

The BMW i8



The Ultimate
Driving Machine

THE BMW i8

BORN ELECTRIC.

BMW i.
THE FUTURE OF MOBILITY.

The world is in motion. We are in motion. And motion always means something exciting: change. BMW i is a far-reaching and ground-breaking concept for sustainable mobility, presenting visionary electric vehicles and networked services, inspiring design and a new understanding of what premium means – strongly defined by sustainability. Not tomorrow, but today. BMW i – proof that sustainability and pure driving pleasure can complement each other perfectly.



THE BMW i8.

The BMW i8 experience8–25

INNOVATION AND TECHNOLOGY.

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EQUIPMENT OF FEATURED MODEL.

System output:	362hp (266kW)
Overall range, everyday use:	373 miles (600km) ¹
Wheels:	20" BMW i light alloy W-spoke style 470 with mixed tyres
Exterior colour:	Sophisto Grey metallic with BMW i Blue accent
BMW i Halo interior world:	Sport leather steering wheel in Dalbergia Tan with BMW i Blue accent, Dalbergia Tan BMW i Exclusive leather upholstery with Sabal cloth accent, Amido metallic interior trim

¹ Range dependent on various factors, in particular: personal driving style, route characteristics, exterior temperature, heating/air conditioning, pre-conditioning.

WANT TO DISCOVER MORE?



Discover the BMW i8 in digital form: simply download the interactive BMW brochure app for your device.



In 2016 the BMW brand will be celebrating its 100th anniversary. Find out more at www.next100.bmw

Internet use, depending on your mobile contract, may incur costs.



THE POWER OF PROGRESS.

Progress accepts no compromise. Progress explores the limits of possibility – and exceeds them. The result, in this case, is a vision of the future that can be seen today in the shape of the BMW i8. This is a thoroughbred sports car that delivers a truly outstanding driving experience. At the same time, its BMW EfficientDynamics technology, with BMW eDrive and intelligent lightweight construction, means that it also offers fuel economy that can rival that of a small car. Experience one of the most progressive sports cars of its time. The BMW i8.



MAGNETISM
NOT REQUIRED

TO FEEL THE FORCE OF ATTRACTION.

INTELLIGENT LIGHTWEIGHT CONSTRUCTION.

When innovation is your guiding principle, unprecedented creativity becomes inevitable. The intelligent lightweight construction of the BMW i8 was conceived from the very beginning to meet the demands of a hybrid sports car. Its innovative LifeDrive architecture comprises two parts, each precisely tailored to fit their respective requirements. The aluminium body – or Drive module – contains the lithium-ion high-voltage battery and all the other drivetrain components front and rear. In between these is the passenger cell, or Life module. This is built in high-strength carbon-fibre reinforced plastic (CFRP), a material with ideal properties for the innovative vehicles from BMW i: stability, ultra-light weight and a degree of flexibility that allows an unprecedented amount of design freedom. The result is a vehicle that delivers unique driving pleasure coupled with exceptional economy.



POWERFUL AND EFFICIENT – BMW eDRIVE.

Thinking ahead means getting ahead – and also cutting fuel consumption. An electric motor, a lithium-ion high-voltage battery and an advanced energy management system make up the innovative BMW eDrive. The 131hp (96kW) electric motor at the front axle delivers its peak torque of 250Nm with just a light touch of the accelerator. Together with the 1.5 litre, three-cylinder petrol engine with BMW TwinPower Turbo technology and 231hp (170kW) at the rear axle, the BMW i8 accelerates from 0 to 62mph in just 4.4 seconds. Combined fuel economy of 134.5mpg (2.1l/100km) is also possible. That's what happens when the best of two powerful drive systems join forces to create an innovative plug-in hybrid – and a driving experience never before experienced in this form.



NUMBERS
NOT REQUIRED

TO EXPERIENCE THE SPEED.



BREATHTAKING DRIVING DYNAMICS.

Perfect balance is right here, waiting to be discovered – and experienced. The BMW i8 is ideally balanced, with the axle load split 50:50 front to rear. A particularly low centre of gravity increases agility even further. Outside town, the BMW i8 can unleash its full power, accelerating rapidly to 155mph (250km/h) and, depending on driving style, within a range of around 373 miles (600km)¹. The BMW i8 switches to all-electric drive at the touch of a button for a top speed of 75mph (120km/h) – silently and with zero emissions². This is no ordinary car, as the extraordinary driving experience proves.



AERODYNAMIC AESTHETICS.

To leave the wind behind, simply relinquish all resistance. The fluid lines and flat silhouette of the BMW i8 create a highly dynamic impression, even at a standstill. Everything about this car is designed for aerodynamic perfection, combined with the highest aesthetic standards. The kidney grille, the sweeping lines of the dynamic exterior design and the eye-catching dihedral doors emphasise this impression. Expressive Adaptive LED Headlights come as standard and include extended features such as special light distribution for motorway driving. BMW Laserlights are additionally available, on request. This technology has been developed by BMW to generate a highly intensive and pure white light, significantly increasing range for remarkably effective road illumination. At the same time, BMW Laserlights consume only a fraction of the energy used by conventional headlights. Even a cursory glance reveals a compelling vision of the future – today.



¹ Range dependent on various factors, in particular: personal driving style, route characteristics, exterior temperature, heating/air conditioning, pre-conditioning.

² Subject to the use of power from 100% regenerative sources.



EMBELLISHMENT
NOT REQUIRED

TO ELECTRIFY.



SMALL PRINT
NOT REQUIRED

TO UNDERSTAND GOOD SENSE.



INNOVATIVE INTERIOR.

The interior of the BMW i8 is just as compelling as the exterior. It takes its cue from the fluid, dynamic exterior, showcasing the unique and eye-catching design of the vehicle. Every feature in the cockpit is systematically focused on the driver, allowing total immersion in the intensely rewarding experience behind the wheel. The on-board computer and 8.8" Control Display, for example, presents everything the driver needs to know – such as speed, range, charge status and route – in high-resolution clarity. At the same time, BMW ConnectedDrive technology ensures flawless connectivity with the outside world at all times – demonstrating, yet again, how the BMW i8 is venturing into new and uncharted technological territory.

EXCEPTIONAL MATERIALS.

When innovation is a core principle, it can be found everywhere you look. With the BMW i8, this is apparent from a casual glance at the distinctive dihedral doors through to even the smallest detail. Each individual piece of material used is far ahead of its time. The carbon-fibre reinforced plastic (CFRP) of the passenger cell, for instance, has superb safety properties and, weighing about 50% less than steel, also makes the BMW i8 exceptionally efficient. The leather in the car is tanned with olive leaf extract, combining sustainability with an exquisite feel that renders the high quality immediately tangible. Thus, the progressive character of the BMW i8 emerges anew on every drive and engages all the senses.





YOU ONLY REQUIRE
ONE THING:

THE POWER OF PROGRESS.

A VISION BECOMES A REALITY.

THE BMW VISION EFFICIENT DYNAMICS CONCEPT FIRST GENERATED EXCITEMENT AT THE IAA IN 2009 – JUST FOUR YEARS LATER, THAT CONCEPT BECAME A REALITY IN THE FORM OF THE BMW i8.

The BMW Vision EfficientDynamics concept brought the future closer – much closer. It demonstrated that it was possible to combine the emotional excitement of a sports car with the consumption and emissions of a compact car. Furthermore, a holistic approach to development showed that this vision could soon become a reality. BMW EfficientDynamics technologies – such as ActiveHybrid, lightweight construction, innovative aerodynamics and Intelligent Energy Management – enabled an impressive level of dynamic efficiency. As early as 2009, the close-to-production concept car was able to achieve outstanding emissions of 99g/km of CO₂ and combined fuel economy of 75.1mpg (3.8l/100km). As a BMW full hybrid with plug-in technology, the BMW Vision EfficientDynamics was

powered by a 3.0 cylinder CommonRail turbodiesel, supported by an electric motor at the front axle. This allowed the concept to achieve unique dynamic qualities otherwise found only in high-performance cars. The 98 highly efficient lithium polymer batteries were charged using Brake Energy Regeneration and were sited in the transmission tunnel, just as they are in the BMW i8, in pursuit of the best possible centre of gravity. Further technical highlights of the concept involved active aerodynamics as a further development of automatic air flap control, a thermo-electrical generator that turns engine heat into electrical energy and forward-looking energy management. Many of these ground-breaking innovations can be seen today – in the BMW i8.



