



The Ultimate
Driving Machine



THE NEW BMW i3 AND i3s.



BMW EFFICIENT DYNAMICS.
LESS EMISSIONS. MORE DRIVING PLEASURE.



THE NEW BMW i3 AND i3s.



DIGITAL DISCOVERY:
THE NEW BMW BROCHURES APP.



More information, more driving pleasure: The new BMW brochures app offers you a brand new digital and interactive BMW experience. Download the BMW brochures app for your smartphone or tablet now and explore new perspectives of your BMW.

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DRIVE TO
FEEL THE
ENERGY.

HOW ADRENALINE-CHARGED IS ELECTRIC DRIVING?

Full power, right from the start: the BMW eDrive electric drive provides maximum torque instantaneously. Just one push of the accelerator pedal is enough to seamlessly accelerate you from 0 to 62mph in 7.3 seconds (6.9 seconds in the BMW i3s), without any gear changes. So when you take to the road in the new BMW i3 or BMW i3s you'll experience sustainability at its most dynamic and agile. The accelerator pedal also works as a brake: taking your foot off the accelerator recovers the kinetic energy and brakes the vehicle. This innovation, called "One-pedal-feeling", allows you to experience the driving dynamics even more directly.



MY WATCH, MY PHONE, MY HOME ARE ALL CONNECTED, SO HOW CONNECTED IS THE BMW i3?

The smart way to make your life easier. The new BMW i3 and BMW i3s aim to make your daily life even easier through intelligent connectivity. For example, you can read the range of your vehicle by using your smartwatch. You can pre-condition the car via your smartphone while the vehicle is being charged, bringing the interior to your desired temperature without drawing on the battery. When you're on the road, your BMW Professional Multimedia Navigation system knows the current range, the most efficient route and, of course, the charging points available on the way. With BMW Connected Skill for Alexa and Echo, you can now interact with your BMW i3 and BMW i3s to access your mobility agenda from home – all with the use of Voice Control. The future of sustainable motoring is here – explore connectivity in your new BMW i3 and BMW i3s.







HOW CAN DRIVING PLEASURE AND SUSTAINABILITY GO TOGETHER?

Easily! With the fully electric BMW eDrive, you'll leave a lot of more powerful vehicles behind you at the traffic light – emitting zero pollutants as you do so. Enjoy the comfort of the exclusive range of interior worlds, which are built using renewable or recycled raw materials. Outstanding design meets sustainable production. Sustainability principles are applied throughout from development to production and beyond. For example, energy from regenerative sources are used in the manufacturing process. Advancing sustainability and progress together – the new BMW i3 and BMW i3s.



I HAVE MY OWN PERSONALITY – DOES THE BMW i3?

The design of the new BMW i3 and BMW i3s really stands out from the crowd. It showcases individuality, while also impressively demonstrating how progress can be interpreted in a dynamic way. Its powerful lines and the Black belt – running from the bonnet across the roof to the rear – create a sense of speed, even when the car is at a standstill. The passenger cell, which is made of carbon, as well as the unique opening operation of the front and rear doors reflect the innovative character of the car and provide a generous sense of spaciousness. The new BMW i3s looks even more distinctly athletic: design elements accentuating its width, such as the pronounced front and rear apron, radiate confidence, poise and performance. In the interior, you can choose from four different interior designs and create your own, personal atmosphere of comfort.

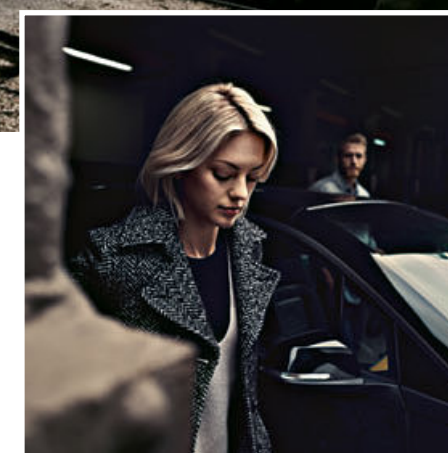




WHAT'S THE BEST WAY TO STAY AHEAD WHEN IT COMES TO CHARGING?

Well, actually there are three: the vehicle includes a standard charging cable, which will recharge your new BMW i3 and i3s overnight at any conventional household power socket.¹ With the BMW i Wallbox, charging is even faster and more convenient. It's fitted by the BMW installation service and reduces the charging time to under five hours.² With the BMW i Wallbox Connect, in conjunction with the Digital Charging Service, charging is more than just smart, it's intelligent. This gives you access to several charging functions, and also allows you to charge your vehicle automatically at the most

convenient time for you, depending on the energy tariff and your departure time. Naturally, the most sustainable charge uses electricity from your own solar power system, where available.



TO THE OFFICE.
TO FRIENDS.
TO THE GREAT
OUTDOORS.
AND BACK AGAIN.
IS THE BMW i3
FLEXIBLE ENOUGH
FOR MY LIFE?

Regardless of your destination, you'll get there with ease in the new BMW i3 and BMW i3s. On a typical day, we drive around 20 to 30 miles on average, so you'll be all set with the new BMW i3 and BMW i3s, and the commute to the office and back will be no problem at all. You can even drive to the sea or the mountains for outdoor activities. If required, the ChargeNow mobility service, in partnership with Chargemaster Plc, offers you the nation's largest network of public charging points – simple, convenient and always there when you need it.

The design of the charging cable may vary from images shown.

¹ It is advised that domestic electrical wiring is checked by a qualified electrician.

² Dependent on local electricity infrastructure and the selected optional equipment.







ELECTRIFYING DYNAMICS, CHARGED WITH EXCITEMENT.

Everything about the new BMW i3 and BMW i3s is designed for electrifying driving dynamics and agility. It starts with the LifeDrive vehicle architecture, which is specifically designed for the demands of electric mobility, continues with the innovative BMW eDrive technology, and delivers precise, agile steering. The result is a unique driving experience that makes the dynamics of electric driving immediately perceptible in the new BMW i3 and BMW i3s.

DRIVING EFFICIENT DYNAMICS: BMW eDRIVE.

The driving force behind EfficientDynamics. The electric drivetrain BMW eDrive is an in-house development of BMW. Offering peak output of 170hp (125kW) and maximum torque of 250Nm, the BMW i3 is exceptionally responsive – which is something best experienced behind the wheel. Full torque is available from a standing start and, when it's out on the road, the flow of power keeps coming without delay. This is down to the powerful motor working in combination with a single-stage transmission, which completely does away with the need for gears. Driving in the BMW i3 is also a near-silent and odourless experience, allowing you to relax and enjoy a uniquely new kind of driving pleasure.

DESIGNED FOR MAXIMUM EFFICIENCY AND DYNAMICS: THE DRIVE MODES.

In the new BMW i3 and BMW i3s you could have more disposable range thanks to a selection of highly efficient drive modes. Using Drive Performance Control, you can select either **ECO PRO** or **ECO PRO+** to further increase the potential of your journey.

