

The new BMW i8



The Ultimate
Driving Machine



THE NEW BMW i8.

Price List.
From July 2014.

BMW EfficientDynamics
Less emissions. More driving pleasure.

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www.bmw.co.uk/bmwi8



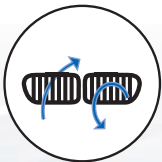
BMW EFFICIENT DYNAMICS.

EfficientDynamics is BMW's award-winning programme of technologies designed to reduce CO₂ emissions and improve fuel economy, without compromising on performance or driving dynamics. These technologies are standard on every new BMW and could lower your fuel and

tax costs, as well as ensure a lower benefit in kind tax rating for company car drivers. You can find out more about the benefits of BMW EfficientDynamics, as well as compare your own vehicle against the BMW i8 at www.bmw.co.uk/EfficientDynamics

BMW EfficientDynamics Less emissions. More driving pleasure.

Active
Aerodynamics



Hybrid Auto
Start-Stop



Brake Energy
Regeneration



ECO PRO
mode



Electric Power
Steering



Lightweight
Engineering



Reduced Rolling
Resistance Tyres



THE NEW BMW i8.

The design of the new BMW i8 delivers a distinct impression which is evident in the fluid lines and flat silhouette. Expressive Adaptive LED Headlights and dihedral doors reinforce the breathtaking pedigree of this progressive sports car that heralds a revolution in automotive construction.

BMW EfficientDynamics use a combination of state-of-the-art materials and innovative lightweight design to provide unbeatable dynamics with optimum efficiency that clearly demonstrate the new BMW i8 is no ordinary car. Additionally, eDrive technology consisting of an electric motor, high-voltage battery and intelligent energy management is combined with a 1.5 litre three-cylinder

BMW TwinPower Turbo petrol engine, which accelerates the new BMW i8 from 0 to 62mph in just 4.4 seconds whilst providing a frugal combined fuel consumption of 134.5mpg with emissions of 49g/km of CO₂.

BMW i ConnectedDrive technologies further enhance the new BMW i8 by delivering the latest connected car innovations such as Real Time Traffic Information (RTTI), Head-up Display and a range of Online Services and Apps.

Experience the power of progress, experience the new BMW i8.



TECHNICAL INFORMATION.

Model	CO ₂ emissions (g/km)*	Fuel consumption (mpg)*	Total range (miles)*	Pure electric battery range (miles)*	0-62mph (secs)	Electric engine power (hp)	Petrol engine power (hp)	Combined system output (hp)
i8	49	134.5	373	up to 23	4.4	131	231	362

* = Range and consumption determined from internal BMW study under normal conditions and is dependent on individual driving style, climatic conditions and route characteristics.

PRICING INFORMATION.

Model	Basic price (excluding VAT)	VAT 20%	Retail price (including VAT)	On the road price	P11d value	BIK tax rate (2014 / 2015)	VED band	Insurance group
i8	£82,595.83	£16,519.17	£99,115	£99,845	£99,790	5%	A (£0)	50

HM Treasury Plug-In Car Grant, up to a maximum of £5,000, will be applied to the on the road price. The receipt of this grant is subject to the eligibility of the vehicle for the HM Treasury Plug-In Car Grant scheme at the point of the vehicle's first registration in the UK. On the road price includes: Delivery and BMW i Mobile Care (£650), Number plates (£25) and Vehicle first registration fee (£55).



Prices and specifications

BMW (UK) Limited reserves the right to alter prices and specifications without notice. BMW (UK) Limited has made every effort to ensure the accuracy of information but does not accept liability for any errors or omissions.

INTERIOR WORLDS.