The distinctive dihedral doors were already a visual highlight in the BMW Vision EfficientDynamics concept vehicle.



The 2+2 seating arrangement of 2009 previewed today's advanced tapered design, which is aerodynamically based on a droplet of water.

The concept car combined innovation with highly emotional design in a way that was far ahead of its time. It signalled the future, the sports car of tomorrow – the BMW i8. At just 1.29 metres in height, it embodies the most efficient aerodynamics. The futuristic design of the BMW i8 connects the flowing lines of the interior and exterior and defines a previously unseen design language. The form follows function principle is evident, down to

the smallest detail, with sustainable materials and unique aesthetics. The follow-up study was shown as the BMW i8 Concept and BMW i8 Spyder Concept in 2011, which gave a definitive insight into the impending series-production model. So the plan to turn a vision into production car reality by the start of 2014 had been kept – the BMW i8 is the living proof.

INTELLIGENT LIGHTWEIGHT CONSTRUCTION. INGENIOUS DRIVING CHARACTER.

THE LIFE DRIVE ARCHITECTURE OF THE BMW i8 IS AN INNOVATIVE, BESPOKE CONCEPT FOR THE SPORTS CAR OF THE FUTURE.

Selecting the right materials for the right function. Always using them to the highest level of efficiency - and, of course, optimising the dynamics. These principles lie at the heart of the BMW EfficientDynamics strategy for advanced lightweight construction. For the BMW i8, though, BMW has gone a step further with the architecture and choice of material.

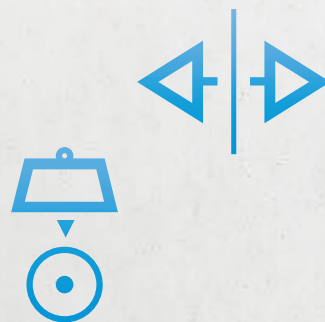
The BMW i8 comprises two independent, but perfectly complementary, units - LifeDrive architecture. The passenger cell, or Life module, is made of carbon-fibre reinforced plastic (CFRP). The use of this extremely lightweight and high-strength material means that the vehicle weighs only 1,485kg, despite the weight of the lithium-ion high-voltage battery.

The drive systems in the aluminium Drive module of the BMW i8 are integrated above the front (electric motor) and rear axles (BMW TwinPower Turbo petrol engine). The lithium-ion high-voltage battery is positioned

in the energy tunnel sited between the two drive systems. The front and rear systems, the passenger cell and the lithium-ion high-voltage battery form a functional, cohesive unit. This is supported by intelligent lightweight construction and innovative use of materials that improve driving dynamics while also having a positive influence on range and consumption.

Weight optimisation in the BMW i8 has been achieved with innovative use of materials and outstanding solutions for mass reduction. The structure of the dihedral doors, made with a CFRP inner structure and a thermoplastic outer skin, leads to a weight saving of 50% compared with a conventional construction. Furthermore, the partitioning screen between the passenger and luggage compartment is in a special hardened glass, which, along with optimum acoustic properties, also offers a weight reduction of about 50% compared with conventional composite technology.

LOW CENTRE OF GRAVITY –
BALANCED AXLE-LOAD DISTRIBUTION.



49g/km

COMBINED CO₂ EMISSIONS

134.5mpg
(2.1l/100km)

COMBINED FUEL CONSUMPTION

362hp
(266kW)