“WHAT ARE THE ADVANTAGES OF THE ELECTRIC MOTOR IN THE NEW BMW i3s?”

184hp

and a top performance of 135kW, the new BMW i3s creates an outstanding dynamic weighing only 1,290kg without passengers or luggage present.

6.9 seconds

to accelerate from 0 to 62mph in the BMW i3s.

BMW i3s SPORT SUSPENSION.

Sport suspension further increases the vehicle's dynamics and agility. The equipment includes tighter springs and dampers, along with a stabiliser on the front axle. In addition, with Sport suspension the vehicle is lowered by 10mm.

BMW i3s SPORT STEERING.

Sport steering in the BMW i3s comes with adapted torque characteristics and delivers a more athletic and tight steering experience. The vehicle can be driven with even greater pinpoint accuracy, adding to the driving pleasure especially on winding roads and in the city.

To usher in the era of electric mobility, it was necessary to entirely reinvent the automobile. One of the greatest challenges was to compensate for the weight of the lithium-ion high-voltage battery. To solve this problem, the vehicle architecture was divided into two individual entities: both the suspension and drive components as well as the battery are located in the lower aluminium Drive module. This means the entire space of the life module can be flexibly utilised by the driver and passengers. Here we succeeded for the first time in designing a standard passenger cell produced from exceptionally light and high-strength carbon fibre. This not only lowers the weight and centre of gravity of the new BMW i3 and BMW i3s – but also boosts safety and agility.



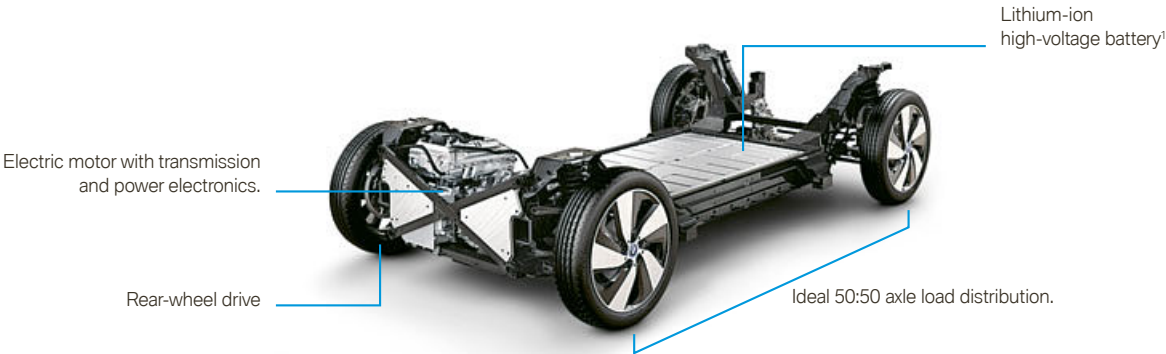
“HOW DOES THE LIFE-DRIVE ARCHITECTURE IMPROVE THE CAR’S HANDLING?”

1,270kg

is the weight, without occupants or luggage, of the new BMW i3, making it clearly lighter than comparable electric vehicles.

50%

lighter than steel, carbon is also exceptionally strong.



THE LIFE-MODULE:
MAKE YOURSELF AT HOME.

The **Life-Module** offers a generously spacious environment that makes you feel right at home. There is no central tunnel separating the driver and front passenger and there’s no window column between the opposing doors. As a result, you get to enjoy an open, loft-like atmosphere, unique for this class of vehicle. The use of high-strength carbon – a first for a production vehicle of this kind – has made all this possible. Carbon also reduces the weight of the BMW i3 to just 1,270 kg, which not only contributes to a uniquely agile drive but also brings benefits in terms of range potential. At the same time, the robust carbon construction offers excellent safety, as demonstrated by a host of tests.

THE DRIVE MODULE:
FOCUS ON SAFETY.

The **Drive module** consists of light aluminium and houses all drive-relevant components. Located in the rear, for example, are the electric motor and the transmission. The lithium-ion high-voltage battery is surrounded by a stable aluminium housing and is securely positioned in the undercarriage for the utmost in safety. Here the battery is optimally protected in case of an accident. Its position also provides the vehicle with a low centre of gravity that perfectly supports its agility. What’s more, the battery is guaranteed for 8 years or 100,000 miles.

¹ The lithium-ion high-voltage battery is characterised by its long service life. However, should a defect occur in the high-voltage battery within 8 years and the first 100,000 miles, your BMW i Agent will grant you a free rectification. For details, please refer to the BMW i Battery Certificate.

OPTIMISED EFFICIENCY.
INTELLIGENT ENERGY MANAGEMENT.

The combination of all the technologies in the BMW i3 and BMW i3s serves as **intelligent energy management**, taking optimal advantage of the energy output and thereby ensuring the maximum range.

RELIABILITY GETS YOU AHEAD.
THE DYNAMIC RANGE INDICATOR.

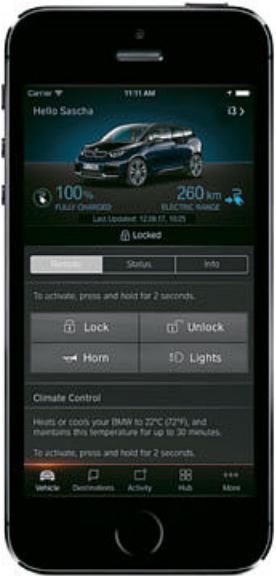
The **range display** in the new BMW i3 and BMW i3s has been systematically redesigned. The objective was to be able to provide you with absolutely reliable range information at all times. The system analyses a wide range of influential factors in real time: data on driving style, topography, temperature, driving mode, route planning as well as air conditioning and heating has to be evaluated in a matter of seconds. The result: a dynamic **range display** that's not only precise, but also analyses the influence of driving style and environmental factors.

DRIVING ON AIR:
THE HEAT PUMP SYSTEM.

Electric vehicles have to be electrically heated since they have no combustion engine to produce excess heat for this purpose. The production of electricity, however, can reduce the vehicle's range. That's why we developed an innovative **heat-pump system** especially for winter weather that utilises energy from the surrounding air. The optionally available heat pump activates itself automatically and is up to 50% more energy efficient compared to conventional heating. The vehicle's range increases by up to 30% depending on the external temperature, without compromising the heating comfort of the interior.

THE RIGHT TEMPERATURE –
FROM THE WORD GO.

The **lithium-ion high-voltage battery** in the BMW i3 also prefers to be kept at the right temperature: 20°C. This is the optimum to provide sufficient power and safeguard the driving range. So, if it's hotter or colder outside, we recommend using the BMW Connected App to set the right temperature before your drive. The app also lets you pre-heat the interior – an especially welcome feature in winter.



ELECTRIC DRIVING PLEASURE.
MAXIMUM EFFICIENCY.

