



BMW i8



The Ultimate
Driving Machine®

THE ALL-NEW BMW i8.

BMW i. BORN ELECTRIC.

bmwusa.com/bmwii

THE BMW i8. INNOVATION, UNLEASHED.

How do you change the plug-in hybrid game irrevocably – and up the stakes on sheer driving euphoria? You're looking at the answer. Sophisticated, smart and stunning, the BMW i8 brilliantly reflects the automotive expertise that has gone into its development. Even at a standstill, the BMW i8 is exhilarating. The exterior is a work of aerodynamic art, delineated by flowing lines, powerful flanks and a challenging stance. The sleek interior beckons, filled with premium yet sustainable materials. But it's the power of the BMW i8 that will take your breath away. Unlike any other plug-in hybrid, it gives you not only the option of a tailpipe emissions-free drive, but the power to lunge from 0 to 60 in 4.2 seconds.¹ The BMW i8: delivering breakthrough performance and beauty that goes far beyond anyone's expectations.

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







LIFE DRIVE ARCHITECTURE.
ADVANCING HOW YOU LIVE.
AND DRIVE.



In electric vehicles, weight is an enemy of range. In our engineers' quest to make the BMW i8 as light as possible, the concept of LifeDrive architecture was born. LifeDrive is comprised of two parts. The Drive Module is a tough yet lightweight aluminum body containing the front and rear drivetrain components, as well as the high-voltage battery. The Life Module houses a centrally positioned 2+2 passenger cell built from high-strength carbon-fiber-reinforced plastic, offering stability, balance and protection. The result is an automobile that's amazingly lightweight, sturdy – and blindingly fast.

Note: BMW i Turbine light alloy wheels (Style 444) are not available in the U.S.

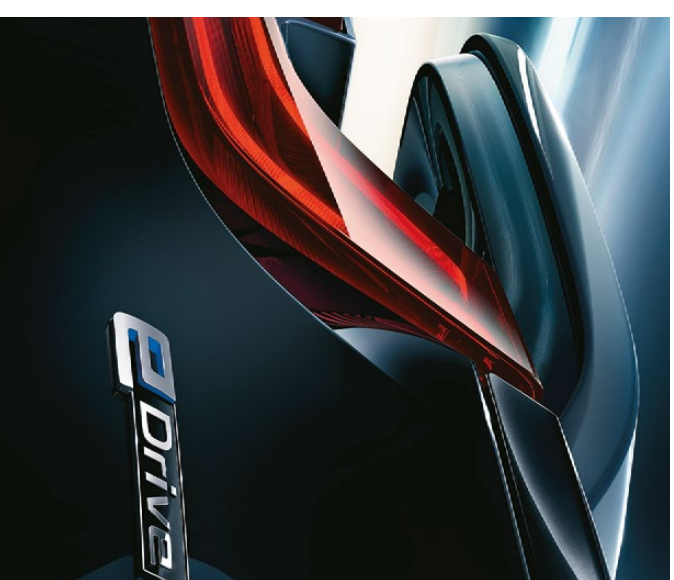


A PLUG-IN HYBRID THAT'S PLUGGED INTO YOUR DRIVE.

The BMW i8 gives you the power of choice – and control. It offers four driving modes to satisfy the most avid driver's desire for efficient power:

- COMFORT – A balance between sport performance, driving chassis comfort and fuel efficiency
- SPORT – Offering the sportier eBoost function and chassis and steering setting
- ECO PRO – Supporting greater efficiency in both all-electric and hybrid modes
- eDrive – Adapts the BMW i8 for solely electric driving in both COMFORT and ECO PRO modes. Speeds of up to 75 mph can be attained in purely electrical driving. If the eDrive button isn't pressed, the combustion engine launches into action at 37 mph.

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.



