

BMW i8 ROADSTER - NATIONAL PRESS LAUNCH.



31 July 2018.

**BMW
GROUP**

THE NEXT
100 YEARS



Rolls-Royce
Motor Cars Limited

BMW i - THE JOURNEY SO FAR.



2007

The board assigns project i to rethink the BMW traditional car business.

2008

Launch of MINI E and largest field trial in automotive history to help defining the optimum electric car.

2011

Launch of BMW i brand name.

World premiere of BMW i3 and BMW i8 concept vehicles @ IAA.

2013

World premiere of BMW i3 and BMW i8 production models @ IAA. They look very much identical to the former concept vehicles.

Start of BMW i3 production and market launch. Ever since the BMW i3 is the most successful compact-BEV in the premium segment worldwide.

2014

Start of BMW i8 series production and market launch. Ever since the BMW i8 is the most successful hybrid sports car in the world.

2015

BMW i3 and i8 become most awarded cars in history.

Transfer of BMW i technologies into BMW and starts, e.g. eDrive, Connected App.

Launch of BMW i3 @ DriveNow to give the broad public an easy first entry into eMobility.

Market shares of BMW i in the electrified car segment begin exceeding those of BMW mother brand in several markets.

2016

Launch of BMW iPerformance.

Autonomously driving BMW i3 at CES.

Announcement of BMW iNext.

BMW i3 gets 50 % more battery capacity.

BMW i3 batteries sales to 3rd parties start for use in stationary battery systems.

ChargeNow, a service by BMW i, becomes largest network of charging points worldwide.

BMW i3 becomes best selling BMW model in Norway.

2017

BMW Group delivers 100.000 electrified vehicles (BEV+PHEV combined) in one year.

Sales of BMW i / iPerformance exceed those of BMW M / M Performance.

Transfer of BMW i technology eDrive into MINI PHEV starts.

Launch of BMW i3 model update and BMW i3s.

Launch of BMW EnergyServices with technology from BMW i; coupling eMobility with "Energiewende".



BMW i - THE JOURNEY SO FAR.



- The BMW Group delivered 100,000 BEV+PHEV in 2017.
By year end 2019 we expect 500,000 BMW + MINI BEV+PHEV on the road.
- The BMW i3 is still the only premium car in the compact-BEV segment.
- Market shares of BMW + MINI registrations in the BEV+PHEV combined market continue to be extremely strong.
 - Globally: 10% = Position 1 (on eye level with Tesla; far ahead of BYD, Nissan, Beijing Auto)
 - Europe: 21% = Position 1 (far ahead of VW, Mercedes, Renault, Tesla)

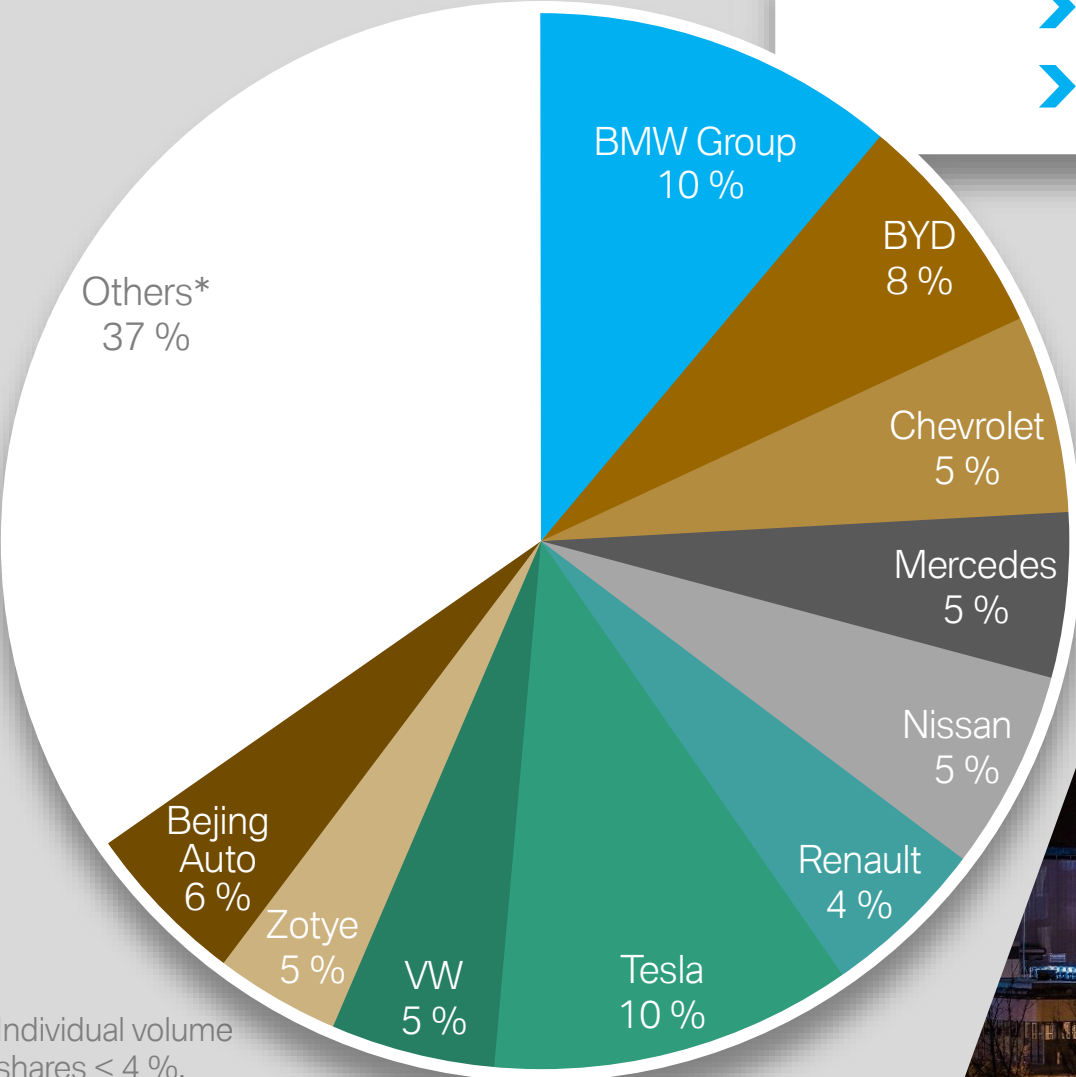
Source: POLK / IHS report 14 December 2017



