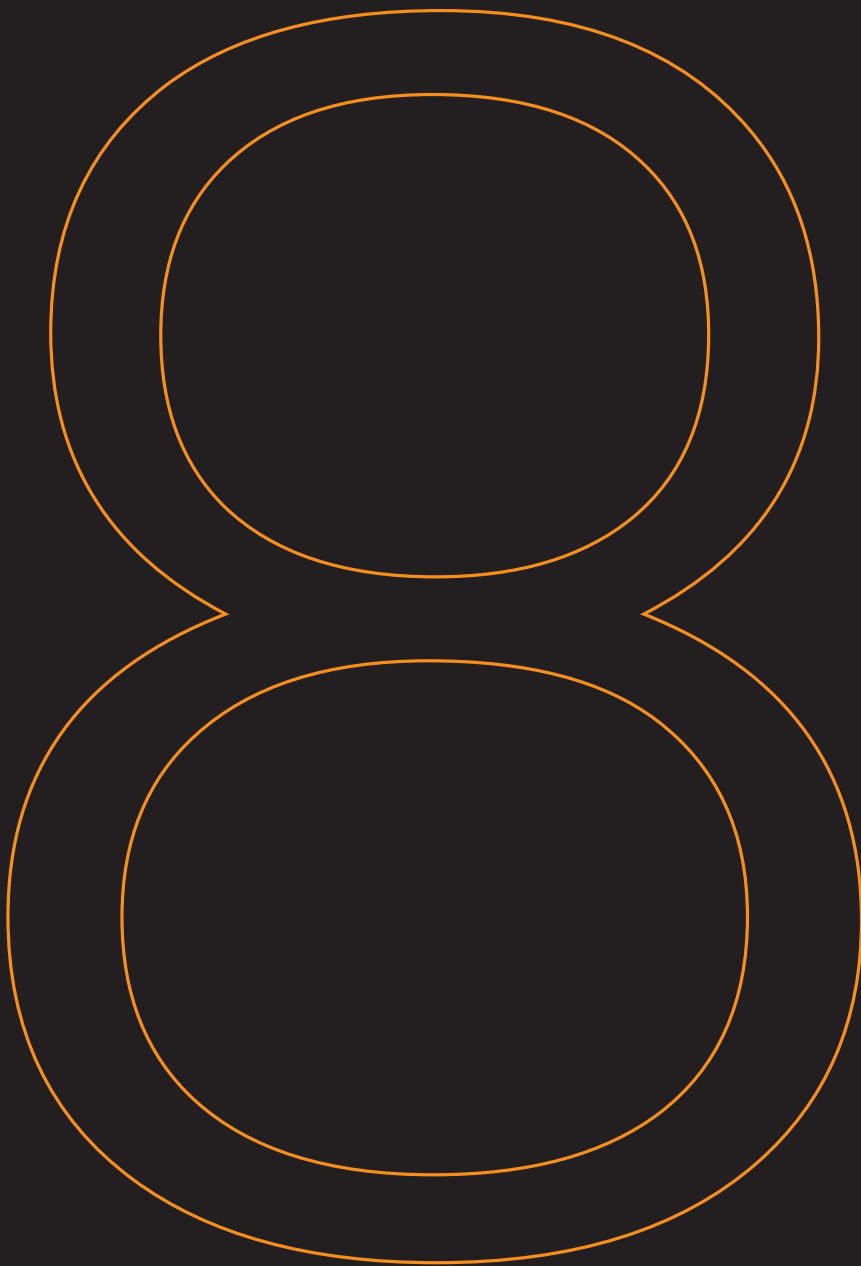




The Ultimate
Driving Machine







THE BMW i8 ROADSTER AND COUPÉ.

DIGITAL DISCOVERY: THE BMW BROCHURES APP

More information, more driving pleasure: the BMW brochures app offers a 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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ONLY THOSE
WHO GO BEYOND
THE FAMILIAR
MAKE NEW DISCOVERIES.



ONLY THOSE
WHO SEEK THE
EXTRAORDINARY
CAN CREATE SOMETHING UNIQUE.





ONLY THOSE
WHO QUESTION
EVERYTHING
FIND NEW ANSWERS.

A silver BMW i8 is parked on a city street. The car is positioned at an angle, showing its front and side. The license plate reads "M XC 5098". In the background, two people are walking on the sidewalk. The scene is set in a city with a stone building and a street lamp.

ONLY THOSE
WHO ARE
PREPARED TO LEAD
CAN BLAZE NEW TRAILS.





ONLY THOSE WHO
HAVE AN
EXTRAORDINARY
DRIVE
CAN ACCELERATE THE FUTURE.



ONLY THOSE
WHO CAN RELY
ON EXPERIENCE
CAN DEVELOP
INNOVATIONS.



THE EVOLUTION
OF A REVOLUTION.
THE BMW i8 ROADSTER
AND COUPÉ.

DRIVE AND DRIVING DYNAMICS IN THE BMW i8 ROADSTER AND COUPÉ.

SPECTACULAR APPEARANCE WITH STRONG ACCELERATION.