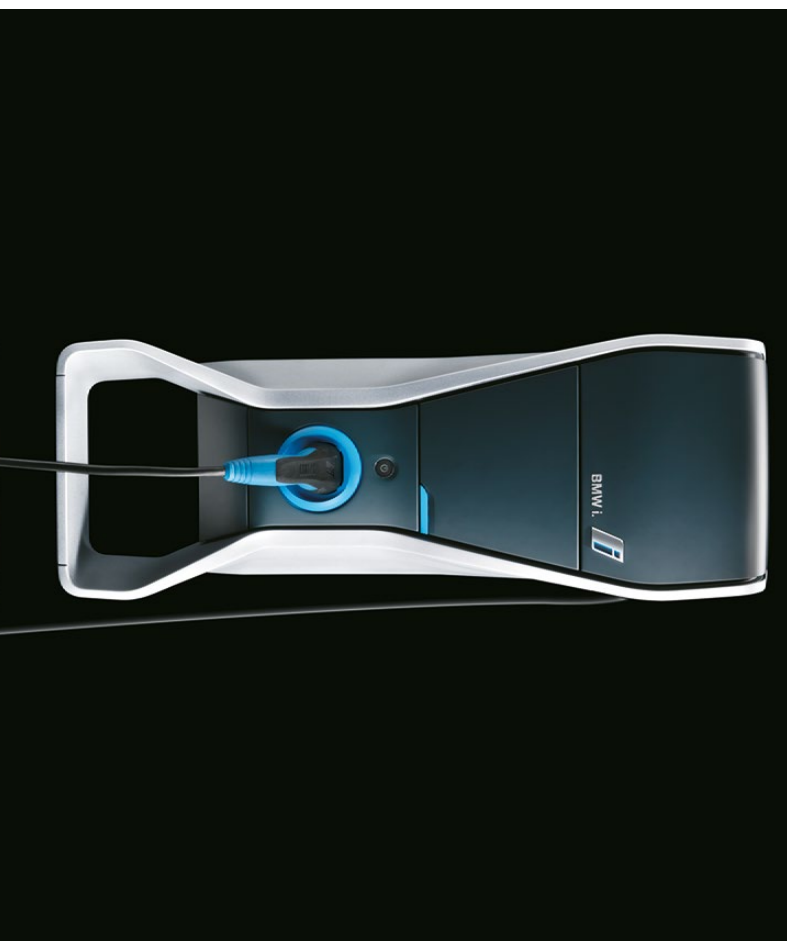
LIVING ELECTRIC: DRIVING WITH PLEASURE AND TOTAL CONFIDENCE.

BMW i 360° Electric™ is a collection of innovative products and services designed to deliver a premium and worry-free electric driving lifestyle. This includes the ease of home charging; the sustainable option of home solar energy generation; convenient public charging; flexible mobility solutions for long-distance trips when charging stations might not be available; and a wide range of assistance services.

At home or mid-trip, 360° Electric keeps you on track to reach your destination. If you have a private parking space at home, you can fully recharge in approximately 1.5 hours using our home charging station. The BMW i8 also comes equipped with an Occasional Use Cable that, when plugged into an ordinary 120-volt outlet, can recharge the BMW i8 in as little as 3.5 hours. You can also generate your own clean, renewable solar energy through a program with our partner SolarCity.^{®1} BMW i 360° Electric assures you sports car performance without compromising your sense of security – at home or away.

