



ONE WAY

6th St

BMW i3
BMW i8



The Ultimate
Driving Machine.®

FUELED BY INNOVATION.

BMW i. BORN ELECTRIC.

bmwusa.com/bmwi

THE ULTIMATE DRIVING MACHINE® MEETS THE ULTIMATE GOAL: SUSTAINABILITY.



What happens when you get behind the wheel of an electric drive Ultimate Driving Machine? Touch the START/STOP button – two flat-panel instrument displays spring to life and a new driving lifestyle begins. Press the accelerator pedal and you surge forward. In that instant, torque is powerfully evident. Release the accelerator pedal and feel the instant braking effect of Brake Energy Recuperation. The handling, thanks to near-perfect 50/50 weight distribution and the low center of gravity, is precise and confident. The view out through expansive windows: panoramic. The feeling inside: relaxed, easy-going, vibrant. Welcome to a new personal mobility lifestyle. Welcome to BMW i.



Premium quality and high performance with a focus on sustainability.

BMW i: an innovative new automotive brand combining premium quality and high performance with a focus on sustainability. The BMW i3 is the first production car from BMW to be designed from the ground up as an electric drive vehicle, not a retrofit of an existing gasoline-fueled model. Followed by the BMW i8 – a plug-in hybrid offering truly exhilarating sports-car performance with the advantage of small-car levels of fuel consumption and emissions.



WE REFUSED TO RECYCLE OLD THINKING.

To accommodate the battery size that was required to provide practical, electrically driven range, our engineers went on a quest to greatly reduce the weight of the body and chassis. Thus, the concept of LifeDrive architecture was born. This innovative vehicle construction consists of two separate functional units.

The upper Life module is a high-strength yet extremely light passenger module made primarily from molded carbon-fiber-reinforced plastic (CFRP).

The lower Drive module is made from aluminum and integrates the battery, electric drivetrain, suspension and crash-absorption components.

The LifeDrive provides the foundation of the premium driving experience you would expect of any BMW, in an advanced electric drive car.







eDRIVE POWER: PROOF THAT PRESERVING THE PLANET IS FUN, TOO.

Step in and step on it. Then prepare to be pushed back in your seat instantly, silently. This unique sensation comes from the instantaneous torque that only the advanced electric drive powertrain of eDrive can deliver. eDrive technology also has the advantage of One Pedal driving. Press the accelerator pedal and it rapidly pours on consistent, forward thrust. The instant you release the accelerator pedal – before even touching the brake – Brake Energy Recuperation briskly slows you down, recuperating and storing brake energy back in the battery. This firm, low-speed One Pedal braking effect allows you to use the accelerator pedal to speed up and slow down in traffic – perfect for driving in urban environments.

BMW developed eDrive through years of research followed by real-world testing by thousands of drivers over three continents. It's proven and ready to provide a singular driving experience so gratifying, you'll want to stay electrified.

360° ELECTRIC™ HELPS YOU CHARGE UP, NO MATTER WHERE YOU TRAVEL.

With electric drive you move in a new world where a pump nozzle is replaced by a charging station. To help make your electric mobility lifestyle enjoyable, we offer 360° Electric – a range of charging and mobility products and services for home and away.

