



Media Information
30 March, 2021

Pioneering BMW i3 and BMW i3s pricing realigned in the UK.

- New price ensures customers benefit from the UK Government Plug-In Car Grant
- Prices starts from £33,805 OTR for the BMW i3 and £34,805 OTR for the BMW i3s.
- BMW i3 continues to play a pioneering role in the BMW brand's electrification strategy

BMW UK has announced a pricing realignment for the BMW i3 and BMW i3s to ensure that customers can continue to benefit from the UK Government Plug In Car Grant (PiCG) following the redefinition of the grant on 18 March 2021.

On the road pricing before grant for the BMW i3 120Ah now starts at £33,805 and £34,805 for the sporty BMW i3s120Ah. There have been no changes to the high levels of standard specification offered on either model.

The [PiCG](#) offers consumers up to £2,500 off the retail price of vehicles that have CO2 emissions of less than 50g/km and can travel at least 70 miles without any tailpipe emissions and a retail price of £35,000 or less. The all-electric BMW i3 has a range of 182-190 miles (WLTP) (173-150 miles WLTP for the BMW i3s).

The BMW i3 has been a runaway success since its UK market launch in 2013. With sales growing exponentially, over 22,000 examples are now on British roads. That upwards sales trend continued in 2020 – a year where the UK car market shrunk by almost 30% overall. Since 2013, over 200,000 models have been manufactured and sold worldwide making BMW i3 the world's most successful electric vehicle in the premium compact segment.

Built with sustainability in mind, the BMW i3 is an innovation driver for electric mobility and lightweight manufacturing techniques at BMW Group. This knowhow has been incorporated into the fifth generation of BMW eDrive technology that makes its UK debut in the BMW iX3 from July 2021. BMW iX and BMW i4 will also come to market in the UK before the end of 2021.

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BMW Group will have 13 all-electric models on the road from 2023 when at least one all-electric model will be offered in approximately 90 percent of the company's current market segments. Sales of the company's fully-electric models are expected to grow by over 50 percent per year in the coming years and the company will deliver around two million all-electric vehicles globally by the end of 2025.

For further information about the BMW i3 and i3s, please visit

www.bmw.co.uk/i3

Ends

Fuel consumption, CO2 emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The details marked * have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions.

For further details of the official fuel consumption figures and official specific CO2 emissions of new cars, please refer to the "Manual on fuel consumption, CO2 emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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