GLOBAL MARKET POSITION.



- Leading by far in the traditional car industry.
- On eye level with Tesla.

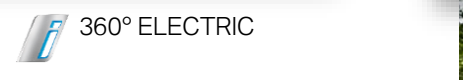
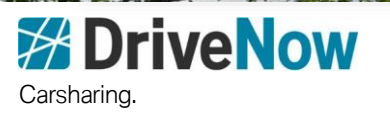
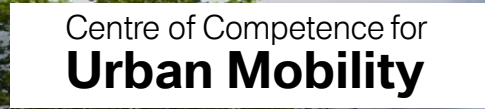


* Individual volume shares < 4 %.

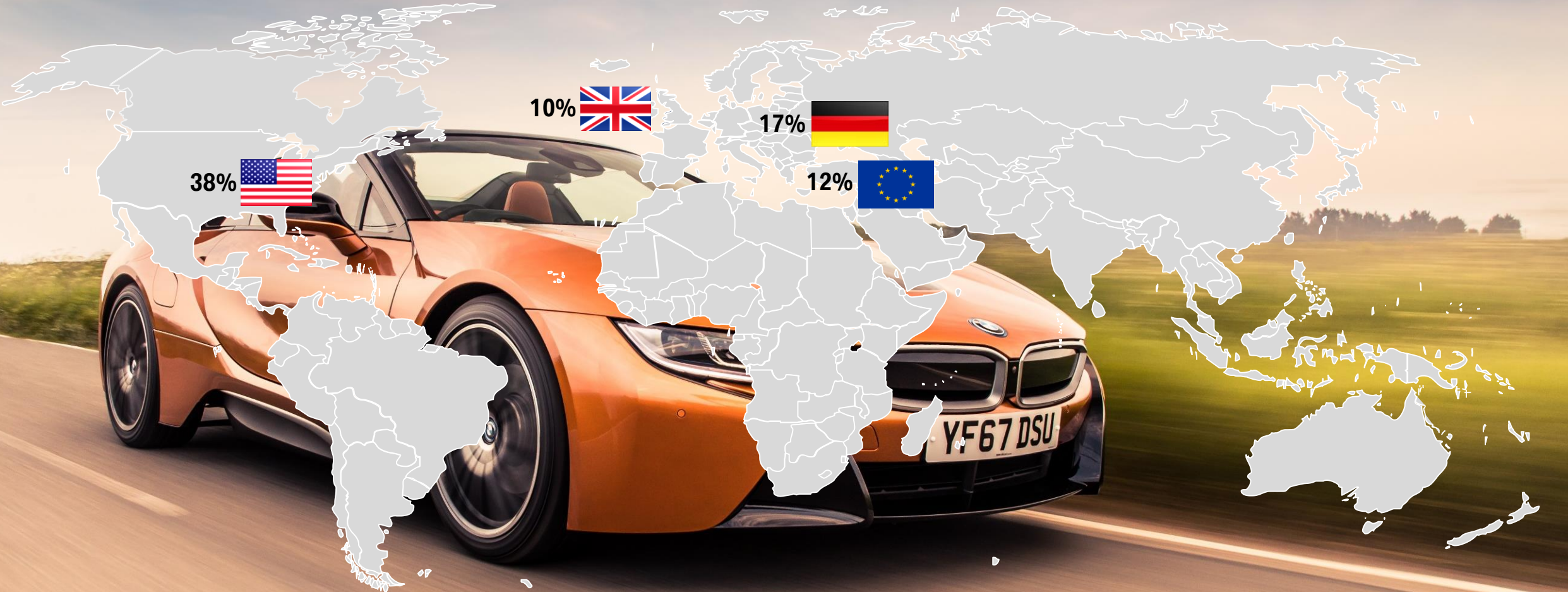


Source: IHS / POLK 14 December 2017 report; global new car registrations 2017 (BEV and PHEV combined).