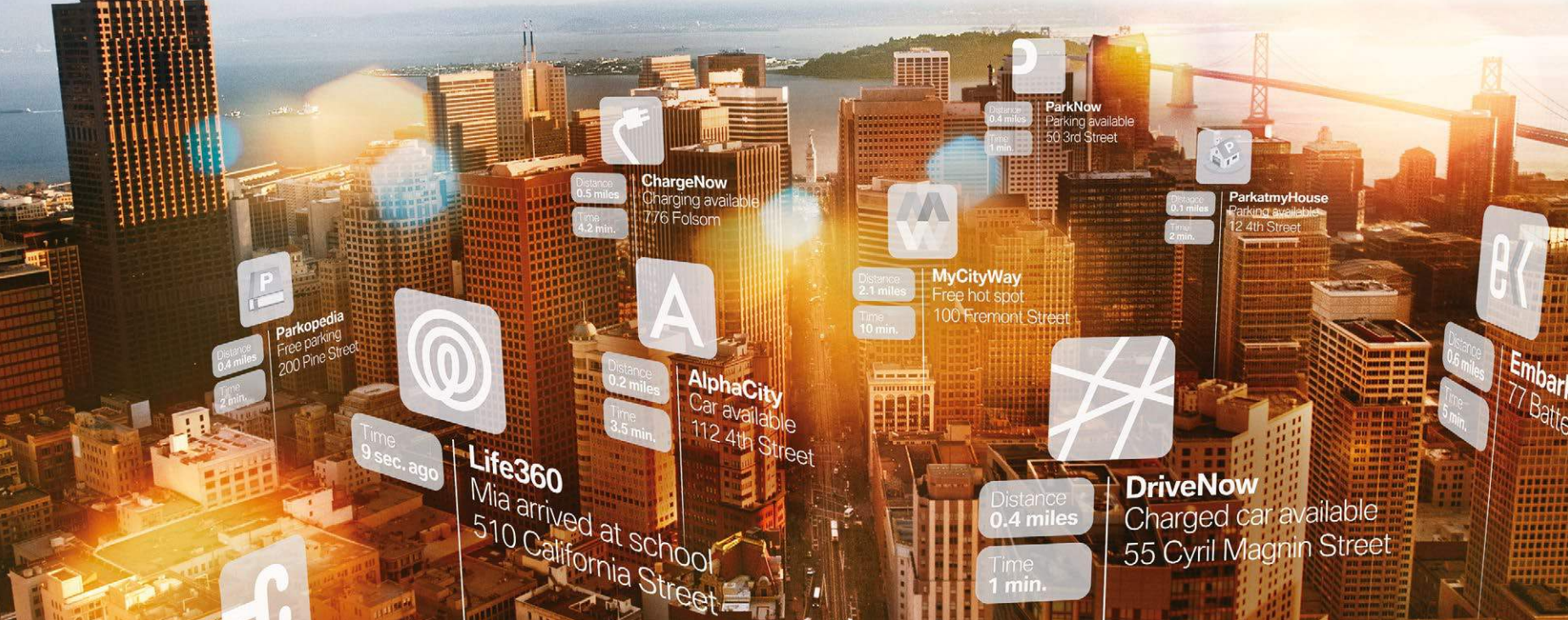
If you have a private parking space at home, we offer a home charging station that can fully recharge the BMW i3 in approximately 3.5 hours. Through our Installation Services program, our charging station installation partner, Bosch, can send a qualified electrician to install the BMW i Charging Station for you. Customers can also generate their own clean, renewable solar energy through SolarCity.¹ BMW i vehicles also come standard with an occasional use cable, which you can plug into an ordinary 120-volt outlet.

For drivers on the road or without a home charging station, BMW offers ChargeNow to give customers access to a network of public charging stations on the ChargePoint network – the largest public charging network in the U.S. and Canada. Additionally, the BMW i Remote App and Navigation Professional Technology Package deliver BMW ConnectedDrive® services. ConnectedDrive enables you to locate the nearest available public charging stations, as well as monitor your charging station remotely, so you know when your BMW i vehicle is ready to drive.

¹ For more information, visit solarcity.com/bmw.

Click **here** to get the latest information on the standard and optional features, packages and technical specifications of the BMW or BMW i model of your choice.





WE'RE WITH YOU. EVERY MILE. EVERY DAY.

Drive with the confidence of a mobility ecosystem to cover almost any situation.

You'll have the peace of mind that comes with the support of BMW Assist,TM which includes a response specialist available 24/7. 360° ELECTRICTM also offers DriveNow, a car sharing service that can provide a BMW for your use when traveling far from home. And with BMW ConnectedDrive[®], you'll have access to a live agent who can guide you to restaurants, points of interest and the nearest charging stations as well as arrange for BMW Roadside Assistance. Combining an integrated wireless phone for communication and a Global Positioning System (GPS) satellite receiver to determine your vehicle's location, the BMW AssistTM system conveniently helps to deliver both occupant security and peace of mind.

Your smartphone and tablet also add to the confidence equation. The BMW i Remote App keeps you connected to your BMW i3 or i8, monitoring battery level, charging status and other charging-related functions, like heating and air conditioning. The app can also provide your car's location, precondition, lock doors, honk the horn or flash the lights.

Click [here](#) to get the latest information on the standard and optional features, packages and technical specifications of the BMW or BMW i model of your choice.



EXERCISE YOUR POWER TO CHOOSE.

BMW i3 all-electric vehicle.

The BMW i3 is designed and built from the ground up as an electric drive vehicle. Thanks to its ultra-lightweight and strong LifeDrive architecture, coupled with an advanced battery system, cutting-edge controls and high-efficiency electric motors, the BMW i3 has a real-world range of 70–110 miles with a lively 0–60 mph time of 7 seconds.¹ Charging time is approximately 3.5 hours at 240 volts, 30 amps. The BMW i3 features Brake Energy Recuperation – which, when you lift off the accelerator pedal, converts that kinetic energy into electricity that is fed back into battery storage to help enhance overall range.

