

**BMW i.** 



# THE NEW BMW i8.

TIM ABBOTT– BMW GROUP UK MANAGING DIRECTOR.

**BMW  
GROUP**





# BMW i - GLOBAL DRIVERS BEHIND A NEW APPROACH.



## ENVIRONMENT

Climate change and the subsequent effects



## URBANISATION

By 2030, over 60% of world population will live in cities



## POLITICS AND REGULATIONS

CO2 and fleet regulations, restrictions on imports

## DRIVING FACTORS

## ECONOMICS

Shortage of resources, increase in the price of fossil fuels



## CULTURE

Sustainable mobility as part of a modern urban lifestyle; assumption of social responsibility

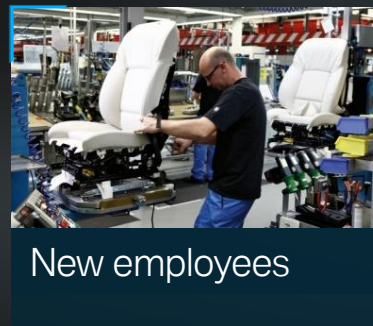
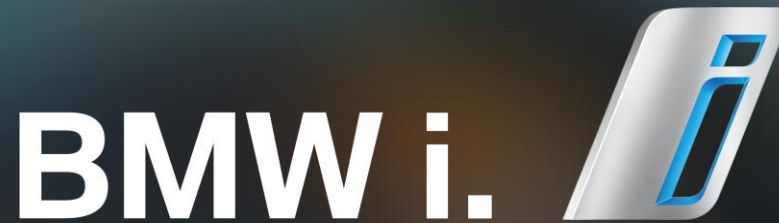
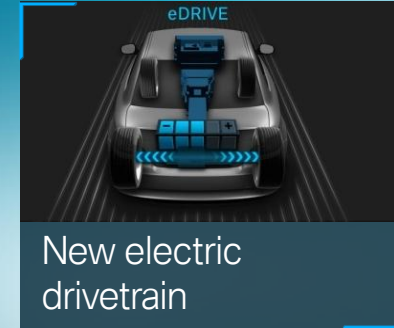


## CUSTOMER EXPECTATIONS

Changing values



# BMW i - A HOLISTIC APPROACH TO eMOBILITY.





# BMW i - A NEW BREED OF CUSTOMER.



# BMW i – THE STORY SO FAR.

6000

i3s registered  
globally

750

i3 customers in  
the UK so far

73%

of customers  
have purchased a  
bespoke BMW i  
Home Charging unit

55%

of customers  
have taken up  
the BMW  
ChargeNow offer

Majority of customers charge at home with public  
charging solution used only as back-up

Further Government commitment of £500 million





THE NEW BMW i8.  
PHIL WINDERS – PRODUCT MANAGER.

**BMW  
GROUP**







DESIGN.



A  
VISION...





...BECOMES REALITY.

LAUNCHES 19 JULY.





# A FRESH INTERPRETATION OF BMW DESIGN.

BMW i DESIGN DNA

CARBON-FIBRE ROOF

NEW INTERPRETATION  
OF THE BMW KIDNEY  
GRILLE

ICONIC U-SHAPED  
LED HEADLIGHTS

AERODYNAMIC WHEEL  
DESIGN





ICONIC U-SHAPED  
REAR LIGHTS

DIHEDRAL  
DOORS

BLACK BAND ARCHITECTURE

BMW i BLUE ACCENTS





# STREAM FLOW AERODYNAMICS.

LAYERING TECHNIQUE  
OF REAR GLASS HOUSE

COOLING CONCEPT

SIDE PANEL AND  
DIFFUSER INLET  
FOOTPLATES





HARMONIOUS DESIGN PRINCIPLES.





# INNOVATIVE INTERIOR DESIGN.

TYPICAL BMW  
DRIVER-ORIENTATION

NESO INTERIOR  
WORLD (STANDARD)

ERGONOMIC DEFINITION OF  
DRIVING COMMANDS  
THROUGH CENTRE CONSOLE

DIGITAL INSTRUMENT  
CLUSTER, INFORMATION  
DISPLAY AND HEAD-UP  
DISPLAY



# SOPHISTICATION BLENDED WITH SUSTAINABILITY.

AMBIENT LED  
INTERIOR LIGHTING

ALSO AVAILABLE  
IN IVORY WHITE

LAYERING DESIGN  
CONTINUES FROM THE  
EXTERIOR

CARPO INTERIOR WORLD  
(£1,150)



A detailed view of the front interior of a BMW car. The steering wheel is leather-wrapped with blue stitching and the BMW logo. The dashboard is a 'floating' fluid design. The center console has a gear shifter and handbrake. The seats are leather with blue stitching. The text 'DETAIL IN THE DESIGN.' is overlaid in the top left.

DETAIL IN THE DESIGN.