■ Neso

- Carum Grey BMW i Spheric leather with Sitka cloth accent
- Black Sport leather steering wheel with Satin Silver contrast accent
- Interior trim, Amido, metallic

Standard

Not with 7Y8 / 7Y9 / 7XV



□ Carpo Light

- Ivory White BMW i Spheric Full leather, perforated
- Black Sport leather steering wheel with Satin Silver contrast accent
- Interior trim, Amido, metallic

£1,150

7Y8

Not with 7Y9



- Carpo Dark
- Amido Black BMW i Spheric Full leather, perforated
- Black Sport leather steering wheel with Satin Silver contrast accent
- Interior trim, Amido, metallic

£1,150

7Y8
Not with 7Y9



- Halo
- Dalbergia Tan BMW i Exclusive leather with Sabal cloth accent
- Dalbergia Tan Sport leather steering wheel with BMW i Blue contrast accent
- Headlining, Anthracite
- Interior trim, Amido, metallic
- Seat belts, BMW i Blue

£2,150

7Y9
Not with 7Y8



PURE IMPULSE DESIGN PACKAGE.

The Carpo Carum Grey interior design, exclusively available as part of the Pure Impulse Design package, impresses with innovative aesthetics and high-quality comfort.



Light, partially perforated leather surfaces in Carum Grey combined with natural leather in Anthracite create a modern contrast that underlines the lightness and sporting nature of the interior. BMW i Blue accents and seat belts give further weight to the impression of a handmade interior. The exclusive design is rounded off by Amido metallic interior trim on the instrument display, centre console and doors, as well as details in Pearl Gloss and Chrome and an Anthracite headlining.



Innovative aesthetics in every detail: the gear lever in Deep Black ceramic is characterised by perfect craftsmanship and provides a uniquely sporty and futuristic feel.



The door sill finishers in Amido metallic are impressive in both form and aesthetics. Their elaborate laser engraving with multilayer coating not only provides an additional accent in BMW i Blue, but also underlines the dynamic of the entire design.



The exclusive brake calipers with a High-gloss Black finish, eye-catching BMW i Blue accents and BMW i lettering provide an unmistakable visual effect.



The Pure Impulse Design package represents a high-quality feel and clean elegance – highlighted by the Matt Black leather engine cover.



The elegant Sport seats in the BMW i8 impress with the highest levels of comfort and the premium craftsmanship of the light Spheric leather in Carum Grey – a combination that is exclusively available as part of the Pure Impulse Design package. Partially perforated surfaces, twin seams and seat belts in BMW i Blue provide a modern contrast.



High-quality, subtle detail: the leather embossing with i8 lettering in the headrests of the Sport seats*.



Floor mats in Anthracite with Black leather piping and accent stitching in BMW i Blue.

BMW i PURE IMPULSE EXPERIENCE PROGRAMME



The BMW i Pure Impulse Card is your personal passport to a world of inspiration and privilege: the BMW i Pure Impulse Experience Programme. As a BMW i8 owner and cardholder, you will be presented with the most innovative ideas and trends

across lifestyle areas ranging from travel to culture, gourmet dining, design and much more. All these ideas reflect a new vision of contemporary living, a lifestyle that is smart, luxurious, progressive and, above all, sustainable. This is a new understanding of premium – a responsible, affluent way of living for today's most discerning and original thinkers.

You will receive an exclusive member magazine (available in print and online), which will provide insightful reports on the latest trends from around the world, alongside details of a host of local, regional and global privileges. Whether a chance to attend a unique money-can't-buy event, experience a scenic new eco resort or be the first to sample an innovative new dining concept at a top restaurant, you will be presented with an unrivalled variety of world-class ideas and opportunities, tailored precisely to your interests and passions. This is the world of the BMW i Pure Impulse Experience Programme – the next level in premium.



PURE IMPULSE DESIGN PACKAGE (7XV)

UPHOLSTERIES

- NGCJ Carum Grey BMW i Spheric Full leather, perforated
- NGEK Ivory White BMW i Spheric Full leather, perforated
- NGH A Amido Black BMW i Spheric Full leather, perforated
- NKFD Dalbergia Tan BMW i Exclusive leather with Sabal cloth accent

EQUIPMENT INCLUDES

- 2W8 20" BMW i W-spoke style 470 alloy wheels
- 2HP 20" BMW i Turbine-spoke style 625 alloy wheels
- 5AS Driving Assistant including:
 - City Collision Mitigation
 - Forward Collision Warning
 - Pedestrian Protection
 - High-beam Assistant
 - Speed limit display
 - Rear-view camera
 - Surround-view
- 4AA Headlining, Anthracite
- 674 Loudspeaker system – harman/kardon
- 4FG Seat belts, BMW i Blue**