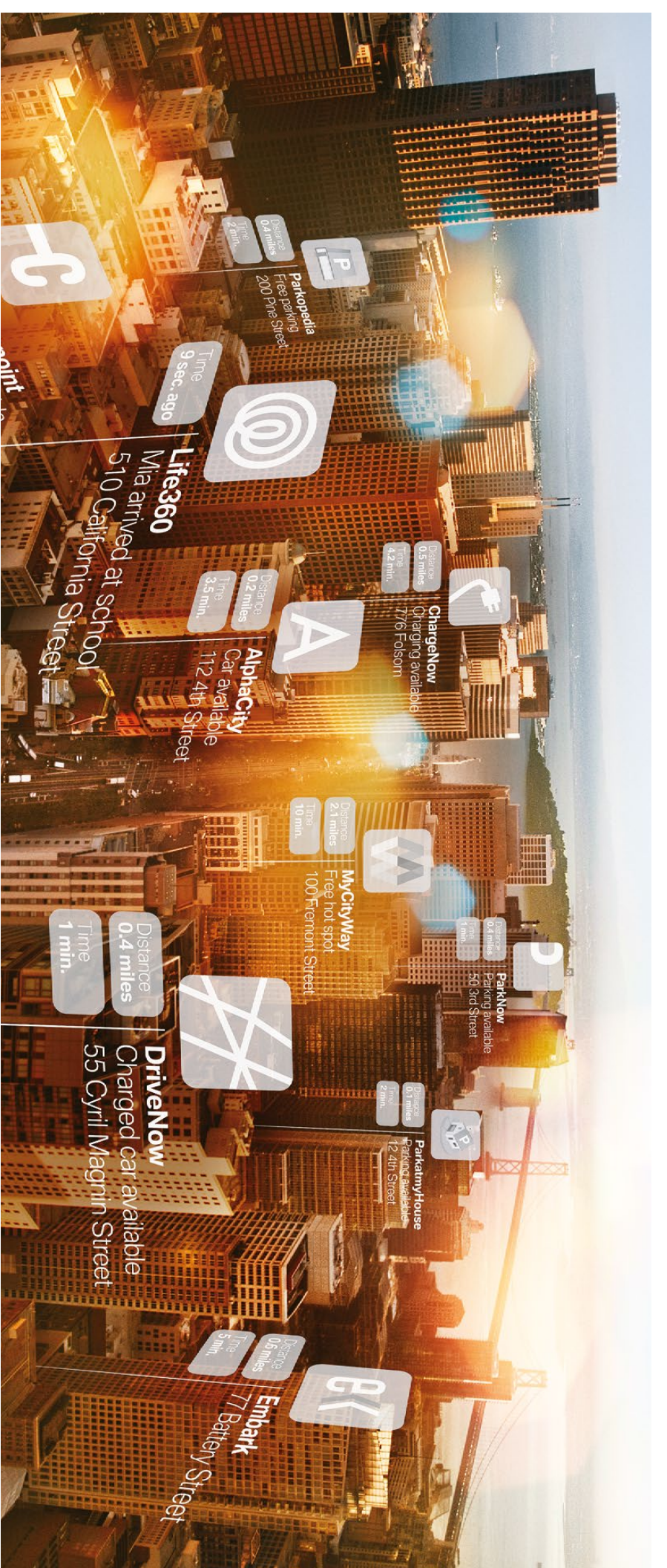
¹ For more information, visit solarcity.com/bmw.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."





PEACE OF MIND.
STANDARD ON EVERY BMW i8.