¹ BMW AG preliminary test results. BMW urges you to obey all posted speed laws and always wear safety belts.



BMW i3 with Range Extender.

The BMW i3 is the only electric drive vehicle that offers both full-battery and Range Extender versions. The Range Extender applies BMW's decades of experience with small internal combustion engines by adding a lightweight and efficient two-cylinder gasoline engine to the BMW i3. When the initial charge is depleted to approximately five percent, the Range Extender starts, seamlessly and smoothly, to maintain the battery's state of charge. This adds 50-75 miles per fill-up of the 1.9 gallon tank. Unlike other hybrid systems, the engine only produces electricity to charge the battery; it never directly drives the wheels. And, of course, it benefits from the added range-extending advantages of Brake Energy Recuperation.

Note: Based on BMW NA test results of real-world driving.







ITS ONLY EXCESS IS EXCITEMENT.

The BMW i3: a unique combination of elegance, luxury, performance and sustainability.



You feel it the moment you set eyes on the BMW i3, with its sporty black-band top that stretches from hood to tailgate. The shape is wind tunnel-tuned for optimum aerodynamic, low-drag performance. Coach-style doors are hinged at the outer edges to open wide to the sides and welcome you in, without a center pillar to obstruct. Inside, the stunning light-filled interior maximizes space by structuring lines and surfaces into layers. There's no center tunnel, opening the way for passengers to exit through the opposite door in tight spots. The driver's seat is located higher to provide a more commanding view of the road. A place for cups? Two in front, two in back. A place for luggage? Split-folding rear seats accommodate two passengers or fold down to stow more cargo. Renewable natural fibers and materials are applied throughout the compartment. Inside and out, we designed the BMW i3 with the conviction that saving our environment needn't be boring. It can, actually, be fun.

DISCOVER DYNAMIC NEW WORLDS.

With the BMW i3, it's easy to select an interior and exterior World to suit your driving style.

The base Mega World comes with 19-inch Star Spoke (Style 427) BMW i light alloy wheels; seats upholstered in Mega Carum Spice Gray SensaTec and Cloth®; BMW Assist eCall™ Remote Services and BMW TeleService®; a 7.4 kW on-board charger, as well as available LED Headlights and BMW Navigation system.



The next level is Giga World, with all Mega World features plus 19-inch Turbine (Style 429) BMW i light alloy wheels, seats upholstered in Giga Cassia Natural Leather and Carum Spice Gray Wool Cloth, leather-wrapped steering wheel, Universal garage door opener, Comfort Access, and Sirius XM™ Satellite Radio.



You'll find everything from Mega and Giga Worlds in the top-of-the-line Tera World, which also adds luxurious Tera Dalbergia Brown Full Natural Leather upholstery and 19-inch Turbine (Style 428) BMW i light alloy wheels.



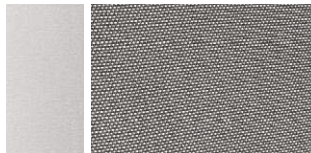
i3 Exterior paints		Accent colors	
Arravani Gray (Non-metallic)		BMW i Frozen Blue	
Capparis White (Non-metallic)		BMW i Frozen Blue	
Ionic Silver Metallic		BMW i Frozen Blue	

i3 Exterior paints		Accent colors	
Solar Orange Metallic		BMW i Frozen Gray	
Laurel Gray Metallic		BMW i Frozen Blue	
Andesite Silver Metallic		BMW i Frozen Blue	

i3 WORLDS

Mega World

Upholstery



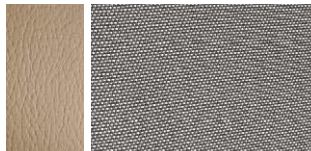
Carum Spice Gray SensaTec
and Carum Spice Gray Cloth

Wheels



Star Spoke
19" – Style 427 with all-season tires

Giga World



Cassia Natural Leather
and Carum Spice Gray Wool Cloth



Turbine Spoke
19" – Style 429 with all-season tires



Double Spoke
20" – Style 430 with mixed tires

Tera World



Dalbergia Brown
Full Natural Leather



Turbine Spoke
19" – Style 428 with all-season tires



Double Spoke
20" – Style 430 with mixed tires

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec. Wheel and tire specifications are subject to change.
Click **here** to get the latest information on the standard and optional features, packages and technical specifications of the BMW or BMW i model of your choice.

LET'S ADD EFFICIENCY TO THE DEFINITION OF SPORTS CAR.

