* Special edition BMW i3 based on the timeless design of a tuxedo
* Individually painted by master craftsmen
* Includes an exclusive MR PORTER essentials travel kit

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|  | Media Information |
|  | 16 February, 2016 |
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|  | **BMW i launches limited edition i3 inspired by MR PORTER** |

BMW i has partnered with MR PORTER.COM, the award-winning online destination for men’s style, to design and produce a one-of-a-kind, limited edition BMW i3.

Inspired by timeless style and enriched with contemporary features, the design teams from both BMW i and MR PORTER have combined their expertise to create a sleek and sophisticated car with a very unique aesthetic.

Reminiscent of the classic tuxedo, one of the most stylish garments in menswear, the limited edition BMW i3 comes with an elegant exterior in tuxedo blue specially developed for this version. Distinctive features on each of the numbered editions have been handcrafted to ensure a completely unique finish, much like in made-to-measure tailoring: the individual painting, and the white accent running the length of the chassis – which can be associated with the pinstripe suit – are hand painted by master craftsmen.

Stefan Ponikva, Head of BMW i Brand Management said: “The BMW i3 represents the effortless merging of sustainability and cutting-edge style. Our dedication to technological innovation, superior quality and first class design concepts that go beyond the ordinary, meant this collaboration with MR PORTER captured our imagination instantly.”

“At MR PORTER we give our customers the global best in men’s style across many categories, so this collaboration with BMW, the best in class in the automotive industry, felt like a bold but natural step. We relish the opportunity to be first to market for projects such as this” said Mr Toby Bateman, Managing Director, MR PORTER.

Running on electric power and therefore emission-free, the MR PORTER-inspired BMW i3 offers the same award-winning driving experience – sporting driving characteristics and excellent agility, while being near-silent in motion.

The BMW i3 generates an output of 170hp, with peak torque of 250Nm on demand instantly. This allows the BMW i3 to sprint from zero to 37mph in a mere 3.7 seconds and zero to 62mph in just 7.2 seconds, while the lithium-ion battery gives a range of 80 –100 miles in everyday driving. This rises by approximately 15 per cent in ECO PRO mode and by the same again in ECO PRO+ mode.

The car comes complete with a MR PORTER Essentials Travel Kit that consists of a BMW i leather holdall and four items exclusive to MR PORTER: a black and white London undercover umbrella, a special edition Leica camera, Cutler & Gross sunglasses, Lock & Co bowler hat and a bespoke edition of Phaidon *City Guide Book*.

To celebrate MR PORTER’s fifth anniversary a limited number of BMW i3 cars will be available to purchase in the UK. It will be priced at £43,500 OTR and orders can be placed from 18th February 2016 from the website below.

Customers can sign up and register interest at: <http://www.mrporter.com/mens/designers/bmwi>

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

**Ends**

**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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.

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

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

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

**About MR PORTER.COM**

MR PORTER launched in February 2011 and has established itself as the award-winning global retail destination for men’s style, combining unparalleled product offering from the world’s best menswear brands including Brioni, Givenchy, Gucci, Lanvin, ACNE Studios, Burberry Prorsum, Paul Smith, Slowear, and Saint Laurent alongside fine watches, over 32 specialist grooming brands and most recently MR PORTER SPORT – a dedicated sport and performance category that encompasses technical and stylish wares suited to nine disciplines. MR PORTER publishes unmatched content through its weekly shoppable digital magazine, The Journal and its bi-monthly newspaper, The MR PORTER Post, both powered by MRPORTER.COM. MR PORTER champions unparalleled customer service with express worldwide shipping to more than 170 countries including same-day delivery to New York and London and next day delivery to the UK, US, Germany and France, a seamless shopping experience across mobile, tablet, desktop, email and telephone, signature white and black packaging, easy returns and a multi-lingual customer care and personal shopping team that are available 24/7, 365 days a year.

www.mrporter.com

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