



Media Information

23 May, 2016

New BMW Individual Exterior Paint Programme for the i8

- Wide range of new and exciting BMW Individual paintwork colours now offered on the BMW i8.
- New addition of Black W-Spoke alloy wheels available as part of the programme.
- Available in the UK only.
- Priced from £5,495 and available at all BMW i Agents.

BMW UK is extending its program of exterior paint finishes for the BMW i8 model with an extensive array of new colours. As part of the BMW Individual collection, customers will be able to choose from a multitude of extraordinary paint finishes which not only complements the BMW i8s styling but also reflects the personal style of the customer. The new colours include: Java Green, Speed Yellow, Solar Orange, Twilight Purple Pearl, Frozen Grey, Frozen Black, San Marino Blue and Grigio Telesto Pearl to name just a few.

A variety of finishes are available including non-metallic, metallic or Xirallic, which uses a mixture of synthetic mica or aluminium flakes to produce scintillating effects.

Even more striking is the matt finish of the frozen paintwork which has a unique shimmer, making the contours of the BMW i8 even more striking and underlining the sculptural character of the vehicle. The addition of the new BMW Individual paint programme for the BMW i8 follows the success of the early orders for the Protonic Red limited edition and is bespoke to the UK.

Commenting on the i8 BMW Individual Exterior Paint Programme, Richard Hudson, Sales Director for BMW UK, said: "The BMW i8 embodies the accomplished vision of a modern and sustainable sports car. The new paintwork colours not only complement the BMW i8s emotive styling and design, they also work harmoniously with the BMW i brand and provide customers with exclusive personalised options."

With over 1,400 BMW i8s sold in the UK since the launch in 2014, the BMW i8 has gone from strength to strength, picking up many accolades along the way including Top

BMW Group Company

Postal Address
BMW (UK) Ltd.
Summit One
Summit Avenue
Farnborough
GU14 0FB

Telephone
01252 920000

Fax
01252 920001

Internet
www.bmw.co.uk

BMW

United Kingdom

Corporate Communications

Media Information

Date 23 May, 2016

Subject New BMW Individual Exterior Paint Programme for the i8

Page 2

Gear Car of the year in 2014, 2015 UK Car of the Year and World Green Car Award to name a few.

With its clever hybrid drivetrain, the i8 boasts an output of 362hp and can also cover up to 23 miles in electric only mode. It also takes BMW's EfficientDynamics philosophy to a new high, posting emissions of just 49g/km and a combined consumption figure of 134.5mpg in the process.

Model	Power Hp	Torque Nm	0 – 62mph Seconds	Top Speed Mph	CO2 Emissions g/km	Price OTR
BMW i8	362*	570*	4.4	155**	49	£104,540

*Combined system output

** Electronically-limited

The new i8 BMW Individual Exterior Paint Programme is available with immediate effect priced from £5,495 and available at all BMW i Agents.

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 31 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 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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.

Facebook: [BMW UK](#)

Twitter: [@BMW_UK](#)

Instagram: [BMWUK](#)

LinkedIn: [BMW Group UK Limited](#)

BMW

United Kingdom

Corporate Communications

Media Information

Date 23 May, 2016

Subject New BMW Individual Exterior Paint Programme for the i8

Page 3

YouTube: [BMW UK](#)

For further information please contact:

Lauren Prema BMW Media Relations Executive
Tel: 07815 370746
Email: Lauren.Prema@bmw.co.uk

Gavin Ward BMW Media Relations Manager
Tel: 01252 921261
Email: Gavin.Ward@bmw.co.uk

Piers Scott General Manager, Product and Internal Communications
Tel: 01252 921265
Email: Piers.Scott@bmw.co.uk

Graham Biggs Corporate Communications Director
Tel: 01252 921256
Email: Graham.Biggs@bmw.co.uk