In the BMW i3 and BMW i3s, the BMW eDrive electrical drive concept developed by BMW combines maximum driving pleasure with the highest efficiency. The innovative electric motor translates the energy of the lithium-ion high-voltage battery into an exciting, dynamic driving experience. At the same time, intelligent energy management settings ensure that the best possible performance is available at any time, e.g. when energy is recovered as soon as you take your foot off the accelerator. The result is an ideal range and driving pleasure that turns every trip into an experience.



SAFETY CAN BE THIS COMFORTABLE.

Personal safety is still the highest priority in the new BMW i3 and BMW i3s. This is achieved by measures such as the highly-rigid carbon construction of the passenger cell, designed for increased stiffness, and LED headlights with LED low beam and LED high beam for ideal visibility. A wide range of innovative driver assistance systems in the new BMW i3 and BMW i3s makes driving, and even parking, a particularly carefree and enjoyable experience.



Optionally available, **Driving Assistant Plus** offers a range of camera-based driver assistance systems that enhance safety and reduce the risk of potential collisions both at low and high speeds.



Exclusively available as optional equipment for the BMW i3, the **Park Assist package** combines Park Assist with **Park Distance Control (PDC)** and the Reversing Assist camera for a more functional and practical way of parking.

i FOR INTELLIGENTLY CONNECTED.

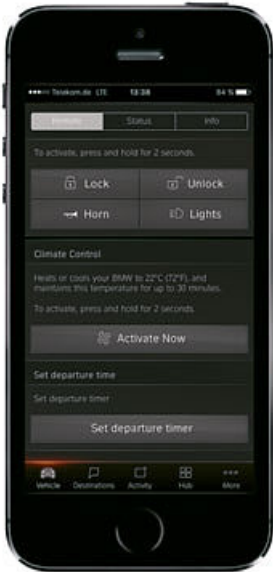
Thanks to BMW Connected you can start your intelligent route planning from the comfort of your own home. You can share your live driving status with friends and business associates and keep an eye on all mobility related information via BMW Connected Onboard. The BMW Professional Multimedia Navigation system features a new user interface, helping you to get from your current location to desired destination. Features, such as Real Time Traffic Information, keep you up-to date and make sure you always arrive stress-free. Remote Services let you control your vehicle conveniently from a distance, for example by viewing the charging status of your car quickly and easily on your smartphone. Simply create a free ConnectedDrive account and enjoy being intelligently connected.

BMW CONNECTED / BMW CONNECTED+.

BMW Connected+ provides a more extensive level of integration of the BMW Connected App¹ in your BMW. You can enjoy seamless connectivity between all BMW Connected touchpoints and your BMW and therefore benefit from the personalised services supported by the BMW Open Mobility Cloud.

BMW i CONNECTED DRIVE SERVICES FOR NAVIGATION.

BMW i ConnectedDrive Services for navigation offers all of the information that makes electric driving easier and more convenient. The Dynamic Range Map (DRM) and Range Assistant (RA) make up its core. The ECO ROUTE function shows the most efficient route and displays charging points along the way.



BMW ConnectedDrive So connected, you're free.



¹ ConnectedDrive Services and a compatible smartphone are required for use. The scope of functionality is dependent on apps installed in the smartphone. For more information, please visit www.bmw.co.uk/ConnectedDrive

FULL CHARGE OF FLEXIBILITY.

The new BMW i3 and BMW i3s offer the perfect playing field for those who want to enjoy their lives in a flexible and mobile way: Whether you're at home or on the road, you'll find opportunities to charge your BMW i quickly, easily and anywhere with 360° ELECTRIC. With the extended mobility services of BMW i and a constantly-growing infrastructure, you'll be even more flexible and able to fully enjoy the pleasure of driving – any time and any place.



CHARGE AT HOME.

OPEN ALL HOURS: The progressive and ergonomically designed BMW i Wallbox Plus fulfills the important requirements of safety and comfort, making it the ideal home charging solution. With the standard charging cable, you can charge the BMW i3 from 0–80% at home via a conventional socket in around fifteen hours. When using the BMW i Wallbox Plus at your property, the lithium-ion high voltage battery can be charged in around than five hours (0–80%). Our installation service team can fit your home charging point for you by mounting the BMW i Wallbox and ensuring that the system is ready to run.

BMW i WALLBOX.

Charging the new BMW i3 and BMW i3s at home is made easy with two different BMW i Wallbox models to choose from. With a charging capacity of up to 11kW they can charge the lithium-ion high-voltage battery in the new BMW i3 and BMW i3s in around than five hours from 0 to 80%. The BMW i Wallbox models are easy to connect into the mains supply of a private home and the installation required is arranged by the BMW i installation service.

BMW i WALLBOX PLUS.

The ergonomic, high-quality design of the BMW i Wallbox Plus provides maximum charging convenience with the ability to wrap the cable around the Wallbox. The BMW i Wallbox Plus also features RFID chip card authentication for secured charging of up to three different vehicles.

BMW i WALLBOX CONNECT.

For even greater convenience, the BMW i Wallbox Connect is WiFi enabled for simple integration to your home network¹ and can be controlled via a smartphone app (iOS, Android), where session energy consumption can be viewed. Furthermore, 'Intelligent Charging' is possible in connection with the additional Digital Charging Service now available from BMW. The use of renewable energy (e.g. through the integration of a solar power system¹) is also optionally possible.



¹ Compatibility and survey dependent, additional costs may apply.

CHARGING ON THE GO.

Electric driving pleasure is on the increase: thanks to more and more charging points. There are lots of good reasons to get out and about in your new BMW i3 and BMW i3s – and just as many opportunities to charge the battery. Whether you're shopping or travelling to or from work, you'll find that the network is expanding rapidly. And thanks to intuitive controls and the ChargeNow mobility service provided as part of 360° ELECTRIC, using it couldn't

be easier. ChargeNow, in partnership with Chargemaster Plc, offers you the nation's largest network of public charging points. This makes it much simpler and quicker to locate charging points and charge your new BMW i3 and BMW i3s. BMW i ConnectedDrive¹ displays available charging points near you, not only on the navigation system but also on your smartphone and at www.chargenow.com.



BMW DIGITAL CHARGING SERVICE.

With the networked **BMW Digital Charging Service** as part of ConnectedDrive, BMW electric vehicles can be conveniently charged at favourable charging rates or be charged utilising self-generated solar power.

STANDARD CHARGING CABLE.

The standard configuration of the BMW i3 and BMW i3s includes a standard **charging cable** which ensures convenient vehicle battery charging and higher safety. The five metre cable can be connected to conventional power sockets.²



BMW i MOBILITY SERVICES.

Our world is changing. And so is our idea of urban mobility. Beyond our visionary concepts for vehicles, BMW i offers innovative services and solutions to improve urban mobility. Not only do these intelligent services integrate seamlessly into your everyday life, they also interact to create synergy – from car sharing to locating and using public charging points

to finding, reserving and paying for parking spaces. They are easy to use, intuitive, convenient and designed to meet individual requirements. They all share one goal: to make life easier for our customers and help you enjoy your everyday life - no matter where your journey takes you.



