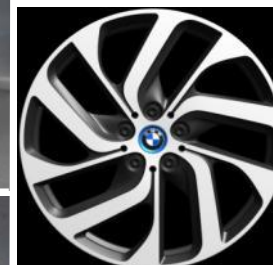
Solar Orange



Standard
19" light
alloy wheel



Optional
19" light
alloy wheel



Optional
19" light
alloy wheel



Optional
20" light
alloy wheel

THE NEW BMW i3 AND CONNECTED DRIVE. CONNECTIVITY AS STANDARD.



THE NEW BMW i3 AND CONNECTED DRIVE. RANGE ASSISTANT.

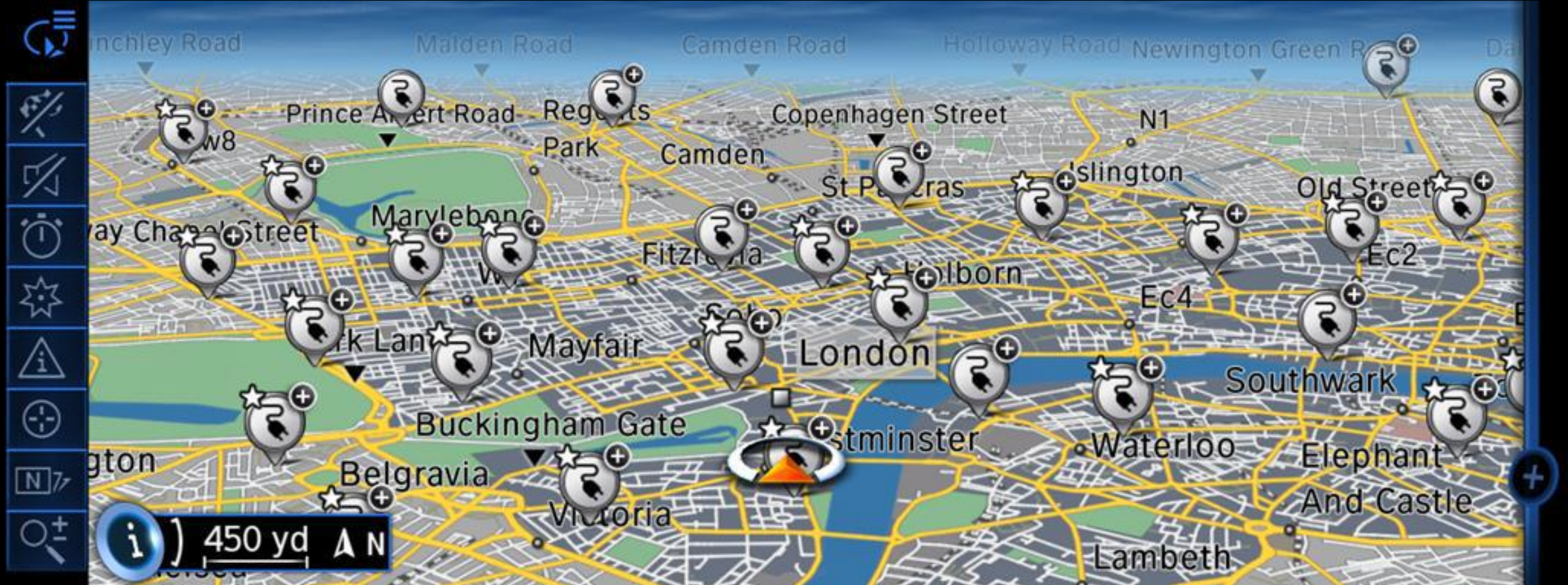


eDRIVE



Charging completed.

THE NEW BMW i3 AND CONNECTED DRIVE. CHARGING STATIONS.



THE NEW BMW i3 AND CONNECTED DRIVE. BMW i REMOTE APP: VEHICLE STATUS AND PRECONDITIONING.