SYSTEM OUTPUT

1,485kg

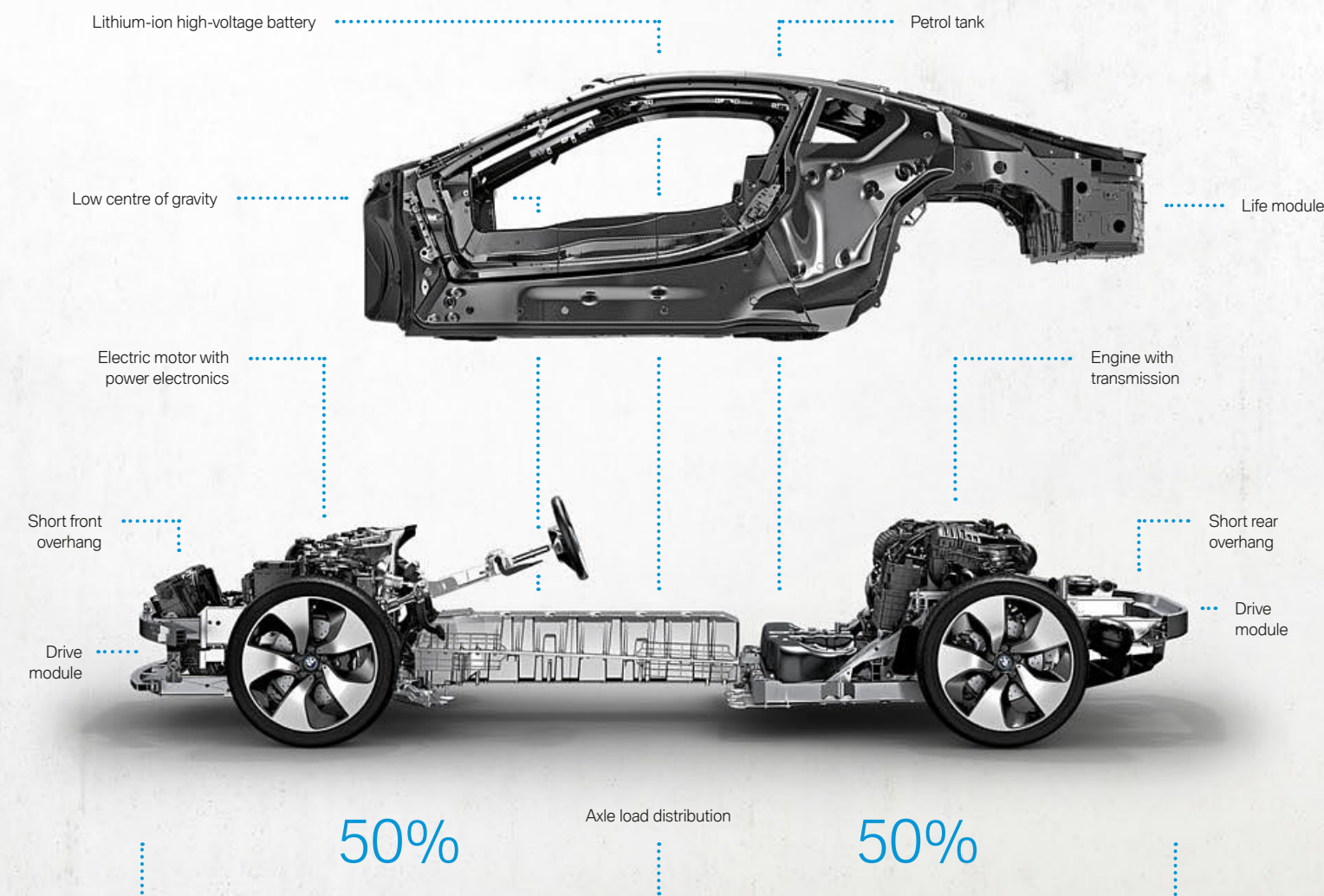
UNLADEN WEIGHT

4.4 seconds

ACCELERATION 0–62mph

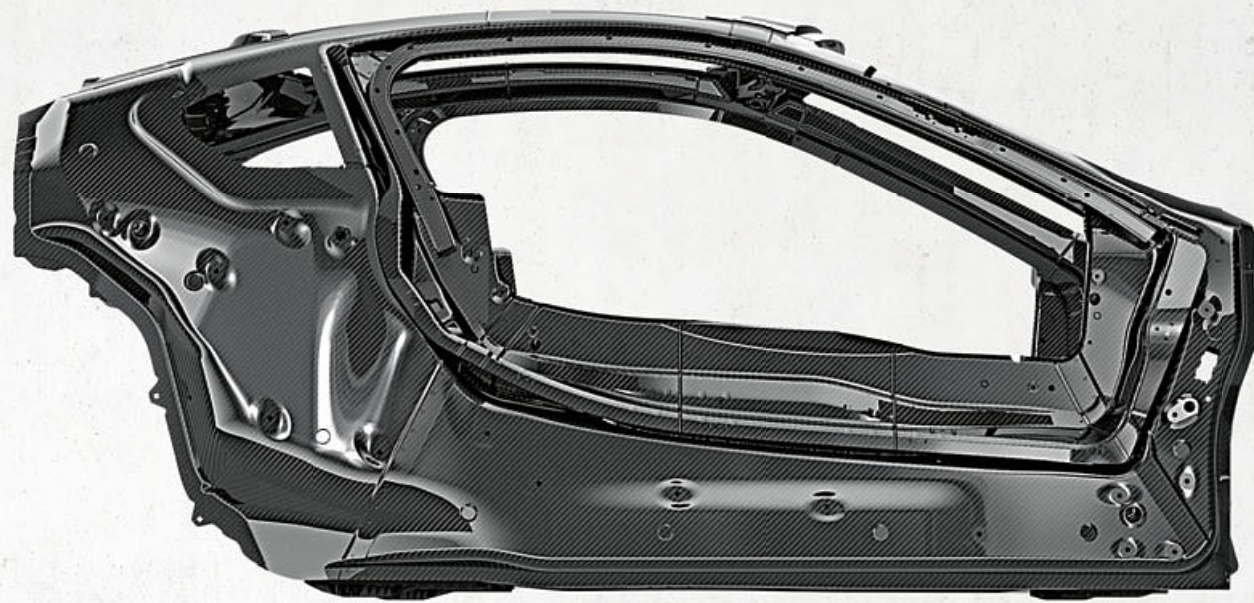
155mph
(250km/h)

TOP SPEED



LIGHT, STABLE AND SAFE: THE PASSENGER CELL IN HIGH-TECH CARBON.

CARBON-FIBRE REINFORCED PLASTIC (CFRP) REVOLUTIONISES
LIGHTWEIGHT CONSTRUCTION.



Innovative in every detail. Thanks to BMW EfficientDynamics research, the BMW engineers were able to balance out the extra weight of the lithium-ion high-voltage battery with extensive use of aluminium and carbon components.

This can be seen, in particular, in the use of innovative carbon. Despite its lightness, carbon ensures the enormous strength, stability and therefore safety of the passenger compartment (Life module). Its use is also immediately noticeable in the exceptional handling, outstanding roadholding and rapid acceleration of the BMW i8.

For a long time, the use of carbon for a passenger compartment was effectively impossible because it had to be built by hand, so the costs were simply too high. Now, however, BMW i has redefined automotive manufacturing by independently developing the first production version. The weight saving from using carbon instead of steel is to up to 50%. Compared with aluminium, the weight saving is up to 30%.

But carbon components don't just revolutionise lightweight construction. They also allow new forms in car design because the carbon-fibre reinforced polymers are almost as flexible as textiles. So while the carbon body of the BMW i8 exemplifies good use of space, it also has an optimised design, as the outstanding drag coefficient (Cd) of 0.26 proves.



A facility was built specifically for the manufacture of carbon fibre in Moses Lake, Washington state, USA. Since the end of 2011, the plant has been making 3,000 tonnes of the high-tech material every year – that's about 10% of global CFRP production. Its current energy demands in manufacturing carbon fibre are met entirely by renewables generated by hydropower.

The rolls with their rovings [02] – the name of the thread made from around 50,000 of the 0.007mm-thick carbon fibres [01] – are delivered to Germany by ship. In Wackersdorf, Bavaria, the threads are processed into textile mats [04], the raw material for the production of the CFRP parts. The pressing plants in Landshut and Leipzig manufacture all of the CFRP components from the delivered carbon fibre mats while the final assembly and quality assurance [03] takes place in Leipzig.

THE BEST OF BOTH WORLDS.

THANKS TO BMW EFFICIENT DYNAMICS WITH eDRIVE, THE BMW i8 PLUG-IN HYBRID SPORTS CAR DELIVERS EXCEPTIONAL DYNAMIC ABILITY AS WELL AS EFFICIENCY: IN EITHER PURELY ELECTRIC FORM OR THROUGH A COMBINATION OF THE ELECTRIC MOTOR AND THE BMW TWIN POWER TURBO PETROL ENGINE.

A sports car, a plug-in hybrid – designed in a single, no-compromise whole. BMW eDrive combines a weight-optimised electric motor at the front with a petrol engine at the rear. The benefits of both power sources are harnessed by Intelligent Energy Management to achieve maximum efficiency. At the same time, the BMW i8 delivers outstanding driving dynamics as a result of its bespoke LifeDrive architecture and the fine-tuning of all the car's components. No vehicle has ever embodied the philosophy of BMW EfficientDynamics more convincingly than the BMW i8.

The electric drive system, adapted for the hybrid concept, offers peak output of 131hp (96kW) and maximum torque of 250Nm supplied to the front axle. A highly developed BMW TwinPower Turbo three-cylinder petrol engine with 231hp (170kW) and peak torque of 320Nm transmits its power via a specially modified six-speed Steptronic transmission directly

to the rear axle. The electric motor at the front axle provides the petrol engine with rapid support in the form of a boost function – and, notably, without additional fuel consumption. This is particularly useful when you want spontaneous, rapid acceleration, such as when overtaking. An electric generator, positioned close to the BMW TwinPower Turbo three-cylinder petrol engine, supplies the lithium-ion high-voltage battery with energy in various driving situations, so compelling performance is always available.

The BMW i8 offers a unique driving experience because Intelligent Energy Management and the driving modes have been tuned perfectly. The BMW i8 starts in Comfort mode, with a balance between sporty and efficient driving styles. Thus configured, electric range is up to 23 miles (37km)¹, with a maximum speed of 40mph (65km/h). Press a button to activate eDRIVE and a maximum of 75mph (120km/h) is possible

using only electric power. Move the gear lever to Sport mode and the car automatically becomes more dynamic: the electric motor and petrol engine work together and the battery is charged by maximising the energy recovered during braking. When driving in ECO PRO mode, the

range increases by up to 20%² thanks to a particularly efficient driving style that optimises the energy use of both power sources. The result is clear to see: combined fuel economy of just 134.5mpg (2.1l/100km).



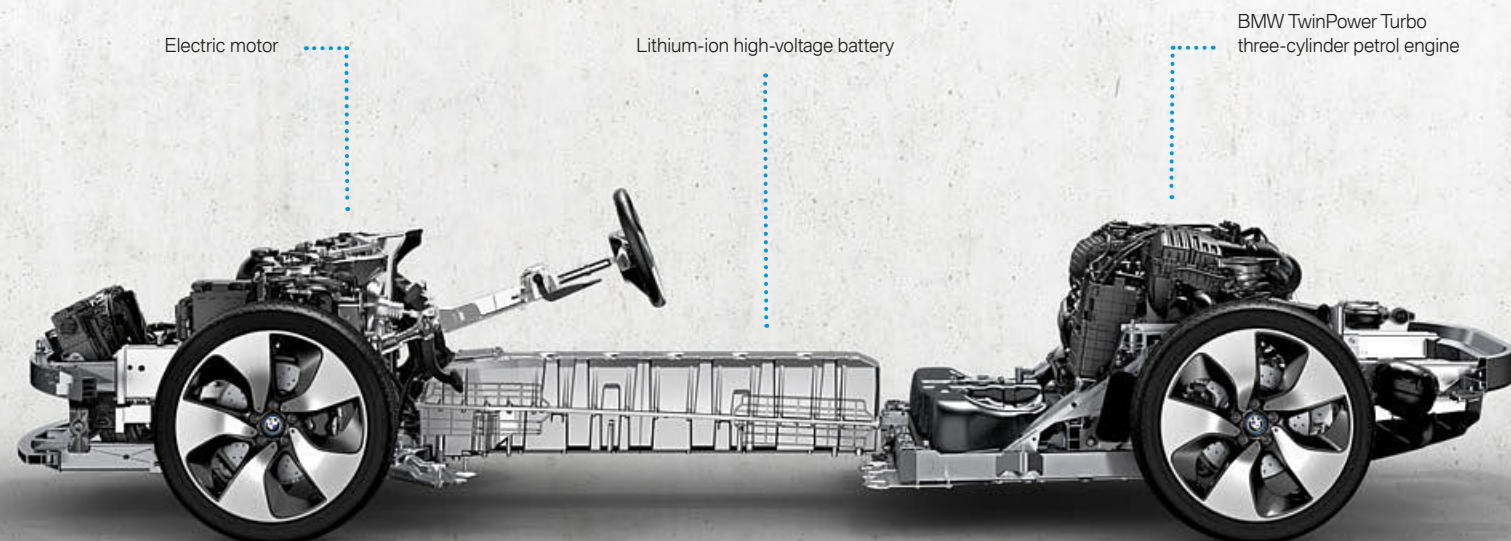
Comfort mode. With this start-up mode, every journey begins with pure electric power through to speeds of up to 40mph (65km/h). At higher speeds, the petrol engine comes in.