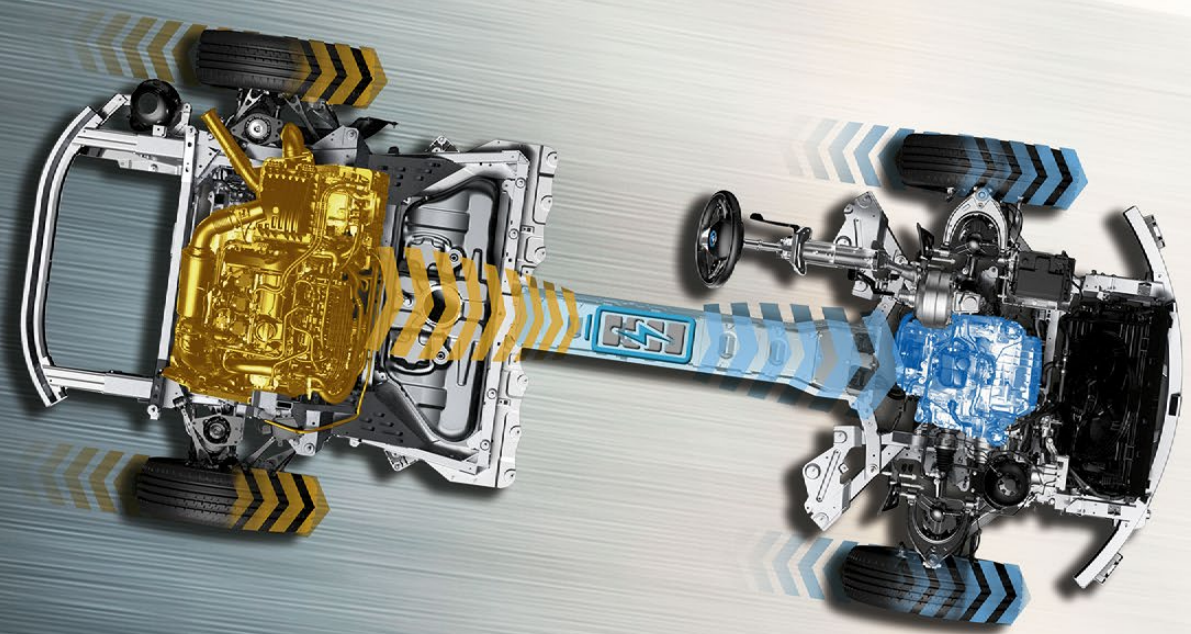
It is said that the journey is more enjoyable than the destination; this is doubly true in the BMW i8. In addition to 360° Electric,TM BMW i keeps you connected and in command of every part of your life while on the road through BMW ConnectedDrive[®] services and apps, and driver assistance features. The BMW i Remote App¹ keeps you informed of your vehicle's location, range, current battery levels and charging information. You can set preconditioning, which automatically ensures optimal battery conditions and a comfortable cabin for your next journey. The navigation function within the app shows points of interest as well as nearby charging stations. And should you need assistance, BMW Assist eCallTM response specialists are on call 24 hours a day, 365 days a year. Backed by BMW security systems, you'll know you've arrived – all along the way.

¹ BMW i Remote App available with AndroidTM and iOS[®] systems. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

THE HYBRID OF EFFICIENCY AND SPEED: A TRULY MOVING COMBINATION.

Putting impressive power and control in the driver's hands has been a signature of BMW from the start – and with the BMW i8, the tradition continues. The electric motor gets its energy from the high-powered 7.1 kW lithium-ion battery contained in the Drive Module. Working together with the TwinPower Turbo 3-cylinder combustion engine in the rear, for a combined total system output of 357 hp and 420 lb-ft of torque, the BMW i8 is launched from full stop to 60 mph in a breathtaking 4.2 seconds.¹ The BMW i8 can also be silently, electrically propelled by just a push of the eDrive button and a slight tap on the accelerator. Calling on 129 horses with 184 lb-ft of torque, its top speed of 75 mph and maximum electric-drive distance of up to 15 miles is ideal for many daily commutes. Plug-in hybrid power: now delivering a whole new level of gratification, power and efficiency.

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






EXHILARATING STYLING.
INSIDE AND OUT.



Aerodynamic engineering is embedded in the BMW i8's DNA, and elegantly expressed in the streamflow design. In the BMW i8's low, forward body, the sidewall merges into the roofline to create a wedge shape; onrushing air is channeled between the falling roofline and the character line that rises through the rear flanks toward the rear spoiler lip. An integrated rear wing provides high-speed stability up to an electronically limited speed of 155 mph. And dramatic upward-opening scissor doors proclaim the uniqueness of this truly Ultimate Driving Machine.®



A high-angle, close-up photograph of the driver's side interior of a BMW i8. The central focus is the leather-wrapped steering wheel, which features a prominent blue BMW roundel in the center and a blue decorative ring around its perimeter. The steering wheel has a flat-bottom design with silver accents and various control buttons. Behind the wheel, the instrument cluster is partially visible, showing a digital display with '0' and '+10.0°' indicators. To the right, a portion of the infotainment screen is visible, displaying 'Main menu', 'Multimedia', and '87.5 MPH'. Below the steering wheel, the center console features a gear selector with a digital display showing 'D', 'S', and 'M' modes, and a circular control knob. The interior is finished with light-colored leather and silver trim. The background shows a blurred view of a modern building through the car's window.