Close **Vehicle information**

1326 mi

Vehicle status OK

DOORS AND WINDOWS

 **Doors** open

 **Windows** closed

 **Boot** closed

 **Lights** off

SERVICE REQUIREMENTS

 **BMW i3 STATUS**
Last update: 30/08/2013 07:20





 **98 MI**
ELECTRIC RANGE

 **08:30**
UNTIL TOMORROW

100 %



Close **Departure times**

 UNTIL TOMORROW

 Preconditioning on

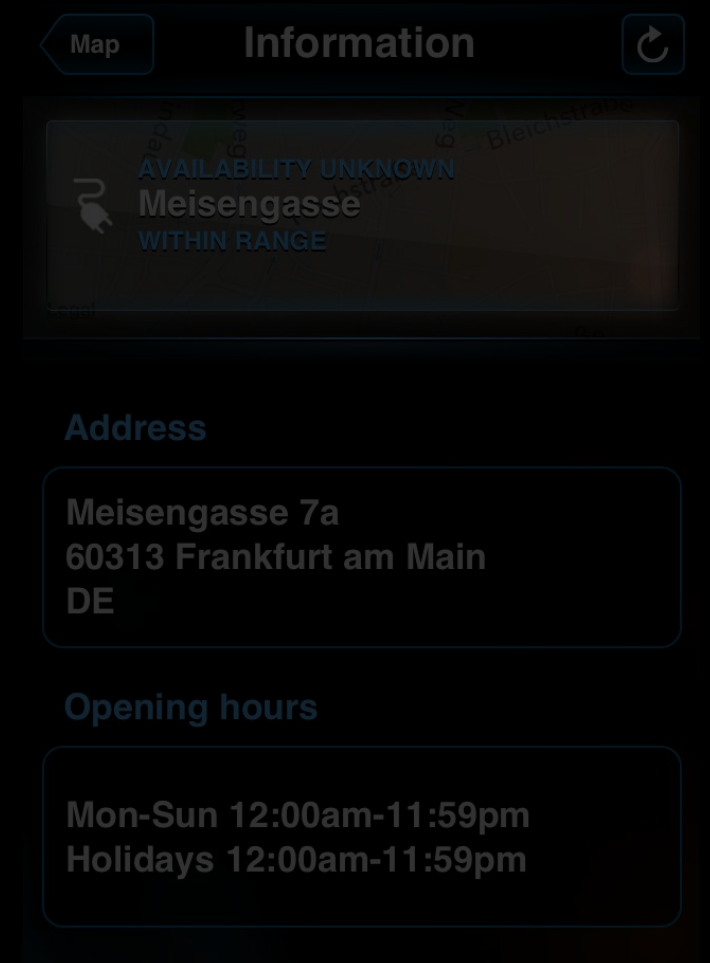
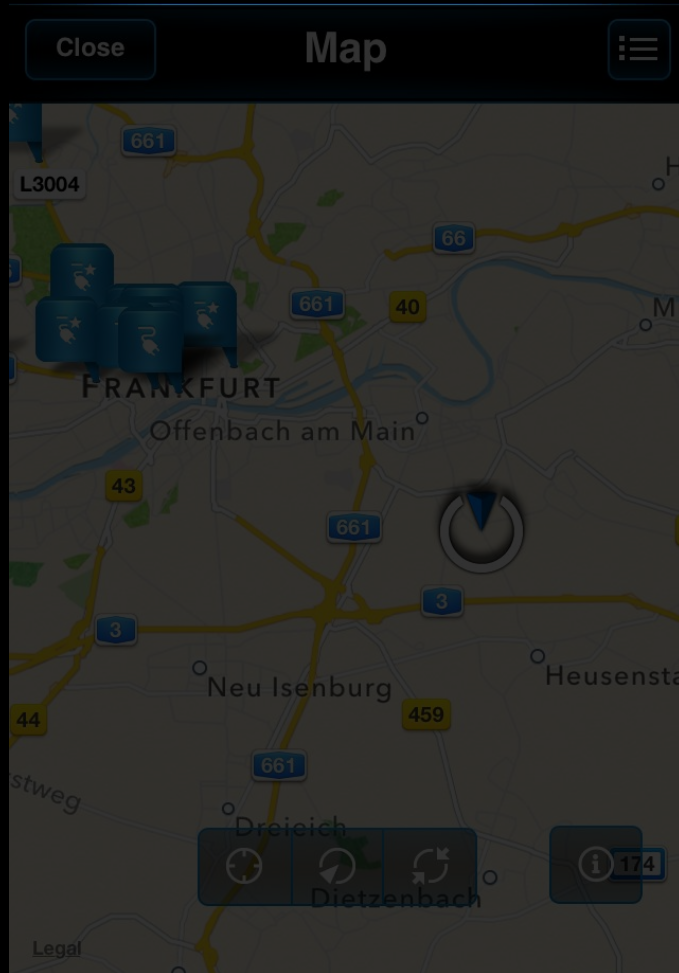
Off-peak tariff 

08:30

not plugged in

Departure time 1
On weekdays
To start charging immediately, deactivate the function "Charging with off-peak tariff" in the settings.