ECO PRO mode. This mode makes efficient driving and energy recuperation the focus of the display. Maximum electric range of 23 miles (37km)¹ and overall range of around 373 miles (600km)¹, through combined operation, can both be achieved.



Sport mode. This setting is chosen via the gear selector only. It enables maximum boost from the electric motor, tunes the chassis and suspension for heightened dynamic responses and makes the Steptronic transmission shift gears faster. The digital displays for speed and revs turn orange in this mode.



eDRIVE

ELECTRIC MOTOR

0g/km

LOCAL CO₂ EMISSIONS – AN UNBEATABLE ARGUMENT FOR PURE ELECTRIC DRIVING WITH BMW eDRIVE.

HYBRID

PLUG-IN HYBRID (ELECTRIC MOTOR AND COMBUSTION ENGINE). THE BATTERY CAN BE CHARGED VIA AN ELECTRIC SOCKET

362hp (266kW)

SYSTEM OUTPUT, THANKS TO AN UNLADEN WEIGHT OF JUST 1,485kg, GIVING THE BMW i8 VERY SPORTY DRIVING CHARACTERISTICS

4.4 secs

ACCELERATION 0–62mph

155mph (250km/h)

TOP SPEED

¹ Range dependent on various factors, in particular: personal driving style, route characteristics, exterior temperature, heating/air conditioning, pre-conditioning.

² Dependent on individual driving style, determined by internal BMW consumption survey.

BMW EFFICIENT DYNAMICS.
LESS EMISSIONS. MORE DRIVING PLEASURE.

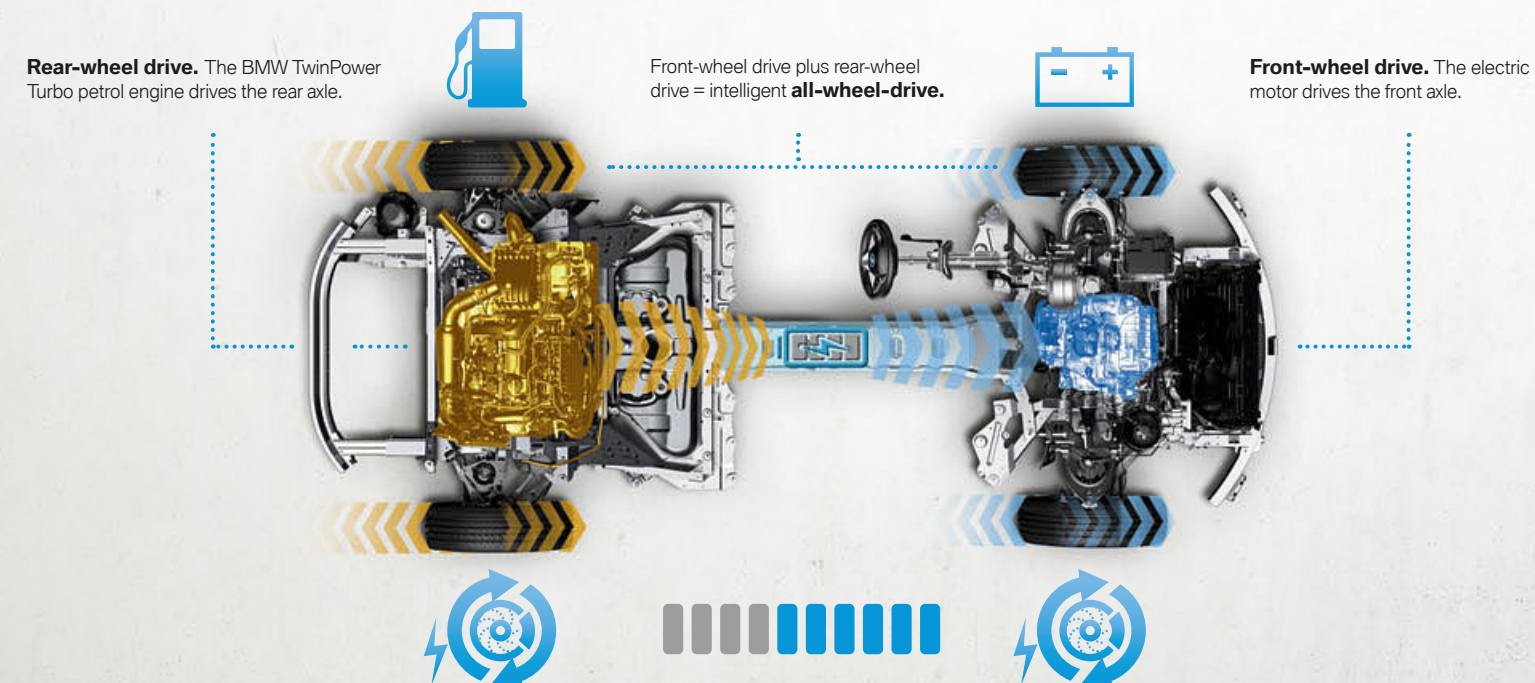
TRACTION IN EVERY DRIVING SITUATION.

WITH THE ELECTRIC MOTOR AT THE FRONT AXLE AND THE PETROL ENGINE AT THE REAR, THE BMW i8 OPTIMALLY COMBINES THE DYNAMIC BENEFITS OF BOTH FRONT AND ALL-WHEEL-DRIVE.

All-wheel drive for full traction. The BMW i8 can deploy its reserves of power through all four wheels for added traction and control. It uses the high-torque output of the electric motor at the front axle and the performance of the petrol engine at the rear axle, which arrives via the six-speed Steptronic transmission. This arrangement provides the optimum drive configuration in any given situation.

The BMW i8 can also run on pure electric power, although there are advantages in the combination of both drives. When you are entering a corner, for instance, the ratio of torque between the front and rear wheels

can be altered to give a stronger rearward bias, which increases precision as you turn in. Also, on wet and dry roads, the driver has maximum traction available across all four wheels when accelerating and this results in even greater stability right up to the limit. In winter, too, the driver benefits from the axles being powered independently because the four intelligently driven wheels increase traction and safety on icy roads. It all makes acceleration in the BMW i8 a highly dynamic experience – and over a wide range of speeds.



BMW i 360° ELECTRIC: EVERYTHING CONSIDERED.

Electromobility made easy. The petrol engine and Intelligent Energy Management ensure an optimum energy balance while on the move. The lithium-ion high-performance battery¹ is charged via a generator during recovery phases with the power coming from Brake Energy Regeneration. Additionally, 360° ELECTRIC offers, among other choices within its range, a variety of charging options for the BMW i8.

Charge up at home. The BMW i8 can be charged from any conventional 240 volt household socket using the standard cable supplied. This is achieved in less than 3 hours². With a BMW i Wallbox Pure or Wallbox Pro, available combined with an installation service from Schneider Electric, the process takes even less than two hours². BMW i can also arrange a green electricity contract for emissions-free power.

Public Charging. For comfortable and safe journeys, comprehensive services and products are available from BMW i 360° ELECTRIC. With ChargeNow, BMW i has the largest network of public charging points. On the road, you can find BMW i charging points via the navigation system integrated in the vehicle, a smartphone or the ChargeNow website. The ChargeNow card provides access to the stations and you also receive an accumulated monthly bill for any charges.

Assistance Services. Along with ConnectedDrive Services, specially developed for BMW i, BMW i Assistance Services offer attractive service inclusive packages to cover work at fixed costs.

