



BMW i3  
BMW i8



The Ultimate  
Driving Machine®

# FUELED BY INNOVATION.

BMW i. BORN ELECTRIC.

[bmwusa.com/bmwi](http://bmwusa.com/bmwi)

# THE ULTIMATE DRIVING MACHINE<sup>®</sup> MEETS THE ULTIMATE GOAL: SUSTAINABILITY.



Optional BMW i3 moonroof shown.



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. Even more so with the optional moonroof. The feeling inside: relaxed, easygoing, 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 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. It is 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.

In order to maximize range, you can either increase battery size or decrease weight. Our engineers went on a quest to strike the perfect balance between the two. They greatly reduced the weight of the body and chassis to accommodate the battery size required to provide practical, electrically-driven range. That is how 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 carbon-fiber-reinforced plastic (CFRP). This carbon cell is around 50 percent lighter than steel and 30 percent lighter than aluminum. Typically reserved for super cars and race cars, it allows BMW i to set new standards in lightweight construction while also completely offsetting the additional weight resulting from the high-voltage lithium-ion battery. At the same time, carbon is a versatile, high-tensile material that can be used for a variety of construction purposes. It also increases the safety of all vehicle occupants.

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. For example:

- Continue to press the accelerator pedal and it rapidly pours on consistent, forward thrust.

eDrive technology also offers the advantage of One Pedal driving:

- The instant you release the accelerator pedal – before even touching the brake – Brake Energy Recuperation briskly slows you down, as it recuperates and stores brake energy back into the battery to maximize energy efficiency.

By lifting off the accelerator slowly, you achieve progressive deceleration:

- 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 LIFESTYLE™ 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 make living electric more enjoyable, BMW offers the 360° Electric Lifestyle – 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 smart, simple and efficient way to charge your vehicle: the BMW Home Charging Station. Offered exclusively through BMW Centers, it can fully recharge the BMW i3 in approximately 4.5 hours. BMW Installation Services are also available. Additionally, customers can generate their own clean, renewable solar energy through a BMW partnership with SolarCity.®<sup>1</sup>

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® and EVGo® networks – two of the largest public networks in the U.S. and Canada – and at select BMW Centers. Plus, BMW i customers can benefit from special charging rates. Additionally, the BMW Connected App and BMW Navigation Professional system deliver BMW ConnectedDrive® services. BMW 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.

<sup>1</sup> For more information, visit [solarcity.com/bmw](http://solarcity.com/bmw).

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit [bmwusa.com](http://bmwusa.com) and select the BMW 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.

Every trip includes the security and peace of mind that come with the support of BMW Assist eCall.™ A wireless phone integrated into BMW i vehicles lets you communicate with a response specialist 24/7, while the Global Positioning System (GPS) satellite receiver determines your location. 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.

Your smartphone, smartwatch or tablet also add to the confidence equation. The BMW Connected App personalizes itself to your needs by learning your driving patterns. It allows you to stay on time and in control by avoiding traffic, sharing arrival times, and even unlocking your BMW remotely. The more you use it, the better it gets.

Keeping your electric lifestyle focused on the joy of driving, 360° Electric Lifestyle™ offers solutions for all your mobility needs – like the Alternate Mobility Program – which provides customized solutions for that occasional long-distance trip.

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# 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 motor, the BMW i3 has a lively 0–60 mph time of 7.2 seconds.<sup>1</sup> The i3 charges with a time of approximately 4.5 hours, using up to 240 volts and 32 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.

<sup>1</sup> 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 an electric-drive vehicle that offers both full-battery and Range Extender versions that significantly increase its overall range capacity. The latter adds peace of mind by helping to eliminate range anxiety when charging stations are not readily available. 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 6.5 percent, the Range Extender starts, seamlessly and smoothly, to maintain the battery's state of charge. This significantly increases the range of the vehicle, based on driving habits and environmental conditions. Unlike other hybrid systems, the engine only produces electricity to charge the battery; it never directly drives the wheels.










# 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 the sides wide to 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 with an option for one more; 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.

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# DISCOVER DYNAMIC NEW WORLDS.



## DEKA WORLD\*

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- 19-inch BMW i Turbine wheels (Style 429)
- Deka Dark Cloth
- Universal garage-door opener
- Comfort Access
- BMW Assist eCall,™
- Remote Services
- BMW TeleService

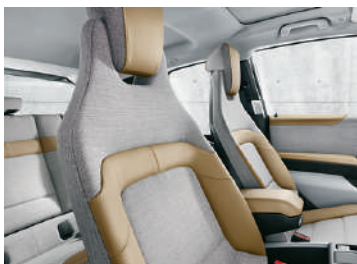


## MEGA WORLD

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Choice of light alloy wheels:

- 19-inch BMW i Turbine wheels (Style 428)
- 19-inch BMW i Turbine wheels (Style 429)
- 20-inch BMW i Double Spoke wheels (Style 430)
- Carum Spice Gray SensaTec and Carum Spice Gray Cloth



## GIGA WORLD

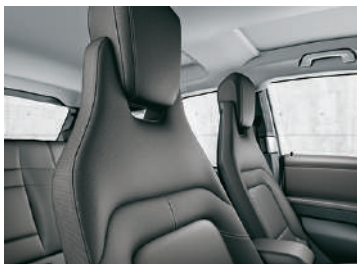
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Choice of light alloy wheels:

- 19-inch BMW i Turbine wheels (Style 428)
- 19-inch BMW i Turbine wheels (Style 429)
- 20-inch BMW i Double Spoke wheels (Style 430)

Choice of interior trim

- Light Eucalyptus Wood trim or Dark Oak Wood trim
- Cassia Natural Leather and Carum Spice Gray Wool Cloth



## TERA WORLD

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Choice of light alloy wheels:

- 19-inch BMW i Turbine wheels (Style 428)
- 19-inch BMW i Turbine wheels (Style 429)
- 20-inch BMW i Double Spoke wheels (Style 430)

Choice of interior trim

- Light Eucalyptus Wood trim or Dark Oak Wood trim
- Dalbergia Brown Full Natural Leather

\*Deka World is standard on BMW i3.

# BMW i3 PACKAGES.

## PARKING ASSISTANT PACKAGE

Rear-view Camera  
Park Distance Control  
Parking Assistant

## TECHNOLOGY + PARKING ASSISTANT PACKAGE

Active Cruise Control with Stop & Go  
and Active Driving Assistant<sup>1</sup>  
BMW Navigation System  
BMW Online and BMW Apps  
BMW Connected App Compatibility

Wheel and tire specifications are subject to change. Get the latest information on the availability of standard and optional wheels and tires, packages and technical specifications. Visit [bmwusa.com](http://bmwusa.com) and select the BMW model of your choice.

<sup>1</sup> Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.

<sup>2</sup> BMW i vehicles do not come equipped with a spare wheel and tire. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

<sup>3</sup> Performance tires are not recommended for driving in snow and ice conditions.

## EXTERIOR COLORS



**B85**  
Capparis White (Non-metallic)  
with BMW i Frozen Blue accent



**C2W**  
Fluid Black (Non-metallic) with  
BMW i Frozen Blue accent



**B72**  
Ionic Silver Metallic with  
BMW i Frozen Blue accent



**C01**  
Protonic Blue Metallic with  
BMW i Frozen Gray accent



**C2U**  
Platinum Silver Metallic with  
BMW i Frozen Blue accent



**C2V**  
Mineral Gray Metallic with  
BMW i Frozen Blue accent

## UPHOLSTERY



Deka Dark Cloth



Giga Cassia Natural Leather and  
Carum Spice Gray Wool Cloth



Tera Dalbergia Brown  
Full Natural Leather



Mega Carum Spice Gray SensaTec  
and Carum Spice Gray Cloth

Leather upholstery: Leather on all seating surfaces;  
other components may be Leather or SensaTec.

## WHEELS



19" Turbine – Style 428  
with all-season tires<sup>2</sup>



19" Turbine – Style 429  
with all-season tires<sup>2</sup>



20" Double Spoke – Style 430  
with performance tires<sup>2,3</sup>



# 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 seconds<sup>1</sup> and dynamic four-wheel drive that results in eye-popping cornering power. Then check its amazing efficiency.

The BMW i8 adapts advanced BMW eDrive technology to the level of an ultra-high-performance sports car. You gain up to 15 miles of full battery-powered, zero-emissions range, with the ability to engage the TwinPower Turbo's 228 hp and 236 lb-ft of torque. The power of the electric motors and the gasoline engine combine on demand to produce 357 hp and 420 lb-ft of torque. In this ultra-lightweight sports car, hybrid meets high performance – with astounding results.

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

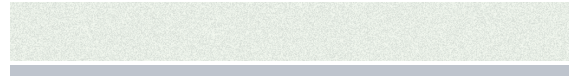


# BMW i8 FEATURES.

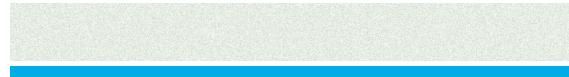
## EXTERIOR PAINTS



**B72** Ionic Silver Metallic with BMW i Frozen Blue accent



**B96** Crystal White Pearl Metallic with BMW i Frozen Gray accent



**B97** Crystal White Pearl Metallic with BMW i Frozen Blue accent



**C01** Protonic Blue Metallic with BMW i Frozen Gray accent



**C22** Sophisto Gray Metallic with BMW i Frozen Gray accent



**C23** Sophisto Gray Metallic with BMW i Frozen Blue accent

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## UPHOLSTERY



Mega Carum Spice Gray Leather with Cloth highlight



Giga Amido Black Full Perforated Leather



Giga Ivory White Full Perforated Leather



Tera Exclusive Dalbergia Brown Full Natural Leather with Carum Spice Gray Cloth

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec.

## WHEELS



W Spoke 20" – Style 470 with mixed tires<sup>1</sup>



Turbine 20" – Style 625 with mixed tires<sup>1</sup> (optional)

# 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](http://bmwusa.com/fs).

Technical data		BMW i3	BMW i3 with Range Extender	BMW i8
System output	hp	170	170	[357]
Maximum torque	lb-ft	184	184	[420]
Acceleration 0–60 mph <sup>1</sup>	sec	7.2	8.0	4.2
Total range <sup>2</sup>	mi	114	180	330
Top speed	mph	93	93	75 [155 <sup>(3)</sup> ]

Figures in [ ] represent BMW i8 hybrid mode.

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

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

<sup>2</sup> Based on EPA estimates.

<sup>3</sup> Top speed limited electronically.

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