LEATHER TANNED WITH  
OLIVE LEAF EXTRACT

HALO INTERIOR  
WORLD (£2,150)

EXCLUSIVE AND  
LUXURIOUS, SUSTAINABLE  
INTERIOR

'FLOATING' FLUID  
DASHBOARD DESIGN

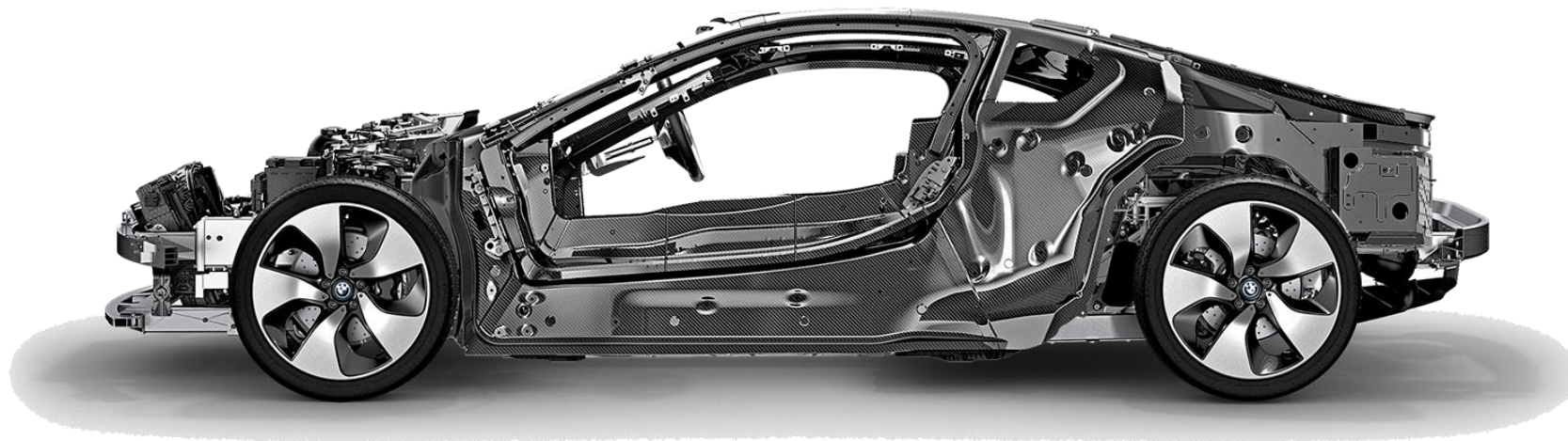




ENGINEERING.

# LIFEDRIVE ARCHITECTURE.

CARBON-FIBRE  
LIFE MODULE



ALUMINIUM  
DRIVE MODULE



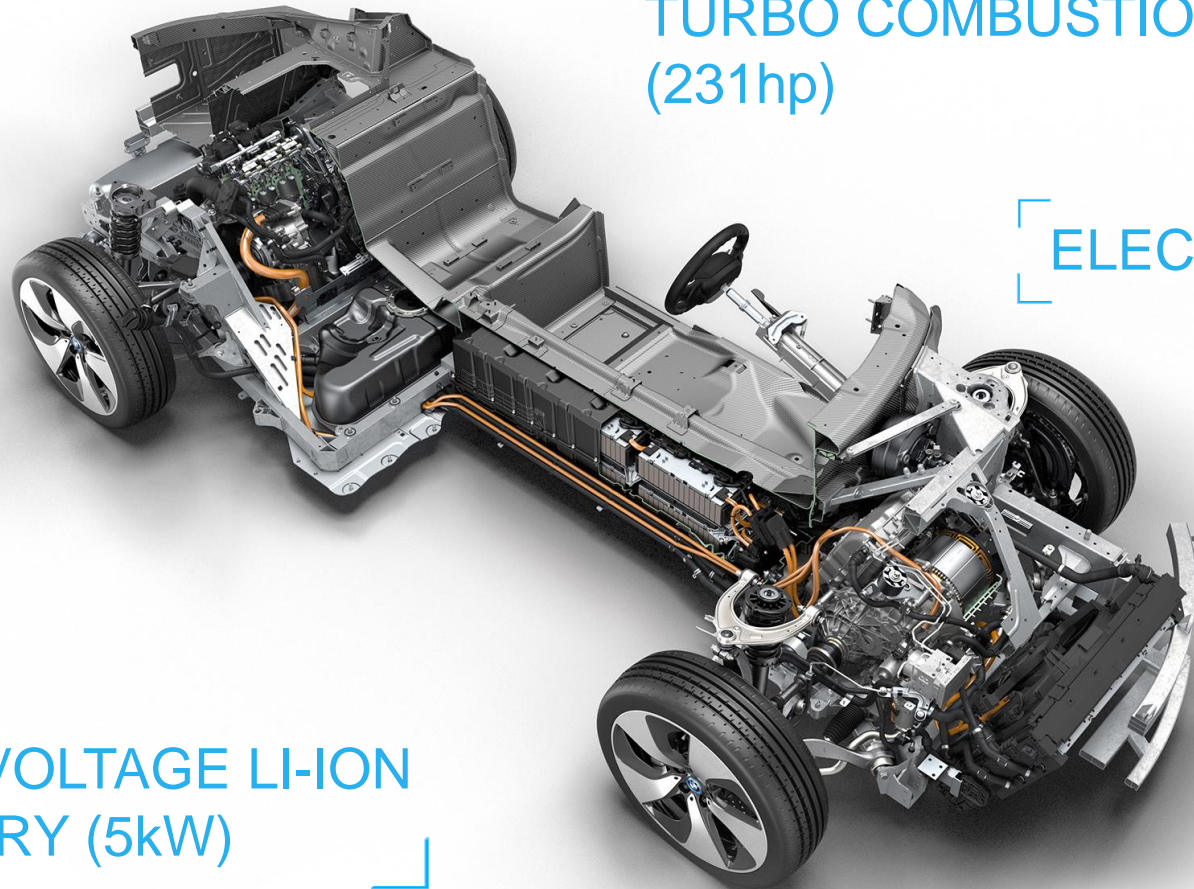
# POWERTRAIN.