<2 hours

A SHORT CHARGE TIME FOR ENDLESS, ELECTRIFYING DRIVING ENJOYMENT.



¹ The lithium-ion high-voltage battery is covered by an extensive warranty, spanning 8 years or 100,000 miles.

² Dependent on the local electricity infrastructure and selected optional equipment. Charging time corresponds to a charge of 80% of maximum capacity.

FOCUS ON THE ESSENTIALS: YOUR DRIVING EXPERIENCE.

INFORMATION AT THE TOUCH OF A BUTTON.



Focal points. Two large displays in the BMW i8 act as the interface between driver and vehicle. The multi-functional instrument display complements the progressive interior design. Replacing a traditional instrument panel, the large digital display presents all relevant driver information including speed and performance of the BMW eDrive powertrain. The graphics and information change according to the driving mode - Comfort, ECO PRO and Sport - for an engaging driving experience.

In combination with the innovative iDrive Touch Controller, the 8.8" high resolution Control Display represents the impressive multimedia system that is standard on the BMW i8. A wealth of functionality is available including the BMW Professional Navigation system which has been specially designed with a tailored range of BMW i ConnectedDrive Services ensuring that you have access to real time information at the touch of a button.

BMW ConnectedDrive
So connected, you're free.



The **BMW i Remote App** gives you access to a variety of important data, including battery charge status, service requirements and vehicle location.



With **BMW i ConnectedDrive Services**, available public charging points can be displayed through the BMW Professional Navigation system.

THE BMW i REMOTE APP PUTS THE BMW i8 IN THE PALM OF YOUR HAND.

Stay connected and stay in control. The BMW i8 features intelligent BMW i ConnectedDrive Services that are easy to control from your smartphone¹. With the intelligent BMW i Remote App – available for iOS and Android – you can search for local charging points and check your car's electric-only range whenever you like. The smartphone app also gives you access to other important data, including battery charge status, service requirements and vehicle location, any time and anywhere. You can even see if the windows and doors are closed.

With the TeleServices Battery Guard, which can be activated via the BMW ConnectedDrive customer portal, you will be immediately notified by SMS or email if the battery charge drops below a certain level.



¹ For information on compatible devices, see www.bmw.com/bluetooth

TOMORROW'S INNOVATION. ON THE STREETS OF TODAY.

BMW i CONNECTED DRIVE KEEPS THE DRIVER IN TOUCH WITH THE WORLD – INSIDE AND OUTSIDE OF THE CAR.



Image represents Head-up Display and Driving Assistant functions.

BMW ConnectedDrive. Our world is becoming more connected every day with instant access to information at anytime and anyplace. With your BMW i8 being an integral part of your lifestyle we believe it's important that you can keep up to date from behind the wheel. BMW ConnectedDrive delivers intelligent solutions that allow you to remain connected whilst on the move.

The latest range of advanced ConnectedDrive technologies are available for the BMW i8. From BMW ConnectedDrive Services that provide online connectivity to enhance your convenience and entertainment to Driver Assistance systems that deliver support in all driving situations.



A HOST OF ASSISTANCE
SYSTEMS FOR SAFE DRIVING.

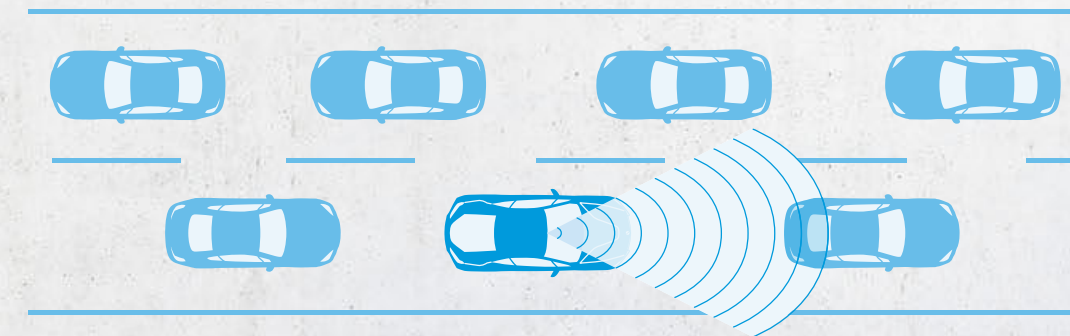
BMW i ConnectedDrive Services and Apps¹. Wherever your journey may lead, you can stay in touch with BMW i ConnectedDrive Services. Relax in the knowledge that the most time efficient route is being taken with Real Time Traffic Information. Listen to the latest news headlines and weather forecasts with BMW Online. Enjoy a world of music with unlimited access to over 20 million music tracks with Online Entertainment and keep up to date with your social networks with BMW ConnectedDrive.

Furthermore, a specially designed range of BMW ConnectedDrive Services provide live information for charging point locations and availability as well as public transport information for onward journeys.

BMW ConnectedDrive Driver Assistance¹. The advanced Driver Assistance systems from BMW ConnectedDrive seamlessly integrate the driver into their immediate environment. Headlights, sensors and cameras can combine to ensure you are fully informed about what is happening around you, delivering superior comfort and convenience as well as enhanced safety for both passengers and other road users.

Head-up Display is available as standard on the BMW i8. Developed from the aviation industry, the full-colour TFT display projects key driving information directly into the driver's line of sight ensuring that both eyes can be kept on the road ahead.

Also standard is Driving Assistant, including Rear-view camera, Speed-limit Info and Forward Collision Warning, which provides the most modern warning and collision protection functions available and also provides support to the driver in potentially dangerous traffic situations.



BMW ConnectedDrive
So connected, you're free.

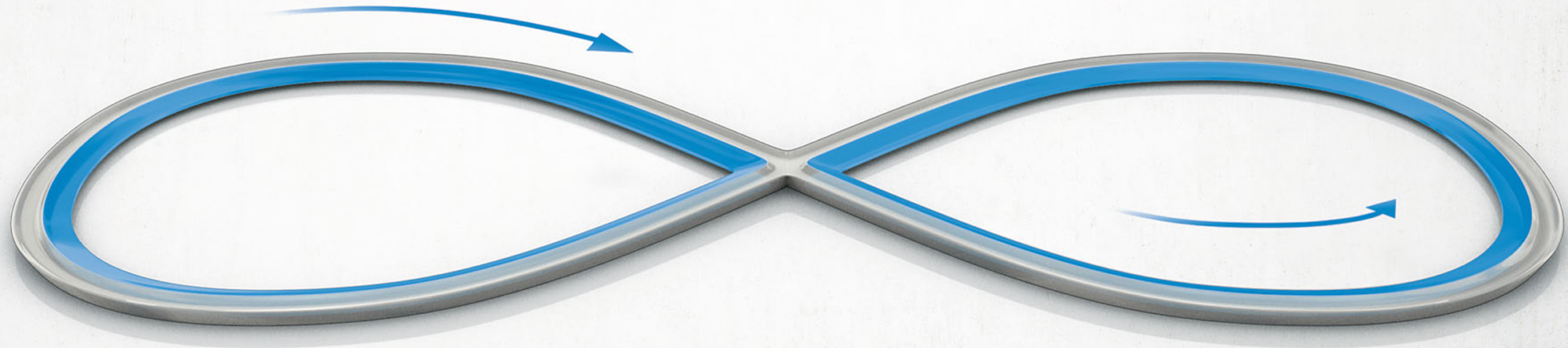
¹ For more information on BMW ConnectedDrive, in particular for terms of services, country-specific availability and costs, please go to www.bmw.co.uk/ConnectedDrive.

HOLISTIC THINKING. WITH SUSTAINABILITY IN MIND.

THE BMW i8 IS SUSTAINABLE, FROM DEVELOPMENT AND PRODUCTION, THROUGH TO USE AND RECYCLING.



The BMW i8 and the BMW i3 are produced in Leipzig using sustainably generated energy.



Thought through, to the smallest detail.

The BMW i8 demonstrates very clearly how sustainability is a central driving force for BMW i. Measurable objectives were agreed in the early phases of the development process and determined and documented during the car's manufacture – from the production of raw materials through to manufacturing, use and recycling.