EXCLUSIVE CONTENT

- BMW i Pure Impulse Card
- Anthracite velour floor mats with Black leather piping and BMW i Blue accent stitching
- Brake calipers, High-gloss Black with BMW i Blue accent and BMW i lettering
- Door sill finishers, Amido, metallic with BMW i Blue accent and i8 designation
- Engine cover, Matt Black leather
- Gear lever with Deep Black ceramic finish
- Headrests with i8 embossing*

£12,200

Not with 7Y8/7Y9

KEY ■ Included in package □ No cost option

* Headrests with i8 embossing only with upholstery NGCJ.

** Seat belts alternatively available in Black if preferred.

STANDARD EQUIPMENT HIGHLIGHTS.

Engines and Transmission

- eDrive mode for pure electric driving
- Electric motor, front, with two-speed transmission
- Petrol engine, rear, with six-speed automatic transmission and Sport mode

Safety and Technology

- Adaptive LED Headlights
- Cruise control with braking function
- Electronic display of drivetrain information, battery range and temperature
- Head-up Display including telephone and entertainment lists
- Park Distance Control (PDC) front and rear
- Rain sensor with automatic headlight activation

Exterior equipment

- Carbon-fibre reinforced plastic (CFRP) roof
- Dihedral doors
- Exterior mirrors – folding, automatically dimming
- Sophisto Grey metallic paintwork with contrast accent

Seats

- Child seat ISOFIX attachment, two in rear
- Seat adjustment – front, electric
- Seat heating, front

Interior Equipment

- Ambient interior lighting
- Armrest, front
- Automatic air conditioning with auxiliary function and extended features
- Extended storage
- Fuel tank, 42 litres
- Instrument panel, leather
- Interior and exterior mirrors with automatic anti-dazzle function
- Interior trim, Amido metallic
- Interior world, Neso
- Mobility kit
- Multi-function controls for steering wheel
- Power sockets, 12V, two
- Sport multi-function leather steering wheel with gearshift paddles, Black with Satin Silver accent
- Tailgate release button
- Velour floor mats, Anthracite
- Welcome lights, LED
- Windows, heat-insulated, green tinted all round
- Windscreen washer jets, heated



Audio and Communication

- 20GB hard disc drive memory
- Auxiliary input for auxiliary playing devices
- ConnectedDrive Services comprising:
 - BMW Apps
 - BMW Emergency Call
 - BMW TeleServices
 - BMW Online Services
 - Real Time Traffic Information
 - Information Plus
 - Remote Services
- Control display – 8.8"
- DAB digital radio
- Enhanced Bluetooth telephone preparation with USB audio interface and Voice Control
- iDrive Touch Controller with shortcut buttons
- Loudspeaker system – BMW Advanced
- Multi-functional Instrument panel
- Navigation system – BMW Professional Multimedia

Wheels and Chassis

- 20" light alloy BMW i Turbine-spoke style 444
- Black brake calipers
- Drive Performance Control with ECO PRO and Comfort modes
- Electric Power Steering
- Electro-mechanical parking brake
- Mobility tyre sealing system
- Tyre Pressure Monitor
- Variable Damper Control





OPTIONAL EQUIPMENT.

Exterior Paintwork

<input type="checkbox"/>	Sophisto Grey, metallic with Frozen Grey accent	£0
<input type="checkbox"/>	Sophisto Grey, metallic with BMW i Blue accent	£0
<input type="checkbox"/>	Ionic Silver, metallic with BMW i Blue accent	£450
<input type="checkbox"/>	Protonic Blue, metallic with Frozen Grey accent	£450
<input type="checkbox"/>	Crystal White, pearl effect with Frozen Grey accent	£1,350
<input type="checkbox"/>	Crystal White, pearl effect with BMW i Blue accent	£1,350

Safety and Technology

<input type="checkbox"/>	4U9 eDrive exterior sound	£85
<input type="checkbox"/>	5AS Driving Assistant with Surround-view, Speed limit display & High-beam Assistant	£1,490