3-CYL. BMW TWINPOWER  
TURBO COMBUSTION ENGINE  
(231hp)

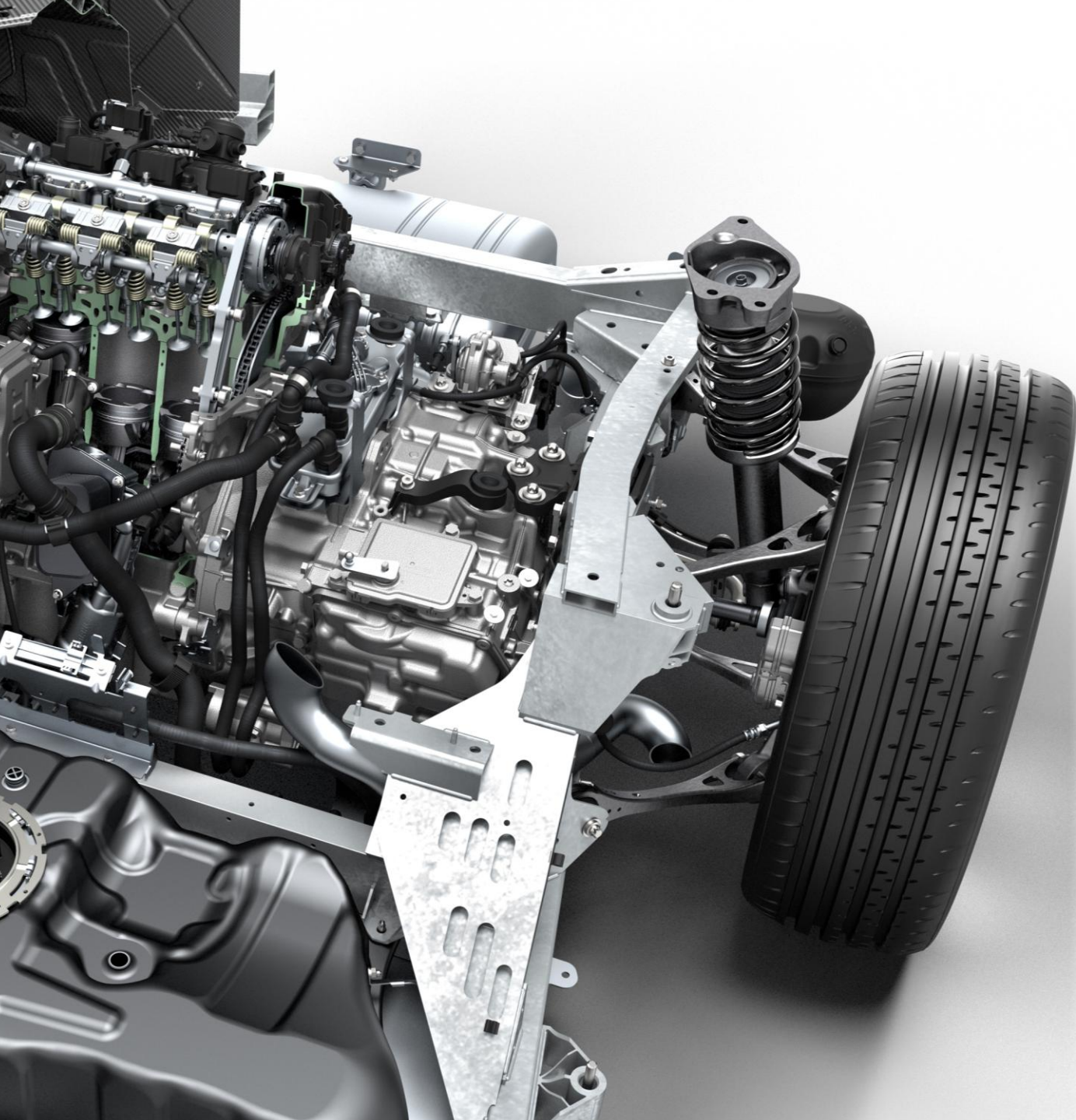
ELECTRIC MOTOR (131hp)

FUEL TANK

HIGH-VOLTAGE LI-ION  
BATTERY (5kW)







[ 231hp 320Nm ]