In the pursuit of sustainability, the carbon-fibre manufacturing facility in Moses Lake (USA) operates entirely on renewable energy sourced from one of the largest hydro-electric plants in the world. Serving a similar goal, four impressive wind turbines were recently built at the BMW Leipzig site. Furthermore, the use of green electricity for charging the car's lithium-ion high-voltage battery reduces CO₂ emissions even further. Finally, thought has also gone into how the lithium-ion high-voltage battery can be recycled at the end of its service life. It could, for example, be used as a temporary energy store for solar and wind systems.

95%

OF THE MATERIALS NEEDED TO PRODUCE THE BMW i8 ARE RECYCLABLE.

100%

OF THE POWER USED FOR BMW i PRODUCTION AT THE BMW LEIPZIG PLANT IS SUSTAINABLY GENERATED.

A SPORTY APPEARANCE WITH A LASTING EFFECT.



The fluid lines of the exterior showcase the distinctive and modern form of the BMW i8. Further individuality is signalled by eye-catching dihedral doors and the sporting ability promised by the car's proportions. Viewed from the front, the BMW i8 is low and wide, a manifestation of its agility and aerodynamic efficiency. The BMW i blue highlights on the side of

the vehicle and the kidney grille ensure the BMW i8 is immediately recognisable. The striking Adaptive LED Headlights also create a distinctive, BMW i look. The bonnet is lower than the wheel-arches at the front, adding to the impression of pure sporting ability.

The high-gloss black element emerges from a V shape on the bonnet and runs through to the rear with its U-formed LED lights and completes this arresting impression. The long lines, flat silhouette and strong profile give the BMW i8 the recognisable outline of a sports car. They exude a strong,

forward-thrusting dynamic, even at standstill. A characteristic of BMW i vehicles, the contours of the side windows are particularly streamlined and influence the path of passing air. Finally, the 20" light alloy wheels even further underscore the highly dynamic character of the BMW i8.

SPORTY AND LIGHT:
NESO INTERIOR WORLD.

The **BMW i8 Neso interior world (standard)** represents the future of sporting design. The interior conveys the visionary and sustainable concept of BMW i, enhanced by the use of light-hued materials. The upholstery in bright Carum Grey BMW i Spheric leather with Sitka cloth

accent is offset with black surfaces, creating a contemporary, open atmosphere together with the Carum Grey headlining. Additionally, seat belts in BMW i Blue are optionally available to complete the stylish interior.



Precisely balanced with the interior design: the four expressive exterior colours for the BMW i8. More information can be found on pages 56 | 57.

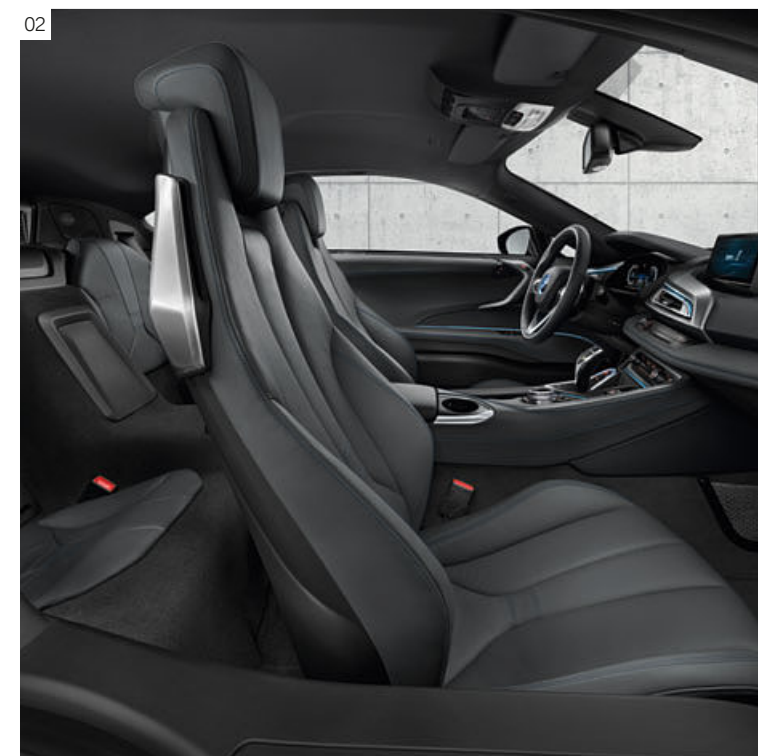
[01] The sleek lines and light materials create an airy and clean appearance. **[02]** The interior trim is Amido metallic, while the 8.8" Control Display ensures information is within your reach. **[03]** The black Sport leather steering wheel has an eye-catching Satin Silver contrast accent.

[04] Expressive details: Sitka cloth accents in the seats and headrests. **[05]** The contrast of the Carum Grey BMW i Spheric leather combined with black surfaces creates a light, modern feel.

INNOVATIVE AND MODERN: CARPO DARK INTERIOR WORLD.

The **BMW i8 Carpo Dark interior world (optional)** has a classic feel but with a contemporary twist that conveys the innovation and spirit of the BMW i8. The Amido Black BMW i Spheric Full perforated leather of the seats exudes high-quality craftsmanship. Subtle colour contrasts and stylish highlights further emphasise this modern and sporty impression.

The Black Sport leather steering wheel with Satin Silver contrast accent and Amido, metallic interior trim completes the Carpo Dark interior. Furthermore, Anthracite headlining, shown here, and seat belts in BMW i Blue are optionally available.



Exclusively for this vehicle: the four expressive exterior colours for the BMW i8. More information can be found on pages 56 | 57.

[01] The Amido Black of the Carpo Dark interior world with discreet highlights in BMW i Blue. **[02 / 05]** Comfortable and sporty: contoured seats in Amido Black BMW i Spheric Full perforated

leather upholstery. **[03]** The Amido, metallic interior trim. **[04]** The interior appears particularly refined in combination with Satin Silver contrast accent on the Sport leather steering wheel.

LIGHT AND TRANSPARENT: CARPO LIGHT INTERIOR WORLD.

With the BMW i8 Carpo Light interior world (optional), Ivory White BMW i Spheric Full perforated leather upholstery on the seats combine with the black of the natural leather on the instrument panel, door panels and side trim. The result is an attractive mix of functionality, elegance and sporting character. Discreet colour contrasts in the stitching on the seats,

meanwhile, emphasise the high-quality craftsmanship. The overall impression is completed with the black Sport leather steering wheel with Satin Silver contrast accent, as well as the Amido, metallic interior trim. Anthracite headlining, shown here, and seat belts in BMW i Blue are optionally available.



For the exterior appearance of your choice: the four expressive exterior colours for the BMW i8. More information can be found on pages 56 | 57.

[01] Classic colour contrast: bright BMW i Spheric leather upholstery in Ivory White and the black exclusive natural leather on the upper sections of the instrument panel, the doors and side panels.

[02] Interior trim in Amido, metallic. **[03]** Satin Silver contrast accent distinguishes the Sport leather steering wheel. **[04/05]** Full BMW i Spheric leather, perforated, with accent stitching.

SOPHISTICATED AND ELEGANT: CARPO CARUM GREY INTERIOR WORLD.

The Carpo Carum Grey interior world (optional) combines exclusive features with unmistakeable sophistication. Carum Grey BMW i Spheric full perforated leather creates a modern futuristic interior. The exclusive design is rounded off by Amido metallic interior trim, Satin Silver contrast accent on the Black steering wheel and Deep Black ceramic finish on the

gear lever. Amido Black door sill finishers with BMW i Blue accent and i8 designation is an irresistible invitation to the interior, and into Sport seats with i8 embossing on the headrests adding the finishing touch. Anthracite headlining, shown here, and seat belts in BMW i Blue are optionally available.



Accentuating the exclusivity: the four expressive exterior colours for the BMW i8. For more information, see pages 56 | 57.

[01] Carum Grey BMW i Spheric Full perforated leather upholstery. **[02]** Gear lever in Deep Black ceramic provides a uniquely sporty and futuristic feel. **[03]** Door sill finishers in Amido Black metallic with BMW i Blue accent and i8 designation. **[04]** The elegant Sport seats

impress with the highest levels of comfort and the premium craftsmanship of Spheric leather in Carum Grey, complemented here by optional BMW i Blue seat belts. **[05]** Floor mats in Anthracite with Black leather piping and BMW i Blue accent stitching.