BMW i VENTURES.

BMW i Ventures invests in innovative solutions that focus on the mobility needs of urban populations. We support growing companies that demonstrate high potential for shaping the global mobility of the future.

 **DriveNow.** The station-independent premium car-sharing service from BMW Group. Hop in anywhere, park anywhere: spontaneous mobility for every occasion.

 **ChargeNow.** This mobility service from BMW i offers comprehensive services for charging when you're on the move from the world's biggest network of public charging points.

¹ Only available in conjunction with ConnectedDrive Services and a navigation system.
² It is advised that domestic electrical wiring is checked by a qualified electrician.
The design of the charging cable may vary from images shown.

01 30% KENAF.

Through the extensive use of kenaf fibre, which is up to 30% lighter than conventional material, we have succeeded in replacing petroleum-based plastics and reducing the weight of the new BMW i3 and BMW i3s. This step is a tangible expression of the overall concept of the new BMW i3 and BMW i3s. The extremely light material is produced from a mallow plant that converts an exceptional amount of CO₂ into oxygen during its growth.

02 34% PET.

Upcycle - the sustainable fabric used in the interior of the new BMW i3 and BMW i3s is made from almost 100% recycled polyester, 34% of which is sourced from PET bottles. PET granules undergo a process of melt extrusion and pigments are added to firstly produce the fibre, followed by the yarn and finally the fabric. The seat covers produced in this way aren't just pleasant to the touch and look appealing, they are also highly durable.



03 90% EUCALYPTUS WOOD.

Eucalyptus is naturally resistant to moisture and therefore requires about 90% less surface processing than conventional wood. Because it's processed without chemicals, it retains its silky texture and pore structure. With a height of 60m, the rapidly growing eucalyptus tree is ideally suited for sustainable wood production. All wood used is grown on FSC-certified plantations that ensure forest sustainability.

SUSTAINABLE MATERIALS FOR A UNIQUE AND PLEASANT ATMOSPHERE.

The materials used in the new BMW i3 and BMW i3s aren't only an experience for the senses. They also express a sustainable lifestyle, since they're largely made of recycled or renewable raw materials, such as eucalyptus. Even the processed carbon is manufactured in an environmentally friendly way through the use of regenerative energies. Sustainability is a distinct experience in the new BMW i3 and BMW i3s, threading its way through the entire production process.



DEVELOPMENT.

The entire vehicle concept was developed from the ground up with electric mobility in mind. By reducing air resistance, the vehicle's innovative aerodynamic design also reduces energy consumption. The use of renewable and recycled materials instead of conventional synthetic ones helps to protect the environment.



RECYCLING.

The new BMW i3 and BMW i3s are up to 95% recyclable. The battery modules can, for example, be reused as solar energy accumulators. The excess carbon fibre is partially recycled for use in the production process.



PRODUCTION.

The carbon fibres are produced completely with hydro-electric energy. In Leipzig, we manufacture the new BMW i3 and BMW i3s using only electricity generated from wind power. The energy needed for their production is half of that required for other BMW models, which is low as it is.



USE.