Exterior Equipment

<input type="checkbox"/>	322 Comfort Access	£795
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Interior Equipment

<input type="checkbox"/>	319 Universal remote control ¹	£200
<input type="checkbox"/>	4AA Headlining, Anthracite ^{2,3}	£295

Seats

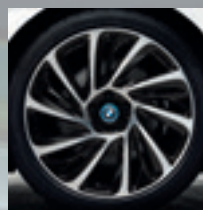
<input type="checkbox"/>	4FG Seat belts, BMW i Blue ^{2,3}	£310
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Audio and Communication

<input type="checkbox"/>	674 Loudspeaker system – harman/kardon ³	£895
<input type="checkbox"/>	6AR Internet	£95
<input type="checkbox"/>	6FV Online Entertainment	£325 ⁴

Light Alloy Wheels

<input type="checkbox"/>	2W8 20" BMW i W-spoke style 470 ³	£1,150
<input type="checkbox"/>	2HP 20" BMW i Turbine-spoke style 625 ³	£1,380



Supplementary Options

<input type="checkbox"/>	BMW Service Inclusive ⁵	£1,000
<input type="checkbox"/>	BMW Service Inclusive Plus ⁵	£2,400
<input type="checkbox"/>	BMW Trackstar ⁶	£147.50

¹ = To confirm capability of devices please refer to www.homelink.com

² = Included in 7Y9 / 7XV.

³ = £0 in combination with 7XV.

⁴ = In combination with 674 / 7XV, Online Entertainment is available at £190.

⁵ = Terms and Conditions apply, find out more online at www.bmw.co.uk/serviceinclusive

⁶ = Annual price, excludes fitment and subscription. Please consult your BMW i Agent for further details.



BMW i CONNECTED DRIVE SERVICES.

1. General information

BMW (UK) Limited of Ellesfield Avenue, Bracknell, Berkshire, RG12 8TA (hereafter referred to as "BMW") provides the customer with vehicle specific information and support services under the name "BMW ConnectedDrive" (hereinafter referred to as "Services"). Except where the following description of the individual Services explicitly states otherwise, BMW does not collect, store or process customer data for the Services listed here. For the provision of Services for which the collection, storage and processing of personal data is necessary, the customer shall be informed in advance in order to obtain his/her consent. Services are provided by means of a SIM card installed in the vehicle. Call and data connection costs are included in the price of the Services. Insofar as it is necessary for the substantive organisation and utilisation of the Services BMW collects, stores and processes vehicle related data within the legal stipulations.

2. BMW ConnectedDrive basic Services

The BMW ConnectedDrive basic Services "TeleServices" (6AE) and "BMW Emergency Call" (6AC) have already been activated at the point of vehicle transfer.

a. TeleServices (6AE)

The "TeleServices" Service ensures the mobility of the customer. If required or when triggered or commissioned by the customer, the vehicle's technical data (e.g. service information concerning wear parts, vehicle status information such as check control notifications, battery charge status, data for identifying and locating the vehicle in the event of a breakdown) shall be transferred to BMW. In the event that a service is required, these items of data shall be forwarded to the responsible service partner, BMW Mobile Care or respective service providers for the purposes of making contact and arranging an appointment, where they shall be retained until all procedures have been properly completed. Beyond this, no data shall be forwarded to third parties. On occasion technical data shall be transferred from the vehicle to BMW where it shall be evaluated to aid the further development of BMW products. This is known as the "Teleservice Report". This data is exclusively technical, vehicle related data. Other data such as positioning data shall not be transferred as part of the "Teleservice Report". The "TeleService Battery Guard" continuously monitors the battery charge status of the vehicle. If the battery charge status falls below a fixed value, the responsible service partner will be informed. The responsible service partner will then contact the customer if necessary to arrange a service appointment.

b. BMW Emergency Call (6AC)

The vehicle's identification and location is required for the use of the "BMW Emergency Call", and it is also necessary to transmit the information required to provide assistance to the respective emergency service centre. The user's request and the data required may be transmitted to service providers commissioned by BMW to provide the Service – in that case, these items of data shall only be used to help provide the Service and shall be retained until all procedures have been properly completed. Beyond this, no data shall be forwarded to third parties.