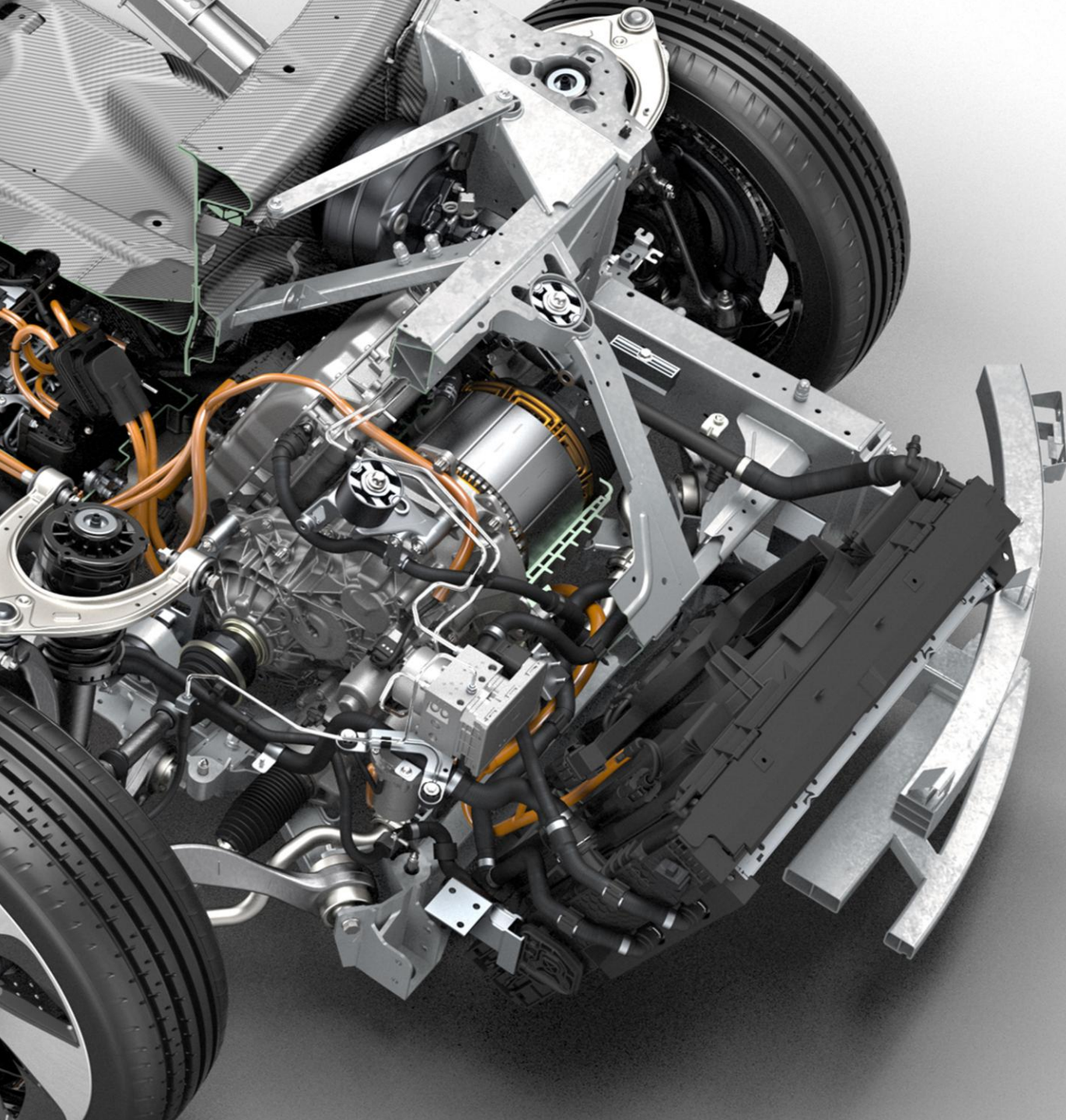
[ THE NEW BMW GROUP  
TWINPOWER TURBO 3-CYL.  
COMBUSTION ENGINE (1.5L)

SIX-SPEED AUTOMATIC  
TRANSMISSION

BMW EFFICIENT DYNAMICS  
COMBINATION OF  
PERFORMANCE & EFFICIENCY

[ RAPID TURBO RESPONSE DUE  
TO HIGH EXHAUST IMPULSES ]





[ 131hp 250Nm ]

[ 20hp HIGH-VOLTAGE  
STARTER MOTOR ]

131hp ELECTRIC MOTOR

[ TWO-SPEED AUTOMATIC  
TRANSMISSION ]





DRIVING  
MODES.

# SELECTION OF DRIVING MODE.

## COMFORT

Start-up mode: drives in hybrid mode with intelligent interaction between the petrol combustion engine and electric motor – perfect realisation of BMW EfficientDynamics.





# SELECTION OF DRIVING MODE.

## eDRIVE

100% electric driving,  
up to 75mph, with a range  
up to 23 miles.





# SELECTION OF DRIVING MODE.

## ECO PRO

Efficiency program with smooth driving and optimised accelerator, transmission and heating/air conditioning functions. When used in combination with eDRIVE mode offers maximisation of electric range.





# SELECTION OF DRIVING MODE.

## SPORT

Sporty and dynamic driving with maximum boost function.