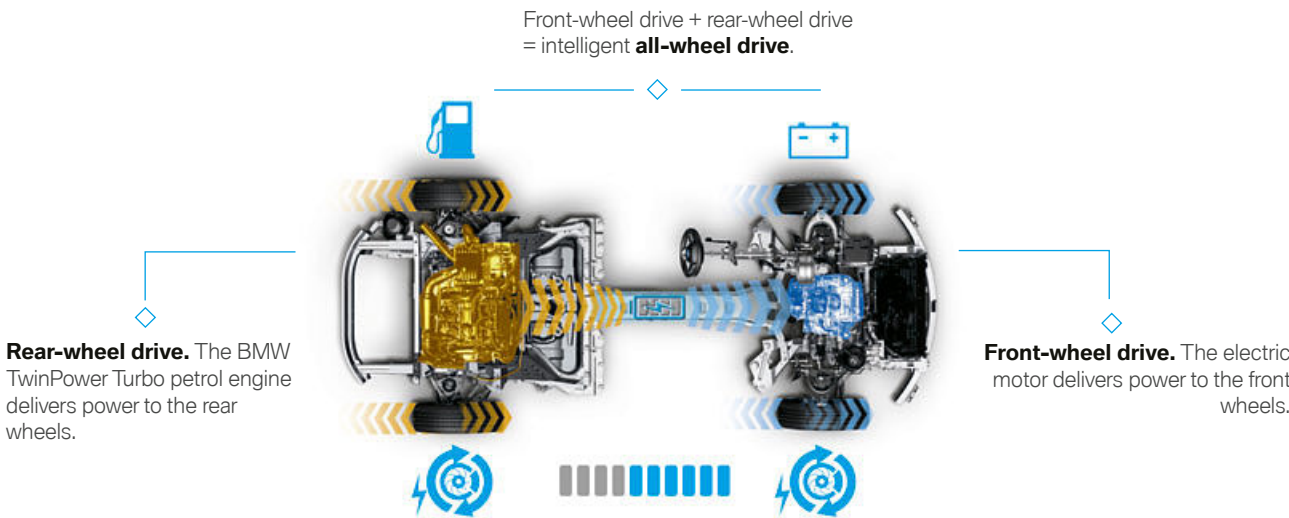
Sports cars designed for dynamics and agility - the BMW i8 Roadster and Coupé. The powertrain with powerful electric motor, BMW TwinPower Turbo three-cylinder petrol engine, including six-speed automatic transmission, makes excellent acceleration values possible with low fuel consumption. The suspension also contributes to BMW's driving pleasure with its intelligent all-wheel drive and interchanging

suspension. The innovative LifeDrive vehicle architecture separates the passenger compartment from the chassis – lowering the centre of gravity, as well as reducing the weight with carbon-fibre elements. Stability and safety increased thanks to innovative driving dynamics.



DRIVE-MODUL: The Drive module in the BMW i8 Roadster and Coupé is made of lightweight aluminium and includes all suspension components: the structural and impact-absorbing elements, the drivetrain and lithium-ion high-voltage battery.

LIFE MODULE: Solely developed by BMW i, the Life Module represents a revolution in production technology. Previously, the manually manufactured carbon-fibre passenger cell caused great expense. Ensuring a more cost-effective approach, BMW i redefined the automotive production. Now, the use of carbon-fibre accounts for a 50% reduction in weight when compared to steel and up to 30% as measured with aluminium.



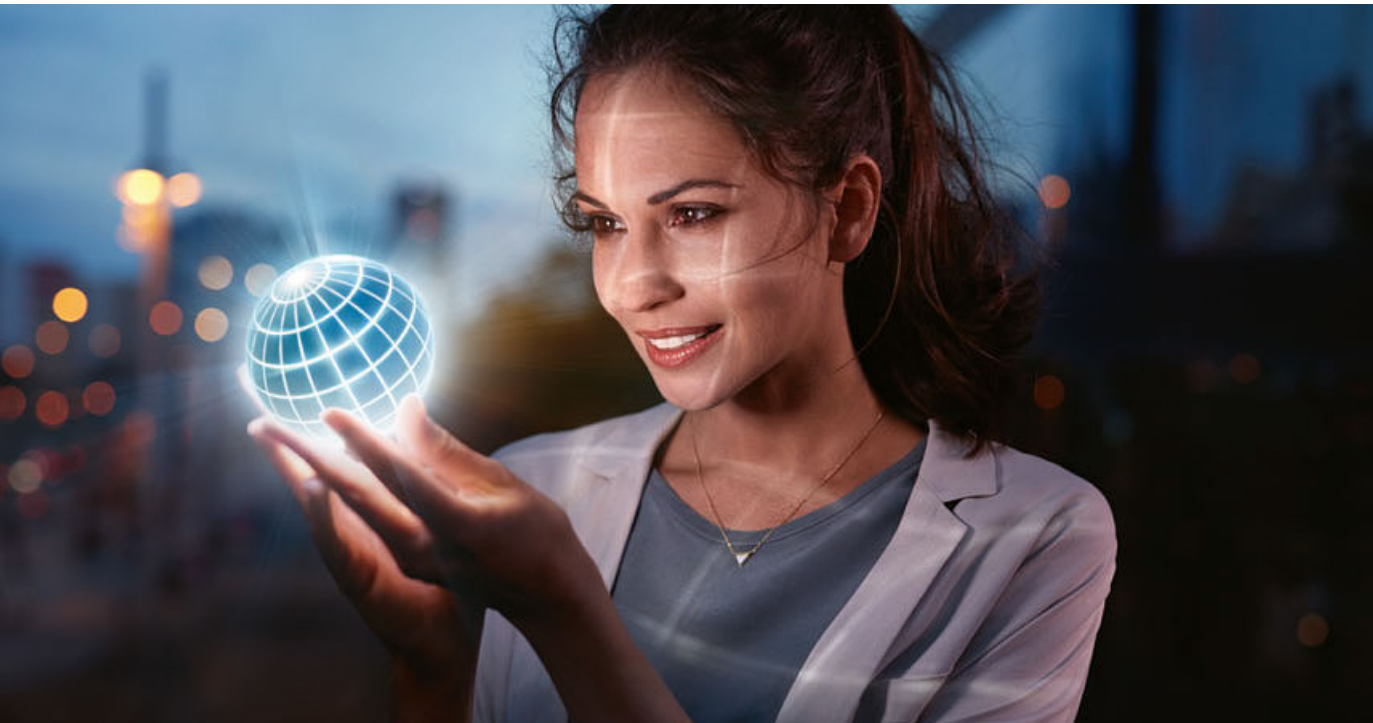
THE BEST OF BOTH WORLDS: The BMW i8 Roadster and Coupé combine the high-torque acceleration of the electric motor on the front axle with the power of the combustion engine on the rear axle, which is efficiently brought to the road by a six-speed automatic transmission. The concept thus allows the optimum drive configuration to be made available depending on the situation.

