

BMW Group

U.S. Press Information

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BMW i3 Pricing Announced.

US Manufacturer's Suggested Retail Price just \$41,350

The Ultimate Driving Machine® in a new era of sustainability

Woodcliff Lake, NJ – 3:00 am EDT/12:00 am PDT July 22, 2013... BMW today announced pricing for the ground-breaking BMW i3 electric vehicle. The Manufacturer's Suggested Retail Price (without Destination & Handling) in the US will be \$41,350, before any federal or state incentives. The Destination & Handling fee in the US is currently \$925.

"The BMW i3 heralds the dawn of a new era for individual mobility and for the BMW Group. True to a genuine BMW, the BMW i3 has strong emotional appeal, outstanding product substance and a guarantee of sheer driving pleasure," said Ian Robertson, Member of the Board of Management, Sales and Marketing BMW. "With this leading-edge vehicle and attractive price, we will provide customers with a compelling offer for electromobility."

The BMW i3's 170 horsepower and 184 lb-ft of torque hybrid-synchronous electric motor, developed and produced by BMW, is electrified by a 22-kWh lithium-ion battery, good for 80-100 miles of emission-free driving. Designed from the ground up to be an electric car, the BMW i3 uses the Industry's first mass produced carbon fiber reinforced plastic (CFRP) passenger cell mounted on an aluminum chassis.

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The BMW i3 will offer interior space comparable to the legendary BMW 3 Series on a shorter overall body. Its 32.3-foot turning circle and a relatively long wheelbase make it agile and engaging to drive, yet ideally suited to driving in dense urban areas.

Quick and convenient charging is possible either with the home charging station supplied by BMW i or at any public charging station that uses a Level 2 SAE J1772 charging system. DC fast charging, using the SAE DC Combo-Fast Charger, will be available as an option. From a public fast-charging station, it will provide an 80 percent charge from a fully depleted battery in just 20 minutes.

BMW i's commitment to sustainable urban mobility encompasses the i3 production facilities, where hydro-electric, wind and solar power are used to power the CFRP production facilities in Moses Lake, Washington and the Leipzig, Germany assembly line. Sustainable materials are also used for the BMW i3 interior upholstery and trim.

The BMW i3 will make its world debut at three simultaneous events in New York, London and Beijing on Monday, July 29. It will arrive in US showrooms in the second quarter of 2014.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI passenger car dealers, and 34 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:
www.bmwgroupna.com

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