

The new BMW i8



The Ultimate  
Driving Machine

# THE NEW BMW i8.



**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 new BMW i8. This is a thoroughbred sports car that delivers a truly outstanding driving experience, yet at the same time its BMW EfficientDynamics technology, with BMW eDrive and a revolutionary lightweight construction, means it also offers the economy of a compact car. Experience one of the most progressive sports cars of its time. The new BMW i8.



**MAGNETISM  
NOT REQUIRED**

TO FEEL THE FORCE OF ATTRACTION.



#### INNOVATIVE LIFEDRIVE ARCHITECTURE.

**With innovation as a guiding principle, you can create the unprecedented.**

The new BMW i8 is the first hybrid sports car from BMW featuring intelligent lightweight design specifically conceived to meet and exceed the requirements of a hybrid vehicle. Its innovative LifeDrive architecture comprises two parts, each precisely tailored to meet the respective requirements. The aluminium body – or Drive module – contains the high-voltage battery and all other drivetrain components at the front and rear. In between these is the passenger cell in high-strength carbon – the Life module – which combines maximum stability with extremely light weight. The result is a vehicle that delivers unique driving pleasure coupled with exceptional economy.

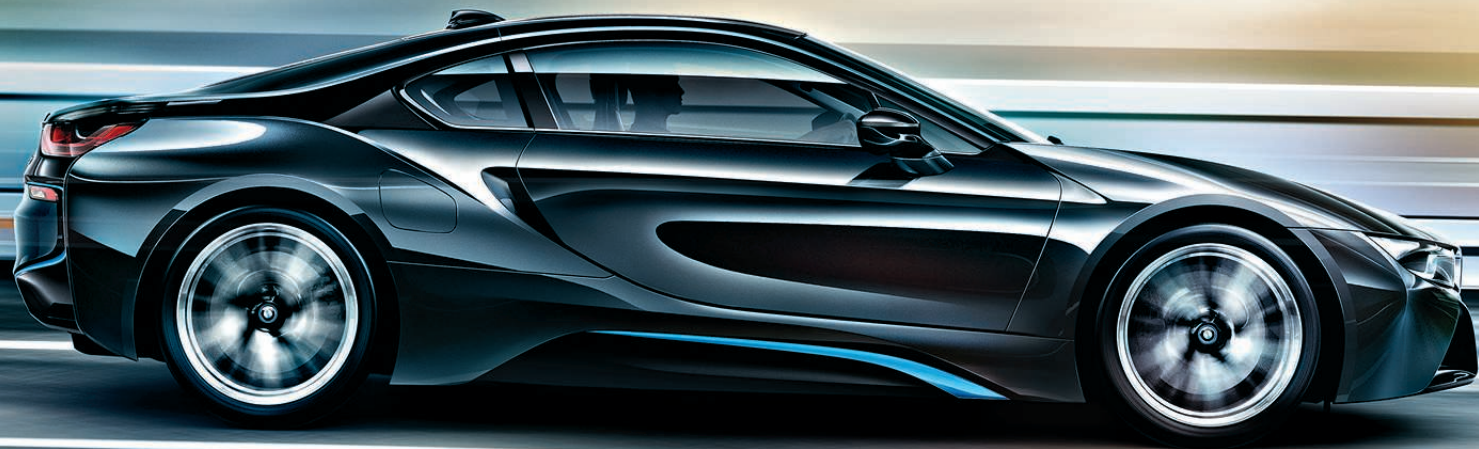


#### HIGH-PERFORMANCE PLUG-IN-HYBRID.

**Thinking ahead means getting ahead – and cutting consumption.**

An electric motor, a high-voltage battery and advanced energy management system make up the innovative BMW eDrive technology. The 131hp (96kW) electric motor over the front axle delivers its peak torque with just a light touch of the accelerator pedal to propel the vehicle forward. But that's just the start. Together with the newly developed 1.5 litre, three-cylinder BMW TwinPower Turbo petrol engine and 231hp (170kW) at the rear axle, the new BMW i8 accelerates from 0 to 62mph in 4.4 seconds. In addition, a combined fuel economy of 113mpg (2.5l/100km)<sup>1</sup> is possible. That's what happens when the best of two powerful drive systems join forces to create a driving sensation never before experienced in this form.

<sup>1</sup> All figures are provisional and subject to official confirmation. Estimated fuel economy figures are based on the ECE test cycle.



**NUMBERS  
NOT REQUIRED**

TO EXPERIENCE THE SPEED.