The BMW i8's ergonomic interior was designed around the driver's need for comfortable control. Sculptured contours please the eye; beautiful materials, such as the softest, naturally tanned leather upholstery, delight the touch. BMW's ongoing interest in sustainability extends even to items such as the key, which uses a casing made from a biopolymer based on the oil distilled from castor beans, mixed with 30 percent glass fiber. The result is a sports car unlike any other – staying indisputably true to its BMW heritage.

MANY WORLDS. SINGULAR BEAUTY.

The BMW i8 comes in four interior Worlds, so your excitement can keep pace with your mph. Deciding which one suits your style is an exercise in delight: Mega World, Giga World, Tera World or Pure Impulse World.

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



MEGA WORLD.

The Mega World cabin features seats upholstered in Mega Carum Spice Gray Leather with Cloth highlight.



GIGA WORLD.

The interior is filled with Giga Ivory White or Giga Amido Black Full Perforated Leather, and velour floor mats.



TERA WORLD.

Tera World interior design includes Tera Exclusive Dalbergia Brown Full Natural Leather with Carum Spice Gray Cloth upholstery, velour floor mats and BMW i blue safety belts.

* Limited-edition interior offered only in 2014/2015 while supplies last.
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PURE IMPULSE WORLD.*

The sporty Pure Impulse World interior is upholstered in Pure Impulse Carum Spice Gray Full Perforated Leather, with special touches throughout. The “i8” signature on the embossed headrests is echoed in the “i8” laser-etched door-sill finishers in Arvido Metallic. BMW i blue, found in contrast stitching on the seats and black leather-bordered floor mats, continues on the safety belts, and accents the spider on the high-gloss black BMW i brake callipers. The ceramic gear selector sports a striking black zirconium oxide finish; the headliner is Anthracite; and in a special touch, the engine cover is black leather. Those who choose Pure Impulse World also receive the BMW i Pure Impulse Card – the key to a world of inspiration and exclusive experiences. As a member of the BMW i Pure Impulse Experience Program, you will enjoy innovative ideas and trends in style, cuisine, design and more. Receive the exclusive *Club* magazine and the chance to attend special functions. It's the “Next Premium.”



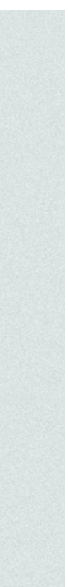


BMW i8 LUGGAGE BY LOUIS VUITTON.®

Louis Vuitton, for over a century the legendary marque in the art of stylish travel, has crafted an exclusive luggage collection to fit the seats and storage compartments of the BMW i8. These two sleek travel bags, business case and garment bag are made entirely of sturdy, lightweight carbon fiber – a unique textile derived from the design of the i8. For more details and to view the full collection of BMW i8 luggage, visit bmwusa.com/BMWi8LouisVuitton.

BMW i8 FEATURES.

Exterior paints



Ionic Silver Metallic (BMW i Frozen Blue accent only)



Crystal White Pearl Metallic



Sophisto Gray Metallic

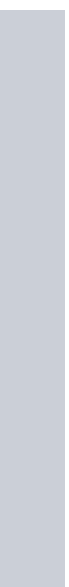


Protonic Blue Metallic (BMW i Frozen Gray accent only)

Exterior accent colors



BMW i Frozen Blue



BMW i Frozen Gray

Wheels



W Spoke 20" – Style 470 with mixed tires

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



Pure Impulse Carum Spice Gray Full Perforated Leather*

* Limited-edition interior offered only in 2014/2015 while supplies last.

Optional wheels



Turbine 20" – 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. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

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 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 i8
Total system output	hp	357
Maximum torque	lb-ft	420
Acceleration 0-60 mph ¹	sec	4.2
Top speed ² (electric-only mode / hybrid mode)	mph	75 / 155
Range (electric-only mode)	mi	
Maximum range	mi	330

Note: All figures are hybrid mode unless marked electric-only mode.

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 speed laws and always wear safety belts.

² Top speed limited electronically.

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