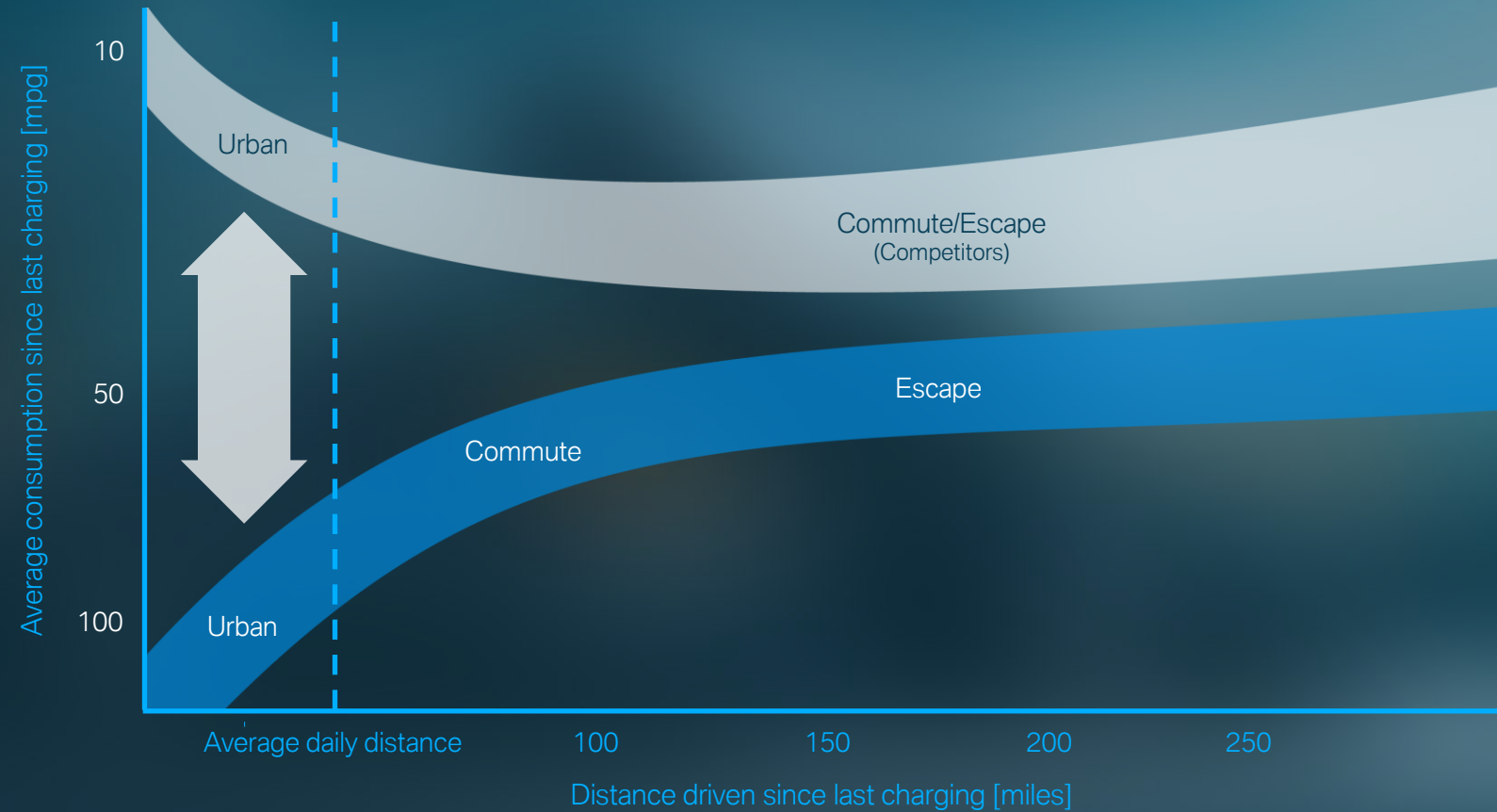
Combustion engine runs permanently, also charging the high voltage battery.





# FUEL CONSUMPTION.

The BMW i8 boasts significantly improved fuel economy over its competitors, particularly for urban driving and commuting, where it utilises eDrive mode.







PERFORMANCE.





4.4 secs

0-62mph

362hp

570Nm





23 mile

eDrive range

373 mile

combined range

134.5mpg

49g/km





# SPECIFICATION



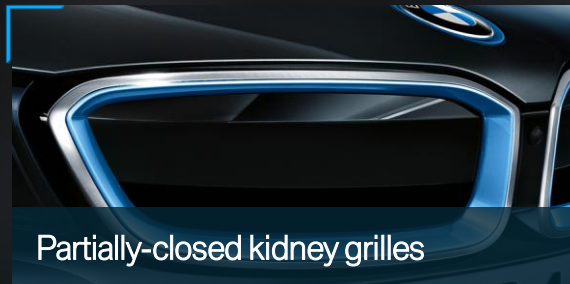
# EXTENSIVE LEVELS OF STANDARD EQUIPMENT.



- 20" alloy wheels
- Ambient interior lighting
- BMW Professional Multimedia Navigation system
- Automatic A/C in aux. A/C
- Carum Grey Spheric leather with Sitka cloth accent
- Sport leather multi-function steering wheel with paddles
- iDrive Touch Controller
- Real Time Traffic Information
- BMW Emergency Call
- BMW Advanced loudspeaker system
- DAB digital radio
- Full Bluetooth/USB
- Head-up Display
- Variable Damper Control
- Dynamic Cruise Control
- Front seat heating
- Electric seat adjustment
- Front and rear PDC
- Rain sensor
- Auto dimming rear view mirror and folding exterior mirrors
- Metallic paintwork



# BMW i EXCLUSIVE STANDARD EQUIPMENT.







PRICING

£94,845 OTR

(Pricing is after HM Treasury Plug-In Car Grant)