**SMALL PRINT  
NOT REQUIRED**

TO UNDERSTAND GOOD SENSE.



#### BREATHKING DRIVING DYNAMICS.

**To seek the perfect balance is to find it – and then drive it.** The new BMW i8 was purpose-designed as a sports car driven by hybrid technology. The results are tangible: the car is perfectly balanced, with the axle load evenly distributed front to rear. A particularly low centre of gravity increases agility even further. Outside town, the new BMW i8 can unleash its full power, with all-wheel drive propelling it very quickly to 155mph (250km/h) and, depending on driving style, a range of more than 310 miles (500km). In town, the new 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 local emissions<sup>1</sup>. This is no ordinary car, as its extraordinary driving experience proves.



#### IMPRESSIVE AERODYNAMICS.

**To leave the wind behind and simply relinquish all resistance.** The fluid lines and flat silhouette of the new BMW i8 give a distinctive impression of powerful forward thrust that reveals its intriguing dynamics even when it is at a standstill. Everything about this car is designed for honed aerodynamics paired with the highest aesthetic standards. Witness the almost closed kidney grille, which allows in only as much air as is needed for cooling, or the sweeping lines of the singularly dynamic exterior design. Highlights such as the handle-free dihedral doors and strongly expressive Adaptive LED Headlights reveal at first glance a compelling vision of the future – today.

<sup>1</sup>Fuel consumption and CO<sub>2</sub> emissions figures can be found on page 23.





**FORMULAS  
NOT REQUIRED**  
TO ELECTRIFY.



**FIGURES  
NOT REQUIRED**

TO RAISE THE PULSE.



#### INNOVATIVE INTERIOR.

**An exterior designed to perfection signals an interior that is similarly compelling to the last degree.** The inside of the new BMW i8 takes its cue from the fluid, dynamic exterior with a reprise of the layered surfaces that underpin the unique design of this car. Every feature in the cockpit is systematically focused on the driver, allowing total immersion in the intensely dynamic experience behind the wheel. The fully digital, three-dimensional display, for example, presents everything the driver needs to know – such as speed, range, charge status and route – in perfect high-resolution clarity. Meanwhile, the newly developed BMW i ConnectedDrive Services ensure flawless connectivity with the outside world at all times, again underlining the consistency with which the new BMW i8 is broaching new, entirely uncharted technological territory.



#### EXCEPTIONAL MATERIALS.

**Where sustainability becomes a principle, it can be found everywhere you look.** It isn't just the new BMW i8 as a whole that is innovative, but every last detail of the car. Each individual piece of material used in the new BMW i8 is way ahead of its time. The carbon fibre reinforced plastic used for the passenger cell has excellent safety properties and, weighing about 50% less than steel, makes the new BMW i8 exceptionally efficient. The leather used in the car is tanned with olive leaf extract, thus combining sustainability with an exquisite feel that renders its high quality very tangible.



**YOU ONLY REQUIRE  
ONE THING:**

THE POWER OF PROGRESS.



## REVOLUTIONARY SPORTINESS, REVOLUTIONARY ECONOMY, REVOLUTIONARY DIFFERENCE – THE NEW BMW i8.

THE 2+2-SEATER WITH PLUG-IN HYBRID TECHNOLOGY DEVELOPED BY BMW REPRESENTS AN AUTOMOTIVE REVOLUTION. THE LATEST BMW EFFICIENT DYNAMICS TECHNOLOGIES ALONG WITH INNOVATIONS FROM BMW CONNECTED DRIVE ENSURE ITS UNRIVALLED EFFICIENCY IN THE SPORTS CAR SEGMENT, AS WELL AS HIGH LEVELS OF CONNECTIVITY.

**The new BMW i8 embodies BMW EfficientDynamics in its purest form – thanks to intelligent lightweight design, cutting-edge aerodynamics and a plug-in hybrid drive system with BMW eDrive.** The new BMW i8 heralds a revolution in automotive construction.

With its combination of state-of-the-art materials and innovative lightweight design, the new sports car delivers unbeatable dynamics combined with optimum efficiency. The use of industrialised carbon in the form of carbon fibre reinforced plastic (CFRP) enables BMW engineers and designers to explore entirely new territory with the new BMW i8. The result is a car that sets new benchmarks thanks to the lightweight construction of its innovative and unique LifeDrive architecture. The new BMW i8 demonstrates how dynamically and aesthetically pleasing a car meeting the highest aerodynamic standards can be. A drag coefficient (Cd) of just 0.26 leaves no doubt as to the sporting character of the new BMW i8.