3. BMW Online Services (6AK)

The "BMW Online" (6AK) Service is activated for 36 months after first registration. The customer can extend the Service for an additional charge beyond the initial free-of-charge period via the BMW ConnectedDrive Customer Portal.

The vehicle's identification is required for the use of the Service and it shall also be necessary to process the information required to provide assistance. The data shall then be deleted. When Points of Interest queries are used, the customer request may be transmitted to service providers commissioned by BMW to provide the Service – in that case, these items of data shall only be used to help provide the Service and shall be retained until all procedures have been properly completed. The data shall then be deleted. Beyond this, no data shall be forwarded to third parties.

4. Information Plus (6AN)

The "Information Plus" (6AN) Service is activated for 36 months after first registration. The customer can extend the Service for an additional charge beyond the initial free-of-charge period via the BMW ConnectedDrive Customer Portal.

To use the Service, the customer is connected to the BMW call centre at the push of a button using the integrated telephone unit. In this way, data concerning the vehicle's identification, location and – if route guidance is activated – the selected route may be transmitted to the service providers commissioned by BMW to provide the Service – in that case, this data shall only be used to help process the provision of the Service and shall be retained until all procedures have been properly completed. The data shall then be deleted. Beyond this, no data shall be forwarded to third parties.

5. Real Time Traffic Information (6AM)

The "Real Time Traffic Information" (6AM) Service is activated for 36 months after first registration. The customer can extend the Service for an additional charge beyond the initial free-of-charge period via the BMW ConnectedDrive Customer Portal.

The traffic information required for the Service is calculated by a variety of means including using what is known as Floating Car Data. In this sense, every ConnectedDrive capable BMW functions as a "mobile traffic reporter" (Floating Car). The individual position and sensor data of the vehicle calculated during the trip is transferred – completely anonymously – to BMW and a service provider together with up-to-date time information.

6. Internet (6AR)

The "Internet" (6AR) Service runs for a period of one year after the vehicle's first registration. The customer can extend the Service for an additional charge beyond the initial free-of-charge period via the BMW ConnectedDrive Customer Portal.

7. Remote Services (6AP)

Use of the "Remote Services" (6AP) either upon request to BMW Customer Support or via the "BMW i Remote" smartphone application requires registration in the BMW ConnectedDrive Customer Portal.

8. Availability of the Service

The complete range of Services is only available for customers whose vehicles are approved in United Kingdom, and only within United Kingdom.

"BMW Emergency Call" (6AC) is available to customers in United Kingdom, Germany, Austria, Italy, France, the Netherlands, Switzerland, Belgium, Republic of Ireland, Spain, Portugal, Sweden and Norway. "TeleServices" (6AE), "Information Plus" (6AN), "Remote Services" (6AP) and "BMW Online" (6AK) can be accessed on any mobile communication network in Europe. When used abroad, the range and characteristics of the service may vary from the range and characteristics described above and may vary from country to country. "Real Time Traffic Information" (6AM) is available in United Kingdom, Germany, Austria, Italy, France, the Netherlands, Switzerland, Belgium, Republic of Ireland, Spain, Portugal, Sweden and Norway. The "Internet" (6AR) service is only available in United Kingdom.

9. Deactivation

The customer may have the BMW ConnectedDrive basic Services "TeleServices" (6AE) and "BMW Emergency Call" (6AC) deactivated at any time at an authorised BMW i Agent or BMW i Service Authorised Workshop. Deactivation of this Service will also deactivate the SIM card installed in the vehicle. This results in the Emergency Call in the vehicle also not functioning. The other Services can also be deactivated by the customer (from August 2014) via the BMW ConnectedDrive Customer Portal ("My BMW ConnectedDrive").

For further information on BMW ConnectedDrive and the General Terms and Conditions of Service for ConnectedDrive, please see:

www.bmw.co.uk/connecteddrive-information

The BMW ConnectedDrive Hotline is available on:
+44 (0) 800 561 0555 from Monday to Sunday, 9:00 – 18:00.

More about BMW

Tel. 0800 325 600
www.bmw.co.uk



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