LUXURIOUS AND SUSTAINABLE: HALO INTERIOR WORLD.

The **BMW i8 Halo interior world (optional)** redefines luxury in a new, sustainable way. It combines high quality with natural aesthetics, while classic materials and colours stylishly interpret the idea of new premium. Dalbergia Tan BMW i Exclusive leather with Sabal cloth accent, combined with the BMW i Blue accent on the stitching, seatbelt strap and Sport leather steering wheel, add a modern twist.

Bold contrasts in the doors, side trim panels and dashboard, as well as the standard Anthracite headlining, create a sporty ambience. The Amido, metallic interior trim emphasises the elegant sweep around the air vents in the dashboard, the surface of the iDrive Touch Controller in the centre console and the handles in the doors.



Accentuate the sporty character: the four exterior colours for the BMW i8. More information can be found on pages 56 | 57.

[01] The interior appears sporty and stylish, yet also spacious and airy. **[02]** Interior trim in Amido, metallic. **[03]** Anthracite headlining and seat belts in BMW i Blue are standard with the BMW i8 Halo interior world. **[04] | 06]** Expressive details: Sabal cloth accent in the BMW i

Exclusive leather upholstery of the seats and headrests. **[05]** The interplay of light and dark areas is complemented by the BMW i Blue accents in the Sport leather steering wheel.

EXCEPTIONAL LUGGAGE FOR THE EXCEPTIONAL BMW i8.

Louis Vuitton is famous for creating stylish and innovative products. The company has created a unique luggage series for the BMW i8, which, in the style of the vehicle's passenger compartment, is made of carbon fibre. This special high-tech material – the result of many years of research and development – is extremely lightweight yet remarkably strong and offers exceptional impact, tear and abrasion resistance.

Like the BMW i8, the series captivates with its unique design – elegant and distinguished. The iconic Louis Vuitton Damier chequerboard pattern is shown here in Carbon Grey, a perfect match with the vehicle colour, while the handles are in dyed natural leather. The Louis Vuitton signature is laser-etched into the outer fabric and the micro-fibre lining is in Black and Electric Blue, mirroring the strikingly individual colours of the BMW i8.

For optimum use of space, all of the luggage in the series is custom built:

- The large weekender bag, which can be carried by hand or over the shoulder, perfectly fits the luggage compartment of the BMW i8.
- The garment bag fits on the rear shelf.
- The business case, ideal for a laptop, is exactly matched to the shape of the rear seats.
- The small weekender bag can be placed on top of the business case and, like the other items in the series, features handles and a name tag in leather as well as the famous Louis Vuitton padlock.

The luggage series, made to measure for the BMW i8, is exclusively available through the Louis Vuitton store. For more information, please visit www.louisvuitton.com.



SPORTINGLY INDIVIDUAL, POWERFULLY ATTRACTIVE.

An athletic sports car that shines with individual style. Two exterior colours, Protonic Blue and Crystal White, have been developed exclusively for the BMW i8, but all of the exterior colours available highlight the car's fluid lines and elegantly moulded bodywork. The accents around the doorsills, the kidney grille and at the rear vary according to the exterior colour. For the Ionic Silver paintwork, the accents are available in BMW i Blue, while they are Frozen Grey with Protonic Blue paintwork. With Crystal White and Sophisto Grey, both accent colours are available.



Metallic B72
IONIC SILVER
with BMW i Blue accent



Metallic C01
PROTONIC BLUE
with Frozen Grey accent



Metallic C23/C22
**SOPHISTO GREY
XIRALLIC**
with BMW i Blue or
Frozen Grey accent



Metallic B97/B96
**CRYSTAL WHITE
PEARL EFFECT**
with BMW i Blue or
Frozen Grey accent



Large, sporty and efficient. Generously dimensioned, 20" BMW i light alloy Turbine-spoke style 444 with mixed tyres are fitted as standard. These increase aerodynamic efficiency and reduce rolling resistance. At the same time, the tyres enable all of the plug-in hybrid sports car's performance to transfer to the road, while the large wheel diameter helps to maximise the tyre contact area. The wheels are lightweight for their size and suit the dynamic character of the BMW i8. Two further 20" BMW i light alloy wheel styles are optionally available.

[01] 20" BMW i light alloy Turbine-spoke style 444 with mixed tyres. Front: 7J x 20, 195/50 R20. Rear: 7.5J x 20, 215/45 R20. **[02]** 20" BMW i light alloy Turbine-spoke style 625 with

mixed tyres. Front: 7.5J x 20, 215/45 R20. Rear: 8.5J x 20, 245/40 R20. **[03]** 20" BMW i light alloy W-spoke 470 with mixed tyres. Front: 7.5J x 20, 215/45 R20. Rear: 8.5J x 20, 245/40 R20.

STANDARD/OPTIONAL EQUIPMENT AND GENUINE BMW i ACCESSORIES.

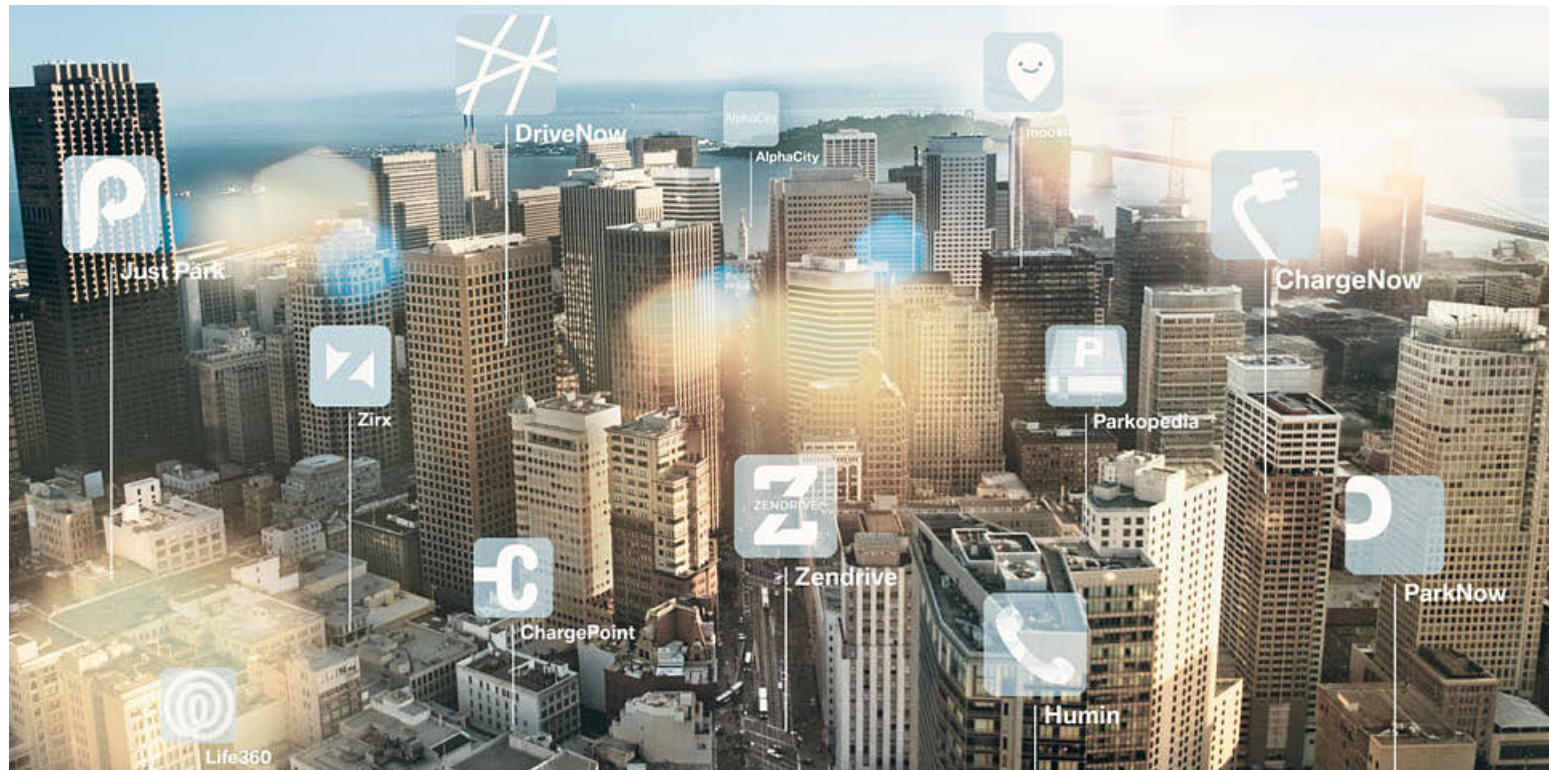
The BMW i Pure Impulse Card is a personal passport to a world of inspiration and privilege. As a BMW i8 owner and cardholder, you will be presented with the most innovative ideas and trends across lifestyle areas ranging from travel to culture, gourmet dining, design and much more. All these ideas reflect a new vision of contemporary living, a lifestyle that is smart, luxurious, progressive and, above all, sustainable.