The BMW i8: Prepare to feel an exhilaratingly unique driving experience.



Combine the matchless responsiveness and efficiency of electric drive with a powerful three-cylinder TwinPower Turbo gasoline engine and you achieve the sweet spot between sports-car excitement and small-car efficiency. The BMW i8 plug-in hybrid is agile, quick and ultra-efficient. Experience the feel of 0–60 mph in 4.2 seconds¹ and dynamic torque-vectoring four-wheel drive that results in eye-popping cornering power. Then check its amazingly low fuel consumption figures.

The i8 adapts advanced BMW eDrive technology to the level of an ultra-high-performance sports GT. You gain up to 22 miles of full battery-powered, zero-emissions range, with the ability to engage the 229-hp TwinPower Turbo three-cylinder engine on demand. The power of the electric motors and the gasoline engine can combine on demand to produce 357 hp. In this ultra-lightweight GT, hybrid meets high performance – with astounding results.

¹ BMW AG preliminary test results. BMW urges you to obey all posted speed laws and always wear safety belts.

i8 FEATURES.

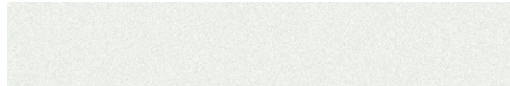
Exterior paints



Ionic Silver Metallic



Sophisto Gray Metallic



Crystal White Pearl Metallic

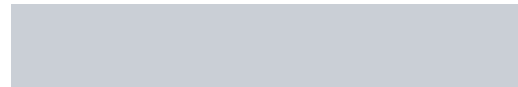


Protonic Blue Metallic

Exterior accent colors



Frozen Blue



Frozen Gray

Wheels



20" BMW i Light Alloy
W Spoke wheels,
Style 470 with mixed tires

Optional Wheels



20" BMW i Light Alloy
Turbine Wheels,
Style 625 with mixed tires

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec. Wheel and tire specifications are subject to change. Click [here](#) to get the latest information on the standard and optional features, packages and technical specifications of the BMW or BMW i model of your choice.

LET BMW FINANCIAL SERVICES HELP POWER YOUR ELECTRIC DREAMS.

Just as BMW i is more than just a form of transportation, BMW Financial Services is more than just a means to driving a vehicle.

Equally as innovative as the BMW i3 and i8 is the flexibility that BMW i drivers enjoy when financing their vehicle with BMW Financial Services. It is a company dedicated to making your BMW i ownership experience as rewarding and easy as possible, with customized lease and financing options, flexible payment plans and innovative protection products.

For more information on BMW Financial Services and the special products for BMW i owners, visit bmwusa.com/fs.

Technical data		BMW i3	BMW i3 with Range Extender
System output	hp	170	
Maximum torque	lb-ft	184	
Acceleration 0–60 mph ¹	sec	7.0	7.9
Top speed ²	mph	93	93
Fuel efficiency ¹	mpg		
Range (electric-only mode)	mi	up to 110	up to 110
Maximum range (with Range Extender)	mi		up to 185

Note: All data are provisional and subject to official confirmation. The provisional power consumption figures have been calculated based on the ECE test cycle.

¹ BMW AG preliminary test results. BMW urges you to obey all posted local speed laws and always wear safety belts. ² Top speed limited electronically.

European models shown. U.S. Importer: BMW of North America, LLC, Woodcliff Lake, NJ 07677. All illustrations and specifications contained in this brochure are based on the latest product information available at the time of printing. BMW reserves the right to make changes at any time with optional equipment. While BMW NA makes all reasonable efforts to provide accurate information in this brochure, there is no guarantee or warranty of accuracy. Furthermore, we do not assume any liability for the accuracy or completeness of information presented. This brochure shall not be used or relied upon as a substitute for information that is available from your BMW center. Further information can be obtained from your authorized BMW center or bmwusa.com.

©2014 BMW of North America, LLC. ©2014 BMW Financial Services NA, LLC. Not to be reproduced wholly or in part without written permission of BMW NA. The BMW name, model names and logo are registered trademarks. Other trademarks and trade names are the property of their respective owners. Printed in USA 8153-214-25

This brochure was created using environmentally friendly UV inks and renewable energy credits (RECs). Unlike volatile, solvent-based inks, UV inks contain no toxins, and 100% of the ink is used. By using renewable energy credits (RECs), the environmental footprint of electricity consumption was reduced. The paper was produced using 66% on-site sustainable energy sources: emission-free hydroelectricity from the Hudson River and biomass co-generation from wood waste.