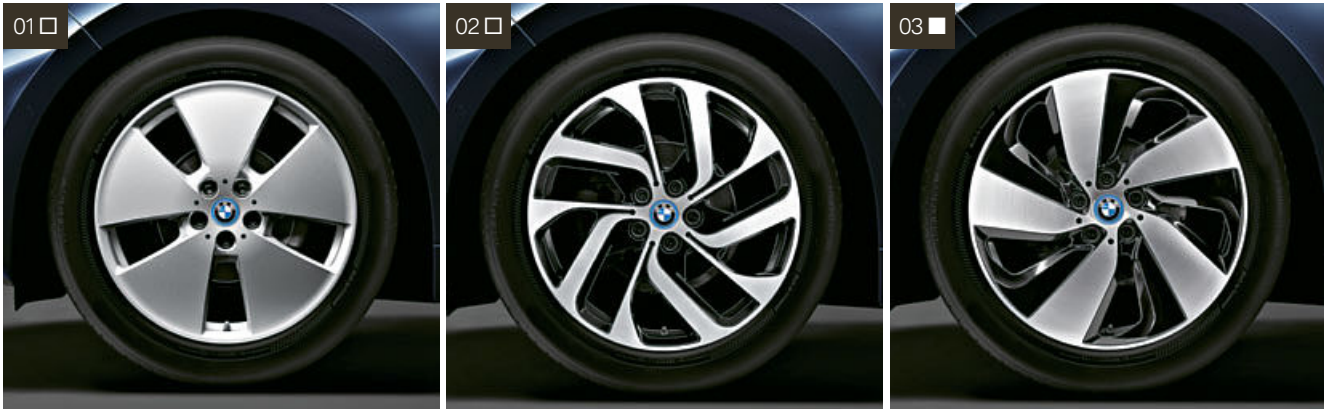
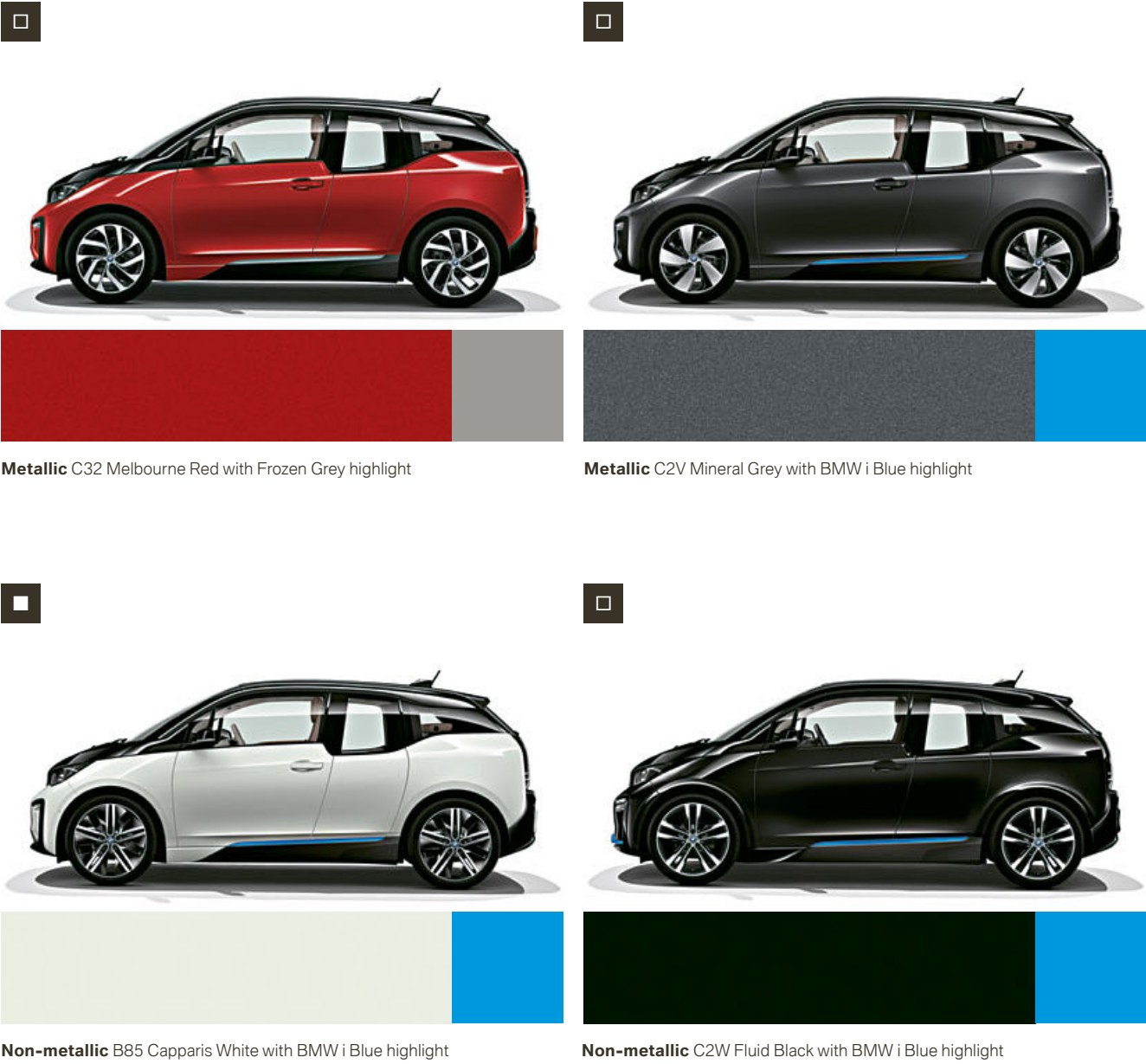
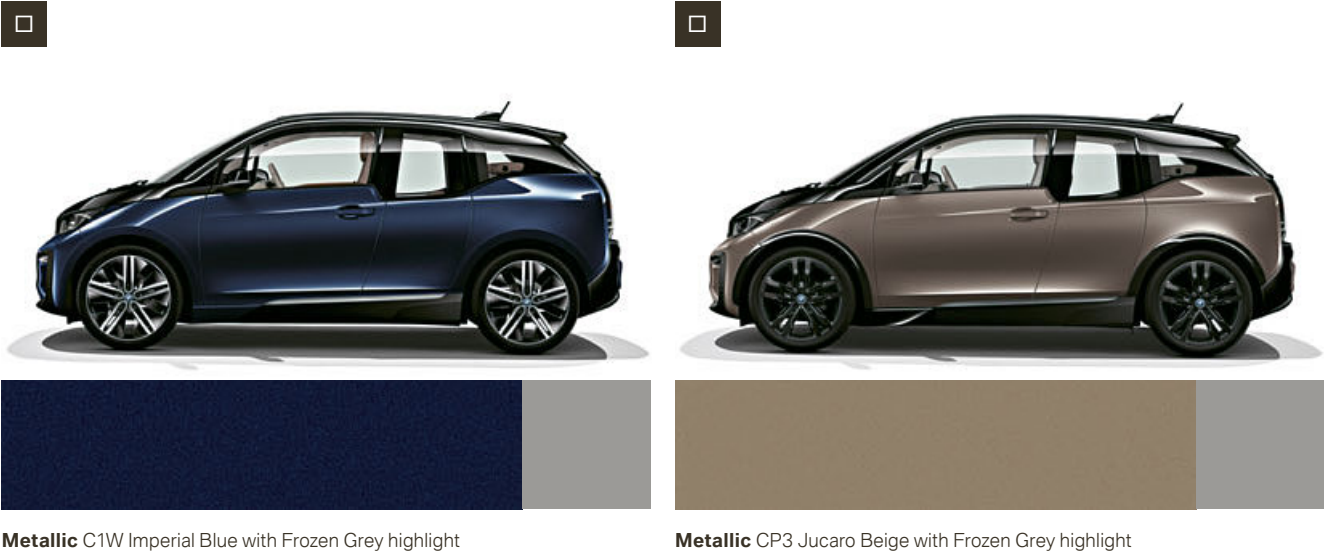
No emissions are produced while driving. This reduces air pollution in cities. The new BMW i3 and BMW i3s are practically noiseless and produce no fumes. By fuelling with "green electricity" or producing your own power using solar cells, you can travel thoroughly emission-free. ECO PRO mode increases range and reduces power consumption.

INSPIRATION ACROSS THE BOARD.

The six **exterior colours** of the new BMW i3 and BMW i3s all have one thing in common – their power of expression. The colour spectrum of the two non-metallic as well as the four metallic paints stretches from subdued to expressive and can be freely combined with every interior world. Depending on the choice of exterior colour or interior equipment, the highlight areas on the side skirts and Double Kidney grille come in either BMW i Blue or Frozen Grey metallic. The contrast of Black Belt and the exterior paint provides the vehicle with an extremely innovative look in two colours that emphasise its dynamic qualities.

The **light alloy wheels** in the new BMW i3 and BMW i3s are designed to be especially narrow, in order to reduce air and roll resistance as much as possible. The large tyre diameter of 19" and 20" reinforces the sporty and agile character of the vehicle and contributes to the maximisation of tread contact. To create a sporty and airy look, the available light alloy wheels have been designed in visibly distinctive high-gloss Black and gloss-lathed sections. Four of those are available exclusively for the new BMW i3, and two exclusively for the BMW i3s.

■ Standard equipment □ Optional equipment



[01] 19" BMW i light alloy Streamline Star-spoke style 427 wheels, optional for BMW i3 **[02]** 19" BMW i light alloy Turbine style 428 wheels, Bicolour with mixed tyres, optional for BMW i3 **[03]** 19" BMW i light alloy Turbine style 429 wheels, Bicolour with mixed tyres, standard for BMW i3



[04] 20" BMW i light alloy Double-spoke style 430 wheels, Bicolour with mixed tyres, optional for BMW i3 **[05]** 20" BMW i light alloy Double-spoke style 431 wheels with mixed tyres, standard for BMW i3s **[06]** 20" light alloy Double-spoke style 431 wheels, Jet Black with mixed tyres, optional for BMW i3s

[Colour samples] These colour samples are intended as an initial guide to the colours and materials available for your BMW. However, experience has shown that, in some cases, display representations of paint, upholstery and interior trim colours can differ from the actual items depending on the monitor/device and screen resolution. We therefore recommend that you consult your BMW Retailer on your preferred colour choices. They will be happy to show you samples and assist you with any special requests.