This is a new understanding of premium – a responsible, affluent way of living for today’s most discerning and original thinkers. You will receive an exclusive member magazine (printed or digital), which will provide insightful reports on the latest trends from around the world, alongside details of a host of local, regional and global privileges.



[01] Adaptive LED headlights (standard) provide exceptionally effective road illumination. The flat headlights, surrounded by U-shaped arcs of light, create a particularly distinctive look. **[02] Carbon Fibre interior trim** (optional), with a matt silk protective finish, reinforces the sporty interior of the BMW i8. **[03] Brake calipers** (optional) in High-gloss Black with BMW i Blue accent and BMW i lettering. **[04] Engine cover** (optional) in Matt Black leather. **[05] Seat belts in BMW i Blue** (optional) for a striking look, shown here with BMW i Halo interior world. **[06] ISOFIX system** (standard) in the rear allows convenient and safe securing of BMW and other child seats. **[07] Head-up Display** (standard) projects driving-related information directly into the driver's field of vision, enabling full concentration on the road. Image also shows Speed-limit Information. **[08] Ambient interior lighting** (standard) provides a choice between three colours for interior ambient light, underscoring the modern and progressive character of the BMW i8. **[09] Loudspeaker system - harman/kardon (optional)** provides excellent audio quality. A powerful digital amplifier and 11 loudspeakers offer an impressive interior soundscape. **[10] BMW Display Key** (standard) presents vehicle status information on a 2.2 inch LCD touchscreen.

COMPREHENSIVE MOBILITY SERVICES.



INTELLIGENT SOLUTIONS FOR EVERYDAY MOBILITY.

BMW i Mobility Services. BMW i is not only about innovative electric and hybrid vehicles. It also stands for a far-reaching sustainable mobility concept in which vehicles and mobility services are intelligently linked. In this way, urban mobility with or without a vehicle can be more flexible and efficient.

DriveNow is the car sharing service of BMW, MINI, and SIXT. It's a flexible way for people to hire cars when and where they need them. The concept is based on the motto "pick up anywhere, drop off anywhere". Billing is per-minute, and fuel costs and parking charges for on-street public spaces is included. You can locate available cars using the app, website or get in one that you find on the street. Your customer card's NFC chip acts as the key to the entire fleet, or just open cars with your DriveNow App. DriveNow is already available in London, Berlin, Hamburg, Munich, Cologne, Dusseldorf, Vienna and San Francisco. Further cities are being planned and the car portfolio is continually being expanded. Electric cars are an important part of the fleet.

www.drive-now.com

ChargeNow is a mobility service from BMW that gives customers access to the largest network of public charging points. Charging points within the ChargeNow network are displayed via BMW i ConnectedDrive Services in the navigation unit or the BMW i Remote App so they can be located quickly and easily. Use and cash-free payment is also easy thanks to the ChargeNow card. Itemised statements are sent every month, providing a detailed overview of all costs.

www.chargenow.com

ParkNow is an app and web-based parking service. It gives a clear picture of the parking situation in the city and sorts partner parking lots by price and distance. It even finds out availability of services such as battery charging stations and car washes. With ParkNow, you can also reserve a space in advance and benefit from direct navigation to the selected destination. An electronic ticket secures access to the car park and the fee is automatically charged to your credit card on leaving. This all takes away the stress of searching for a space, doubts about the cost and the inconvenience of looking for change or your ticket at the exit. ParkNow is currently available in the Greater San Francisco area and will be expanded to other cities in the near future.

www.park-now.com

Embark. Local public transport made easy. Embark offers you accurate, reliable and interactive help to reach your destination. Regionally specific, step-by-step instructions and real time information about delays or train cancellations, for example, help you plan and make your journey with minimum fuss. The app is fully functional even without an Internet or mobile phone connection. Embark is currently available in 12 transport networks in the UK and the USA with others to follow. In London, Embark also incorporates the Cycle Hire scheme.

www.letsembark.com

ParkatmyHouse brings together owners of private parking spaces and people in search of parking. It also shows electric vehicle charging points available in a number of the private parking spaces in the Greater London area.

www.justpark.com

BMW FINANCIAL SERVICES.



BMW Financial Services offers a selection of financial products for the BMW i8 to help you on the road to becoming electric. With attractive, flexible finance solutions and intelligent insurance, you can enjoy complete electric driving pleasure.

BMW Financial Services offers you a choice of car finance options to help you get behind the wheel of your new BMW i8. At every BMW i Agent, you'll find a BMW Financial Services specialist who can talk you through the options we can provide. These will depend on whether you want the option to own the car at the end of the agreement or just lease it. The differences will be explained to you to help inform your decision. Once you've chosen the finance package that suits you and your budget, we'll do the rest. From paperwork and phone calls to delivery arrangements, we'll handle all the details and do everything to get you on the road as quickly and easily as possible.

BMW Insurance. On your BMW i vehicle you can take out our BMW Car Insurance, offering unlimited miles, or our intelligent and innovative BMW FlexiMile Insurance. FlexiMile Insurance is exclusive to BMW i customers and allows you to enjoy a lower premium based on an annual mileage of 5,000 miles. Any mileage over 5,000 miles will be charged on a fixed rate-per-mile basis and you'll be able to switch to BMW Car Insurance – Unlimited miles, should it be more cost effective for you. To arrange immediate 7 Day Free cover or to get an annual quote simply call us on 0800 072 6131.

BMW i Wallbox. Whether you finance, lease or pay cash for your BMW i8, BMW Financial Services gives you the flexibility to finance your BMW i Wallbox, using our BMW Accessories loan. Mounted on your house or garage wall, it charges the BMW i8 up to 30% faster than the standard charging cable and, with its unique design, is a visual highlight. A convenient installation service is also offered as well as an innovative power supply solution from the BMW Green Energy programme.

Finance is subject to status and available to over 18s in the UK only. Guarantees and indemnities may be required. Finance is provided by BMW Financial Services (GB) Limited, Summit ONE, Summit Avenue, Farnborough, Hampshire GU14 0FB. BMW Accessories Loan does not cover installation and maintenance costs for the BMW i Wallbox. BMW Car Insurance is sold, underwritten and administered by Allianz Insurance plc. Terms and conditions apply.

WHAT CAN WE DO FOR YOU?

BMW i Customer Information Centre. The BMW i Customer Information Team is ready and waiting to help you with any questions you have about the BMW i8 or BMW i. You can reach the Customer Information Team on 08000 640 360 or via email BMW-i@bmw.co.uk

BMW i Agents. These specially trained Agents are your contact for all BMW i vehicle services, mobility services and BMW i ConnectedDrive services. They provide you with competent and comprehensive support for all questions about BMW i from one source.

Configurator. Find out more information and configure your own BMW i8 according to your individual taste at www.bmw.co.uk/i8

BMW i app. Learn more about BMW i, which is strongly defined by sustainability, with the BMW i app. Check your current driving style in the city and interactively explore BMW i models to see whether one of them is right for you. The BMW i app can be found in the App Store or Google Play.

The BMW i8



The Ultimate
Driving Machine

This brochure describes the models, features and configuration options (standard and optional) available in vehicles delivered by BMW AG for the German market. In other EU countries, there may be deviations from the features and configuration options described in this brochure, in terms of the standard and optional equipment of the individual models. To find out more about the different country versions on offer, please see your local BMW i Agent. Design and equipment subject to change.

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