# OPTION HIGHLIGHT: PURE IMPULSE DESIGN PACKAGE.



Brake callipers in high-gloss Black with BMW i Blue accents



Door sill finishers in Amido Black



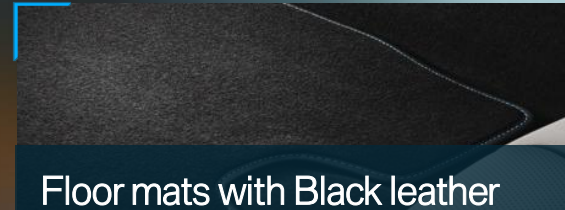
BMW i Pure Impulse Card



Gear lever with Deep Black ceramic finish



Engine cover in Black leather



Floor mats with Black leather piping and BMW i Blue stitching



Exclusive Carpo Carum Grey interior world



BMW i Blue seatbelts

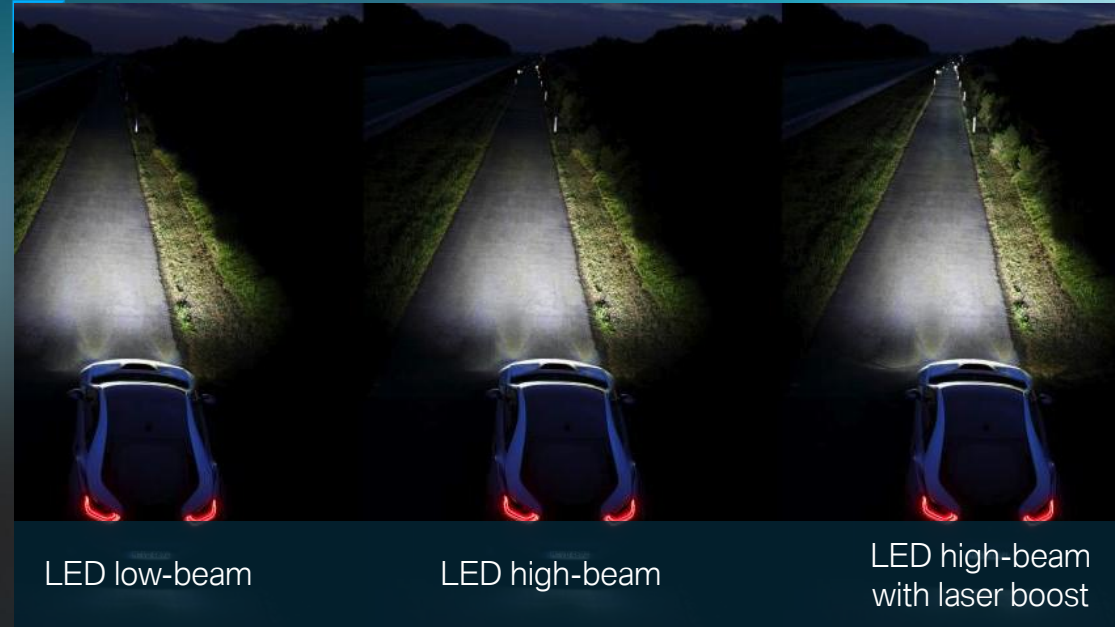


Perforated full leather upholstery with i8 lettering in headrests



# OPTION HIGHLIGHT: BMW LASERLIGHTS.

- BMW Laserlights enhance the performance of the main beam, using laser diodes and phosphorus to generate a highly intensive and pure white light
- Significantly increased range, extremely efficient, luminance of light source ten times higher in comparison to Xenon or LED
- LED: Broad illumination and light quantity
- Laser: concentrated spot with extremely high visibility range
- Design differentiation: additional icon including blue enactment







360° ELECTRIC.



# 360° ELECTRIC - PRODUCTS & SERVICES.

## ASSISTANCE SERVICES.

Service Inclusive £1,000  
Service Inclusive Plus £2,400  
BMW i Mobile Care  
BMW ConnectedDrive – i Remote  
Comprehensive HV Battery Warranty  
(8 years, 100,000 miles, 70% capacity)