BMW GROUP ECOSYSTEM FOR FUTURE MOBILITY.



BMW i8 ROADSTER – WORLDWIDE VOLUME SHARE.



BMW i8 ROADSTER – BORN ELECTRIC.



DESIGN & EQUIPMENT

ENGINEERING &
PERFORMANCE

DRIVING MODES

CHARGING



DESIGN – THE FRONT.



i8 VISUAL PROJECTOR

RE-DESIGNED AIR VENT

U-SHAPED HEADLIGHTS



DESIGN – THE SIDE.



SLEEK SILOUETTE

DI-HEDRAL DOORS

20" BI-COLOUR ALLOYS



DESIGN – THE REAR.



CONTOURED ROOF

U-SHAPED TAIL-LIGHTS

AIR DUCTS



DESIGN – INTERIOR.



NEW HEAD-UP DISPLAY

ELECTRIC SEATS

CERAMIC CONTROLS

PROFESSIONAL NAV

HARMAN/KARDON



100-LITRES STORAGE



EQUIPMENT – EXTERIOR PAINTS & WHEELS.



EXTERIOR PAINTS

Sophisto Grey – Std.

Crystal White - £1,350

NEW

E-Copper - £645

NEW

Individual Donnington Grey - £1,950



ALLOY WHEELS



20" W-spoke: Std.



20" Turbine: £0



20" Turbine: £500

NEW



20" Radial Jet Black: £350

NEW



20" Radial Bi-Colour: £500

EQUIPMENT – UPHOLSTERIES.



CARPO (Std.)



HALO (£2,150)



NEW

ACCARO (£2,750)



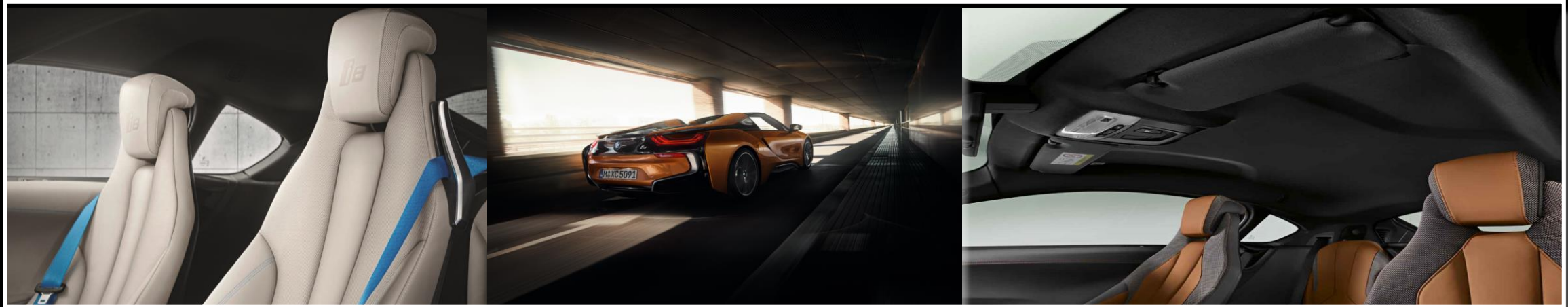
EQUIPMENT – STANDARD EQUIPMENT.



Multi-function steering wheel
Brake calipers with i8 designation
Display key
Comfort Access
Electric, memory and heated seats
Ceramic surround for controls
20" W-spoke style alloy wheels

PDC – Front and rear
Ambient lighting & external i8 Visual Projection
Professional navigation system
Head-up display
Harman Kardon Loudspeaker system
Wireless mobile charging & WIFI hotspot
Travel package

EQUIPMENT – OPTIONAL EQUIPMENT.



BMW i blue seats belts - £310

BMW Laserlights - £5,100

Apple CarPlay - £235

Online entertainment - £160

Accaro upholstery upgrade - £2,750

eDRIVE exterior sound - £85

Halo upholstery upgrade - £2,150

Aerodynamics pack - £625

Carbon-fibre interior trim - £1,600

Ext. paint (exc. Sophisto Grey): £645-£1950

Alloy wheels (exc. 20" W-spoke): £0-£500

ENGINEERING – LIFEDRIVE ARCHITECTURE.



ALUMINIUM DRIVE MODULE

CFRP LIFE CELL

LITHIUM ION BATTERY



ENGINEERING – POWERTRAIN & PERFORMANCE.



3-CYL 1.5l ENGINE 231hp

eDRIVE – 143hp

374hp / 0-62MPH - 4.6s

141mpg (COMB) / 46g/km

DRIVING MODES – THREE MODES & eDRIVE.



ECO-PRO (+eDRIVE)



COMFORT (+eDRIVE)



SPORT



CHARGING – HOME & PUBLIC CHARGING.



HOME-CHARGING

WALL-BOX

CHARGEMASTER



BMW i8 ROADSTER – PRICING.



AVAILABLE OTR FOR:
£124,735

BMW i8 ROADSTER.
THANK YOU FOR LISTENING.