[BMW Configurator] Use the Configurator to create your very own, personalised BMW. All current colours and equipment are available for you to choose from. For further details, see www.bmw.co.uk/ncc

MINIMALIST AND HIGH QUALITY: THE ATELIER INTERIOR WORLD.

The standard Atelier interior world is characterised by the gentle contrast of Dark interior trim, Grey cloth combination and individual Blue accents. The trim in the instrument panel and the door areas is made from the mallow plant kenaf. This innovative material is a particularly distinctive design feature of the standard interior world. Not only is it a lightweight material, but its subtly blended surface has the natural look of felt. Just like the colour in the BMW logo, the Blue

of the seat side bolsters and the fine seam of the leather steering wheel symbolise the innovative character of all BMW models. The gently curved design of the Black instrument panel with its Silver matt interior surface accentuates the minimalist character of the basic equipment in the new BMW i3 and BMW i3s. As in all BMW models, it combines form with function. In addition to the sensuous aesthetic it provides, it also serves as a storage area and glove compartment lid.



[01] Multi-function leather steering wheel with BMW i Blue accent, and Black instrument panel. **[02]** Andesit Silver, matt interior trim. **[03]** Seats in Aragats Grey Neutronic cloth upholstery with contrasting accents in BMW i Blue.

Non-metallic paint

Metallic paint

Interior trim¹

¹ The standard interior trim is Andesit Silver, matt. Eucalyptus wood, matt and Dark Oak, matt are available as a cost option.
² The standard interior trim is Electronic Brown. Eucalyptus wood, matt and Dark Oak, matt are available as a cost option.

Six expressive metallic and non-metallic exterior colours for the new BMW i3 and i3s are precisely matched to the interior design. Further information can be found on pages 32 | 33. Images show standard and optional equipment as well as accessories.

ELEGANT AND LIGHT: THE LOFT INTERIOR WORLD.

With the light Grey tones of the seats, sections of the dashboard and the side panels, the optional Loft interior world is characterised by an especially purist aesthetic. At the same time, the light Grey tone reinforces the airy and minimalist loft character of the new BMW i3 and BMW i3s. The lucid colour emphasises the slenderness and the lightweight aesthetic of the innovative interior equipment. The modern

cloth combination for the seats in both the front and rear is manufactured from recycled synthetic material, similar to that used in high-quality functional wear. This same material provides optimum comfort by means of its temperature-regulating properties. A captivating design on the front and back side of the backrests adds emphasis to the unique BMW i look.



[01] BMW i interior design Loft: leather steering wheel with a BMW i Blue accent, Carum Spice Grey instrument panel. **[02]** Seats in Electronic cloth / Sensatec synthetic leather upholstery in Carum Grey with a BMW i Blue accent. **[03]** Electronic Brown interior trim.

Non-metallic paint

Metallic paint

Interior trim²

INVITING AND COMFORTABLE: THE LODGE INTERIOR WORLD.

Like no other equipment variation, the optional Lodge interior world embodies the new and contemporary premium concept of BMW i. The especially aesthetic combination of matt wood, soft leather and soft wool is essentially without equal in the automotive world. With its modern authenticity and sensuousness, it typically embodies the BMW i concept of sustainability. The Eucalyptus and Oak wood are obtained only from certified and environmentally-friendly lumber companies. The wood is neither bleached, painted nor lacquered and

thus retains its surface colour and texture. The wool cloth offers all the comfort of fibre which is why manufacturers of luxury wear have used it for a long time. It cools in the summer and warms in the winter. In addition to being sustainable, the material is also highly functional. This is because the more comfortable the temperature, the less the driver needs the seat heating or air conditioning. By saving energy, this provides the BMW i3 and i3s with even further range.



[01] Multi-function leather steering wheel, Carum Spice Grey with Satin Silver accent, and instrument panel in Carum Spice Grey Nappa leather. **[02]** Dark Oak, matt interior trim.^{1,2} **[03]** Seats in Solaric Climate Active wool upholstery with Grey / Brown.

Non-metallic paint

Metallic paint

Interior trim¹

¹ The standard interior trim is Eucalyptus wood, matt. Dark Oak, matt is available as a no cost option.
² The standard interior trim is Dark Oak, matt. Eucalyptus wood, matt is available as a no cost option.
Six expressive metallic and non-metallic exterior colours for the new BMW i3 and i3s are precisely matched to the interior design. Further information can be found on pages 32 | 33. Images show standard and optional equipment as well as accessories.

LUXURIOUS AND EXCLUSIVE: THE SUITE INTERIOR WORLD.

Optionally available, the Suite interior world is defined by the generous use of leather in a warm, Dark Truffle colour. In the instrument panel area, it creates a stylish contrast to the contoured wooden elements made of Dark Oak. On the door panels, the leather harmonises with the individual fabric elements. Despite the vehicle's luxurious character, the BMW i designers only integrate the soft leather surfaces where the

driver can feel them and therefore needs them, such as on the armrests. Thus an individual variation combining fabric, leather and kenaf was introduced for the Suite equipment option. This combination forms a band that flows through the interior in the door areas, which, in turn, lends the interior of the new BMW i3 and BMW i3s its typical light and contemporary look, retaining full exclusivity.



[01] Multi-function leather steering wheel, Black with Satin Silver accent, instrument panel in Dark Truffle. **[02]** Seats in Dark Truffle Leather Vernasca. **[03]** Dark Oak, matt interior trim.