THE NEW BMW i3 AND CONNECTED DRIVE. BMW i REMOTE APP: CHARGING STATIONS AT A DESTINATION.



THE NEW BMW i3 AND CONNECTED DRIVE. STANDARD MEDIA AND ONLINE SERVICES GIVE COHESIVE CONNECTIVITY.



THE NEW BMW i3 AND BMW i3 WITH RANGE EXTENDER. PRICING.



BMW i3: £25,680 OTR

BMW i3 Range Extender: £28,830 OTR

8 year, 100,000 mile battery warranty. 3 year vehicle warranty.

Pricing includes Plug-in Car Grant of £5,000.

THE NEW BMW i3 CHARGING AND OWNERSHIP COSTS.

MONTHLY CHARGING COSTS OFFER CONSIDERABLE CUSTOMER SAVINGS.

	Monthly Costs
Monthly cost to charge BMW i3 on standard tariff	£21
Monthly cost to charge BMW i3 on Economy 7 Tariff	£9
Monthly cost to fuel diesel car achieving average of 50mpg	£87
Potential monthly savings	£78
Potential annual savings	£936

- Based on average mileage of 8,000 per annum.
- Calculation based on competitive mpg achieved against current diesel cost.
- Savings just based on fuel and before other taxation benefits.
- Less than £2 for a full charge.



THE NEW BMW i3 CHARGING AND OWNERSHIP COSTS.

BENEFICIAL OWNERSHIP COSTS FOR CORPORATE CUSTOMERS – 3 YEARS.

	BMW i3	BMW i3 with Range Extender	Audi A3 1.6 TDI SE 3dr	Audi A4 2.0 TDIe SE	VW Golf 2.0 TDI SE DSG 5dr
Exhaust CO ₂ emissions	0 g/km	13 g/km	99 g/km	112 g/km	119 g/km
3 year fuel/charging cost (10k miles p.a./Overnight energy tariff)	£420	£723 (assumed 10% mileage via fuel)	£2,562	£2,964	£2,817
BIK % of P11D to tax	0% - 5%	5%	14% - 17%	17%-20%	18% – 21%
3 year BIK cost (40%)	£613	£2,027	£3,698	£5,902	£5,423
Total Individual Costs	£1,033	£2,750	£6,260	£8,866	£8,240
Employer NI Costs	£211	£699	£1,276	£2,036	£1,871

- BIK at 0% for all zero emission vehicles.
- Corporate Write-Down Allowance is guaranteed until at least 2018.
- VED also at £0 per annum over life.

GOVERNMENT SUPPORT. FURTHER OWNERSHIP BENEFITS AVAILABLE TO ALL CUSTOMERS.



Plug-in Car Grant.

- 25% percent vehicle price subsidy (up to a maximum of £5,000).
- Applies to private and business customers.
- Expected to last until mid 2015 but may be extended.



**HM Revenue
& Customs**

Tax Benefits.

- 100% capital allowance for businesses (until 2018).
- Zero road fund licence.
- Currently zero BIK (until 2015).



London Congestion Charge.

- Currently all vehicles under 100g/km CO₂
- From 1 July 2013 exemption will apply to vehicles <75g/km
- Both a BMW i3 with and without a Range Extender will be exempt from the congestion charge.

THE NEW BMW i3. BORN ELECTRIC.

New vehicle from the ground-up



Sustainable production processes



Class-leading driving dynamics



Optimised interior space



Advanced connectivity as standard



Flexible mobility, maintenance and
charging services



November 2013
BMW UK Ltd.

THE NEW BMW i3.
THANK YOU FOR YOUR ATTENTION.

**BMW
GROUP**