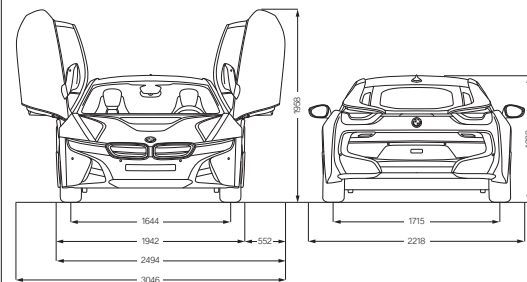
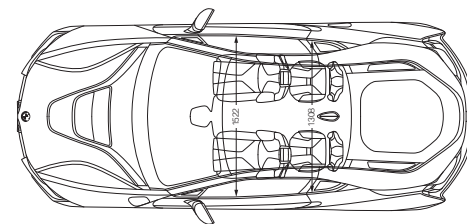
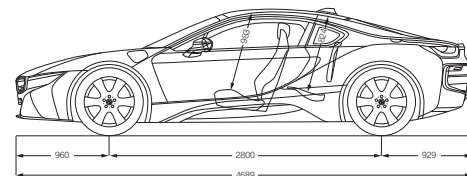
The new BMW i8 accelerates from 0 to 62mph (100km/h) in less than 5 seconds in a straightforward demonstration of its outstanding dynamism. The real sensation, though, is fuel consumption of 113mpg (2.5l/100km)\*. This is a sports car that burns no more petrol than a small car. The key here is the BMW eDrive technology developed specially for this purpose, which consists of an electric motor, a high-voltage battery and intelligent energy management. Together with the newly developed 1.5 litre, three-cylinder BMW TwinPower Turbo petrol engine, this allows the new BMW i8 to create the perfect basis for an impressive driving experience and unbeatable efficiency.

**BMW ConnectedDrive presents futuristic innovations for the roads of today.** The new BMW i8 will have a major influence on the future of the sports car breed – and that is due in part to the advanced and intelligent connectivity it offers. Newly developed BMW i ConnectedDrive Services play a prominent role here and underpin an intelligent, far-reaching and sustainable mobility experience that breaks new ground.

The BMW i ConnectedDrive navigation-related services are a good example. At their core is the Range Assistant with dynamic range map, which takes into account all the key factors involved in providing reliable and precise route guidance: battery charge level, driving style, traffic conditions and route profile. An integrated SIM card allows this information to be provided in real time and constantly updated. You can even stay connected with the new BMW i8 outside the car, thanks to the BMW i Remote Services app for smartphones (iOS and Android). Whether it's the location of the car, its battery charge level, range display and planning or service reports, you can stay up to speed on the status of your car at all times. You can even lock your car and turn the lights off remotely. And the cabin temperature can be adjusted before you climb aboard, so that the interior is at the perfect temperature when you start your journey. Small details like this allow BMW i ConnectedDrive Services to make everyday driving in the new BMW i8 more comfortable, safer and efficient in every respect.

Technical data		BMW i8 <sup>1</sup>
System output	hp (kW)	362 (266)
Max. output combustion engine	hp (kW)	231 (170)
Max. output electric motor	hp (kW)	131 (96)
Max. torque combustion engine	Nm	320
Max. torque electric motor	Nm	250
Top speed	mph (km/h)	155 (250)
Acceleration 0–62mph/100km/h	seconds	4.4
Fuel consumption	mpg (l/100km)	113 (2.5)
Emissions	g/km	59
Range (electric-only mode)	miles (km)	22 (35)
Max. range (hybrid mode)	miles (km)	>310 (>500)

<sup>1</sup> All figures are provisional and subject to official confirmation. Estimated fuel economy figures are based on the ECE test cycle.



All dimensions in the technical drawings are provisional and given in millimetres. Luggage compartment capacity 154 litres.

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.

The new BMW i8



The Ultimate  
Driving Machine

You can find BMW i Agents and further information at [www.bmw.co.uk/bmw](http://www.bmw.co.uk/bmw)

This flyer describes models, features and configuration options (standard and optional) produced by BMW AG for the German market. In part, they include optional equipment and accessories not fitted as standard. In other EU countries, there may be deviations from the features and configuration options described in terms of standard and optional equipment of individual models. To find out more about the different country versions on offer, please consult your local BMW Dealer. Design and equipment subject to change. Part number 94 23 2 131 288.

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