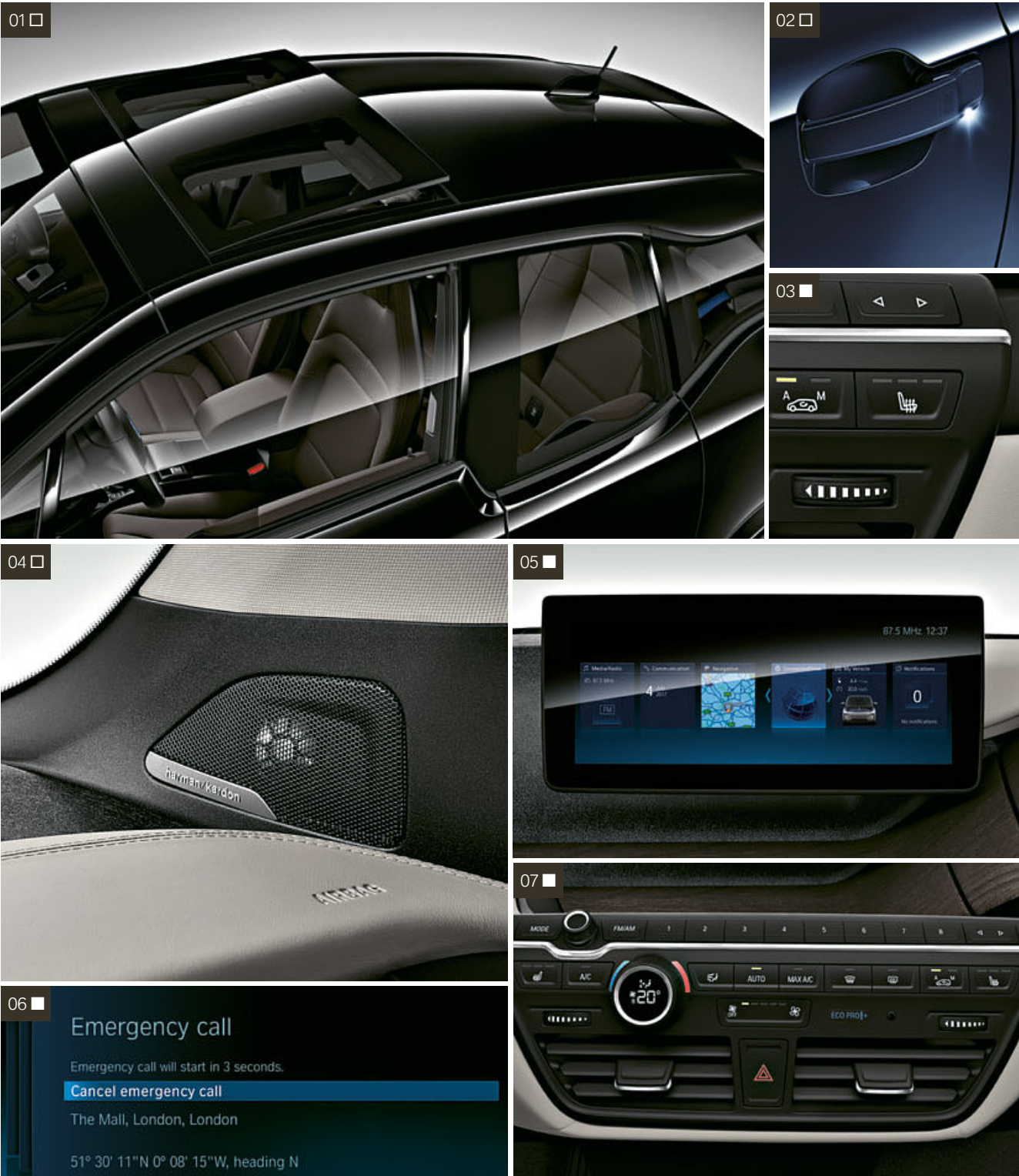
Non-metallic paint

Metallic paint

Interior trim²

EQUIPMENT HIGHLIGHTS.

■ Standard equipment □ Optional equipment



[01] The electric glass sunroof features sun protection glass, tilt and slide function and an integrated wind deflector. [02] Comfort Access allows keyless access to the vehicle via both the driver and passenger doors as well as the bootlid. [03] The three-stage seat heating for the driver and front passenger offers rapid warming of the seats at the push of a button. [04] The harman/kardon loudspeaker system with surround mode has a 360W digital amplifier, vehicle-specific equalising and 12 speakers.

[05] The BMW Professional Multimedia Navigation system features iDrive 6 (ID6) software for the 10.25" navigation system. [06] BMW Emergency Call automatically establishes a voice connection with the local emergency services without the use of a mobile phone. [07] The single zone Automatic air conditioning includes a Max-Cool button, Automatic Air Recirculation (AAR) and an active carbon microfilter.



[08] The backrests can be folded down in a 50:50 ratio and each side can be set to one of three positions, as required. [09] The seat belts for all four seats appear in BMW i Blue. They provide the same functionality as the standard three-point seat belts. [10] The multi-function buttons for the steering wheel can be used to operate the telephone settings, audio and

Cruise Control. [11] The folding front armrest has three positions and includes an integrated storage compartment. [12] Extended storage includes several practical storage possibilities including 12V power sockets, retaining straps and cupholders.

EVERY MOMENTOUS CHANGE IS DRIVEN BY PIONEERS.

Ever since the birth of BMW i in 2013, pioneers of electric driving around the world have worked to make their shared vision of a new era of mobility real. On social media they share their inspiring stories and tell us about everyday experiences and electrifying moments with their new BMW i3 and BMW i3s. [#bornelectric](#)

TOM.

BORN ELECTRIC IN JUNE 2009.

[#instagram.com/tom.moloughney](#)



“BE THE BEGINNING.”

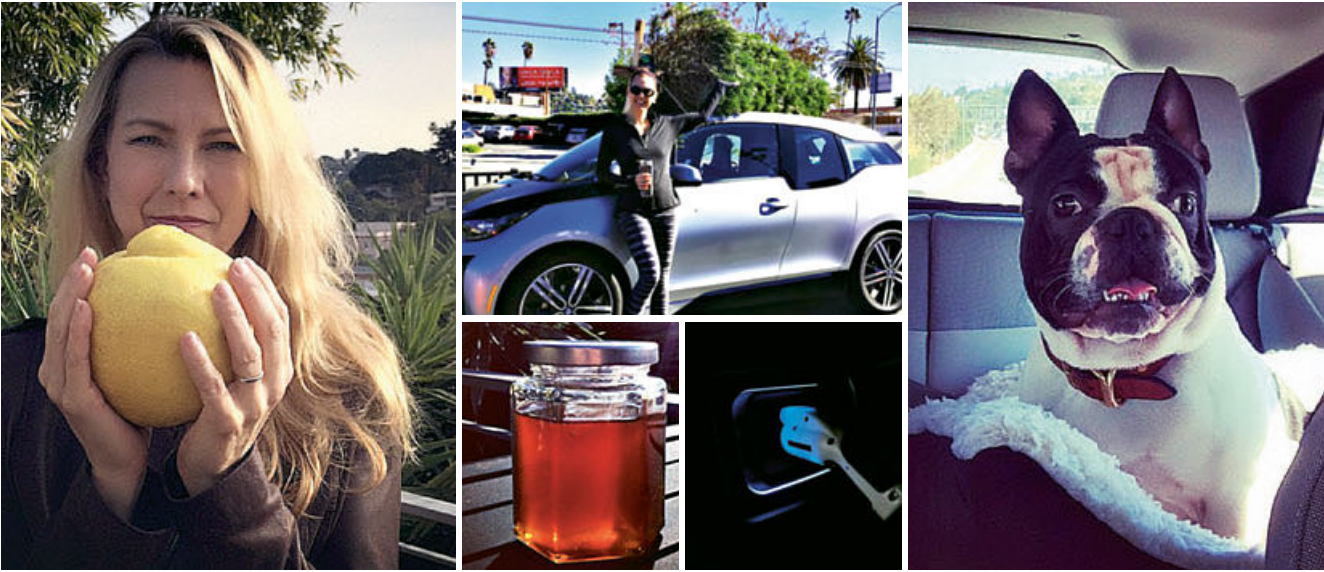
I was lucky to be part of the BMW pilot programme for electric cars right from the start back in 2009. And here I am, seven years later. Electric driving changed my life. Being part of this pioneering spirit was always a huge privilege. And I could barely wait to share it with others. Just four or five vehicles and a dozen people showed up when I organised the first electric car get-together in front of my restaurant in New Jersey. I remember the enthusiasm like it was yesterday! Our little community has now grown to three or four dozen electric cars

and a few hundred people. And they say: “Drive my car, check out the interior, it’s awesome, you should do the same!” It’s an amazing sight to behold: My neighbour, my brother-in-law, the lady from the coffee shop downtown – they all drive electric cars and love it! There’s absolutely no doubt about it, the big switch to electric driving is happening and it’s unstoppable. It’s a mass movement and it’s happening right now.