DriveNow EV – London planning

## HOME CHARGING.

BMW i Wallbox Pure  
BMW i Wallbox Pro  
eInstallation  
BMW Green Energy

BMW ChargeNow  
BMW i AC Fast Charging Cable

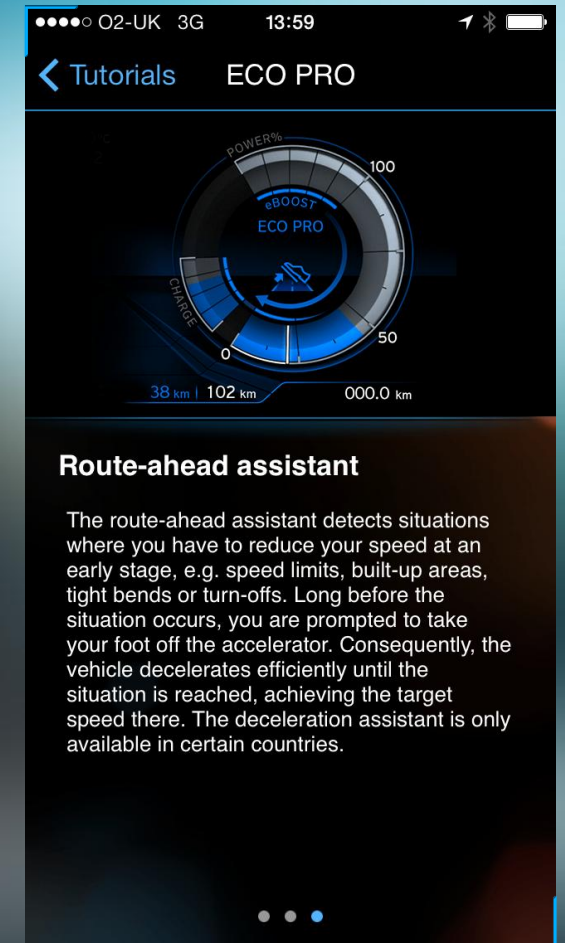
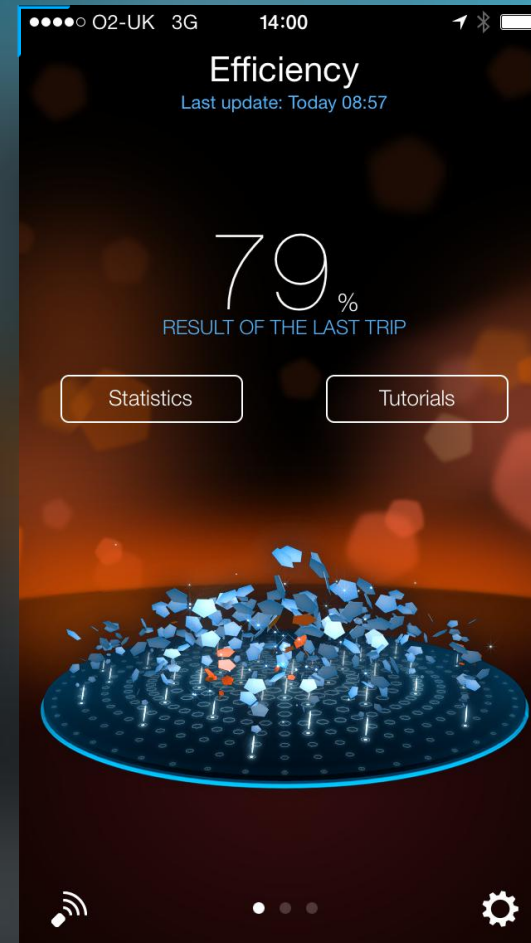
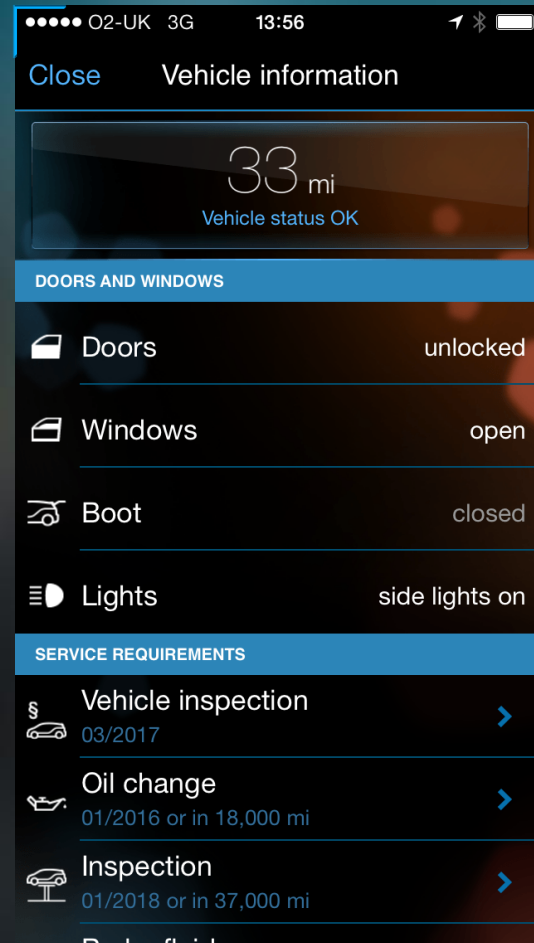
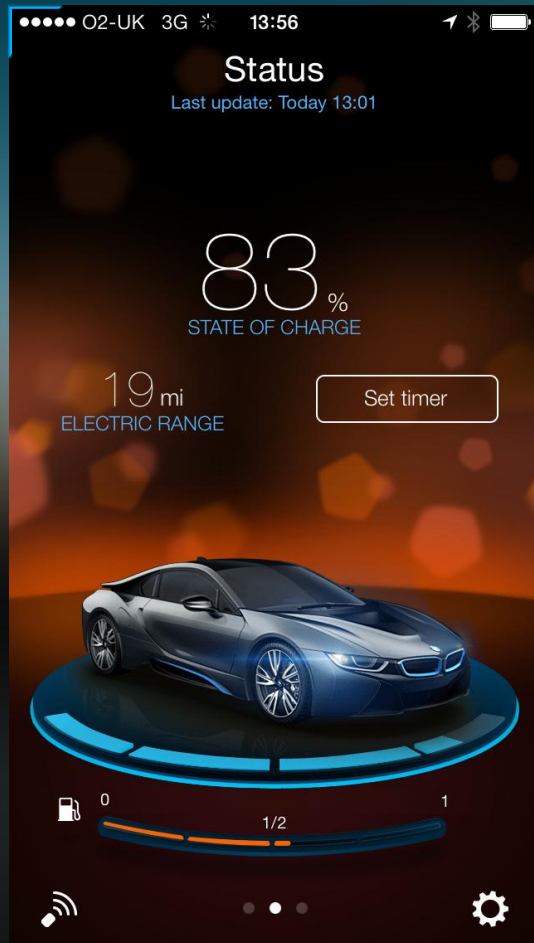
## FLEXIBLE MOBILITY.