KATHRYN.

BORN ELECTRIC IN SEPTEMBER 2014.

[#instagram.com/kbakken](#)



“MY LITTLE ELECTRONAUT.”

My weakness for gadgets means that I’m always open to new things, which is why I fell in love with electric cars from the word go. I was immediately impressed by the environmental aspect and futuristic design. Electric cars are all the rage – and it looks like the dream of an electric car is finally coming true. If you ask me, the future belongs to the electric car and not the petrol engine. When travelling in the

BMW i3, the tranquil, calm atmosphere in the car causes my stress level to ease. I enjoy the feeling of sitting in this car with its chic interior and coolly steering it through the streets. And yes, it does actually happen that people stop in their tracks when I drive by and shout over: “Hey, cool car.”

STEVE.

BORN ELECTRIC IN MARCH 2015.

[#instagram.com/stevecoram](#)



“THE JOURNEY IS THE DESTINATION.”

My family and I love nothing more than going on extended road trips. The BMW i3 makes it possible to head off on these trips to faraway destinations for several days at a time without a care in the world. It offers us an easygoing lifestyle and expands our horizons, literally. Not only does it guide us to remote locations, but it’s also turning

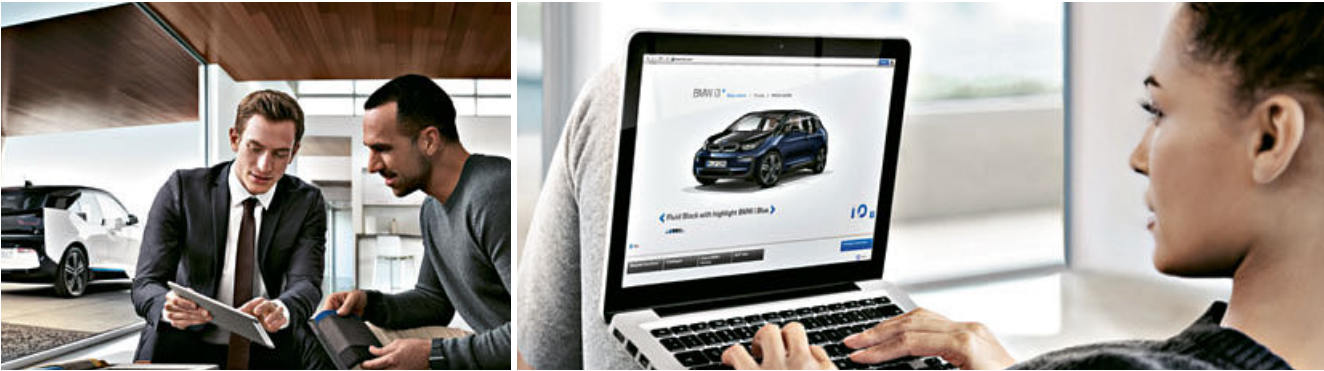
us into true explorers. We have two kids, ages five and eight, and we want to show them the innumerable natural wonders here in our little corner of the world. The BMW i3 gives us that freedom. A trip is about much more than just the physical destination. In fact, it’s about all those little memories on the path to get there.

SERVICES.

BMW i – CLOSER TO OUR CUSTOMERS IN MANY DIFFERENT WAYS.

BMW i offers you a multitude of possibilities to learn about our vehicles, consult with an expert, schedule a test drive, or even buy a BMW i – anytime and through a number of different channels.

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We know what's really important when finding your perfect BMWi or BMW i3s, and at BMW Financial Services we'll go beyond the drive to help get you behind the wheel. With a range of finance products to choose from, it's easy for you to find the right finance solution, and at every BMW Retailer we have a BMW Financial Services specialist who can talk you through your options to find a finance solution to your needs. Visit bmw.co.uk/finance to find out more.

BMW ANNUAL CAR INSURANCE. NO ONE UNDERSTANDS YOUR BMW, LIKE BMW. BMW Annual Car Insurance is a fully comprehensive insurance policy designed for your BMW with the same attention to detail given to the creation of a BMW. It's not just any insurance policy but an investment in maintaining your Ultimate Driving Machine. BMW Car Insurance guarantees to give you the option to use a BMW Approved Bodyshop should you wish, keeping your BMW, a BMW. All repairs completed by a BMW Approved Bodyshop will be carried out using Genuine BMW Parts.

BMW 7 DAY COMPLIMENTARY CAR INSURANCE. PUTTING YOU IN THE DRIVING SEAT. Enjoy the exceptional experience of driving your BMW instantly. BMW 7 Day Complimentary Car Insurance is a comprehensive policy that covers you from the moment you collect your new BMW for 7 days and offers you the following core benefits free of charge, meaning you can get into the driving seat and on the road with peace of mind.

For a quote please visit bmw-carinsurance.co.uk, or if you would like to speak to us, call on 0330 058 4088 and our knowledgeable staff will be pleased to help.

To find out more about BMW 7 Day Complimentary Car Insurance and to activate your cover, visit bmw-carinsurance.co.uk/7day.

Lines are open 8am–8pm Monday to Friday and 10am–4pm on Saturdays. We are also open on Bank Holidays 10am–4pm.

BMW Car Insurance is managed and administered by Wrisk Transfer Limited and is underwritten by Great Lakes Insurance SE. BMW Car Insurance is provided subject to eligibility criteria, cover limits and policy terms and conditions.



The new BMW i3:

BMW eDrive electric motor, 170 hp (125 kW), 20" BMW i light alloy Double-spoke style 430 wheels with mixed tyres, exterior paint in Imperial Blue with Frozen Grey metallic highlight, seats in "Solaric" wool cloth/natural leather combination, BMW i Lodge interior world with Dark Oak wood, matt interior trim.

The new BMW i3s:

BMW eDrive electric motor, 184 hp (135 kW), 20" light alloy Double-spoke style 431 wheels, Jet Black with mixed tyres, exterior paint in Fluid Black with BMW i Blue highlight, seats in "Stellaric" Dalbergia Brown natural leather, BMW i Suite interior world with Dark Oak wood, matt interior trim.

The models illustrated in this brochure show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may differ at the time of printing, or according to the specific requirements of other markets. Your local BMW Retailer is available to provide further details. Subject to alteration in design and equipment. Part number 01 29 2 466 889. November 2018.

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