## PUBLIC CHARGING.



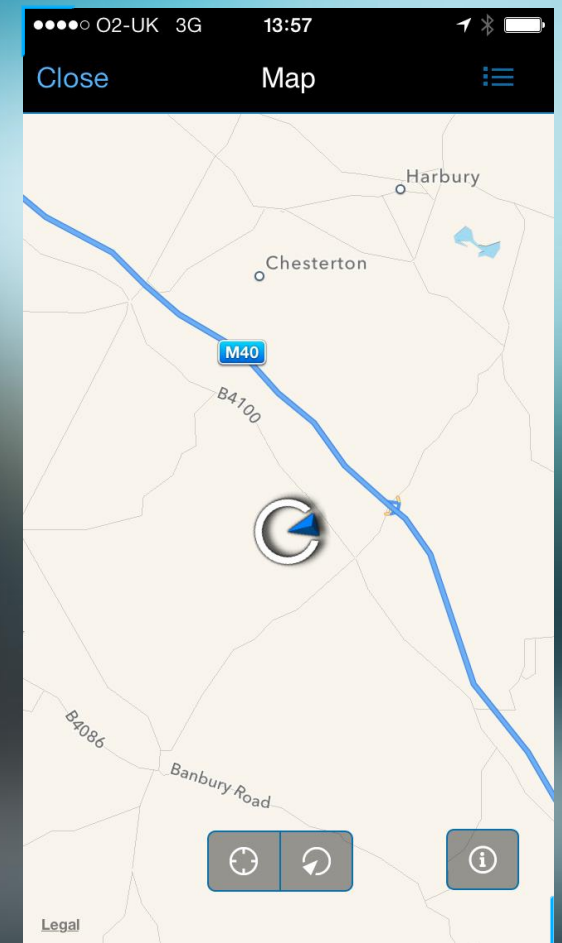
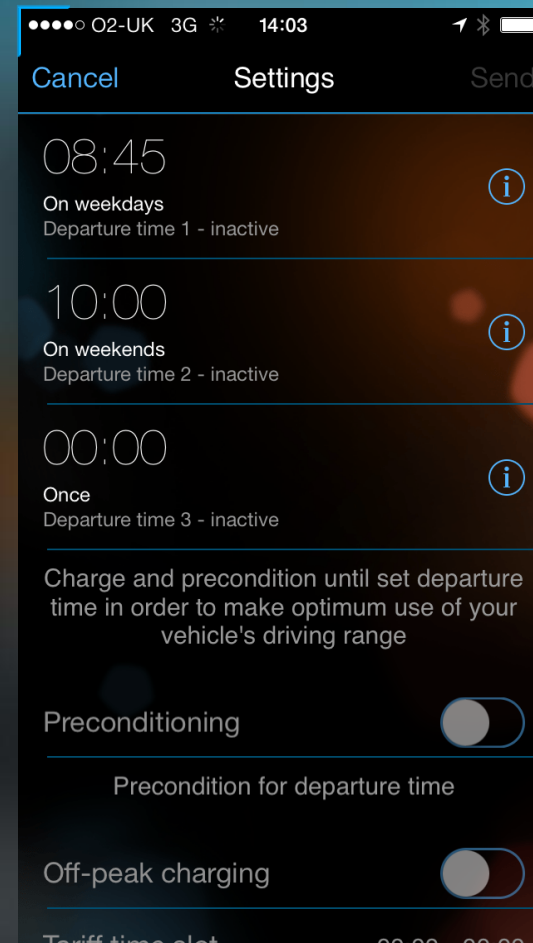
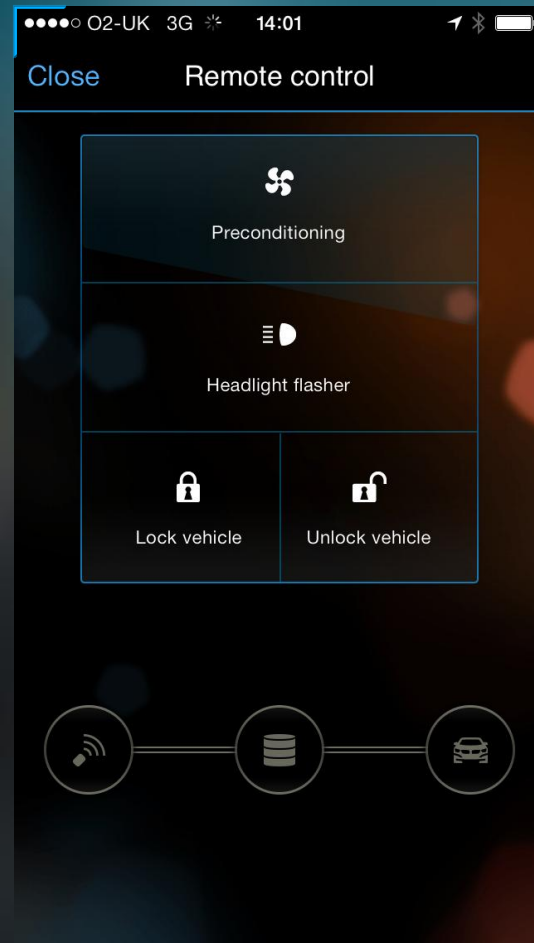
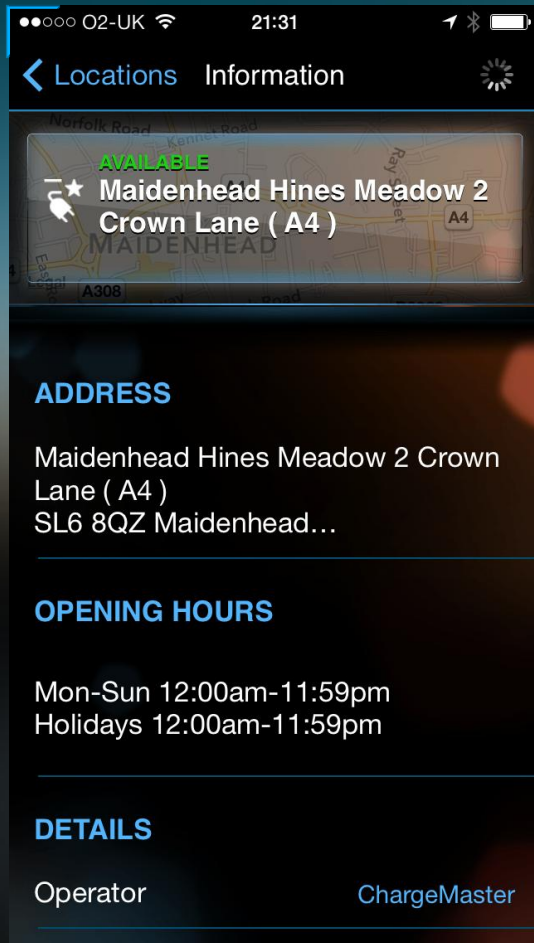


# BMW CONNECTED DRIVE – i REMOTE.





# BMW CONNECTED DRIVE – i REMOTE.







THE NEW BMW i8.  
THANK YOU FOR YOUR ATTENTION.

BMW  
GROUP



**BMW i.** 