Although the BMW i8 Roadster and Coupé can drive purely electrically, the particular attraction lies in the combination of both engines, which play to their advantages and complement each other perfectly. Thanks to BMW EfficientDynamics with eDrive, the BMW i8 Roadster and Coupé plug-in hybrid sports cars deliver exceptional

dynamic ability as well as efficiency. The situation-specific load control system, for example, while going on a curve, varies the ratio between the drive torques acting on the front and rear wheels in favour of a rear-mounted design, thus increasing the precision of steering. On dry and wet roads, for example, the driver has maximum traction over all four wheels when accelerating, which allows even better directional stability right up to the limit. Therefore, the BMW i8 Roadster and Coupé offer you a highly dynamic acceleration experience.

CONNECTIVITY IN THE BMW i8 ROADSTER AND COUPÉ.

INNOVATIONS THAT TAKE YOU FORWARD.



BMW Connected is a personal mobility assistant which facilitates everyday mobility and assists drivers in reaching their destinations relaxed and on time. All relevant services are also remotely available at all times via the smartphone app or a smart watch. Destinations that have been found on the web or via other application such as Yelp, Apple Maps, Google Maps can be easily and conveniently imported into BMW Connected and seamlessly transferred to the vehicle's navigation system with just a click.

Meetings including addresses and intended arrival times saved in the smartphone calendar are automatically imported into the BMW Connected mobility agenda. Based on the current location and traffic conditions, BMW Connected calculates the arrival time, informs you in time and guides you on your walk from the parked car to the final destination. The BMW Connected app can be downloaded from the Apple App Store or the Google Play Store.



CONNECTED eDRIVE SERVICES: With the Remote Functions of the BMW Connected App (available in the Apple App Store), various vehicle-related functions, such as locking and unlocking the car, can be operated remotely. Just as the BMW ConnectedDrive customer portal, the app also offers the opportunity to access vehicle information such as range or the status of the windows and doors.¹



INTELLIGENT VOICE ASSISTANT: Intelligent Voice Assistant understands natural speech and optimises recognition rate over a large range of individual and situational variations thanks to Offboard voice processing¹. It also understands linguistic varieties, dialects and jargon. This enables a substantially greater range of possibilities when dictating text messages or emails.



SHARE LIVE TRIP STATUS: The Share live trip status function allows you to securely share your time of arrival and current location with friends and family during a trip.



DOOR-TO-DOOR GUIDANCE: Thanks to the Door to door guidance function of the BMW Connected App, you can get to your appointments relaxed and on time. Upon arrival at your destination you can use your smartphone or a connected smart watch² to be guided from the parked car to the final destination by foot.

Some ConnectedDrive Services may differ between countries. Please consult your local BMW Retailer for more information.

¹ Requires a free BMW ConnectedDrive account.
² Smartphone and smartwatch are not part of BMW Connected.

THE EXTERIOR DESIGN.

AN ATHLETIC SPORTS CAR THAT SHINES WITH ITS INDIVIDUAL STYLE: the exterior colours E-Copper and Crystal White Pearl Effect have been exclusively developed for the BMW i8 Roadster and Coupé. Each metallic paint highlights the contours and flowing lines of the car, creating the ultimate impression of the progressive sports car. With the choice of BMW i Blue or Frozen Grey metallic to highlight

the distinctive Kidney grille and sill areas, for Crystal White Pearl Effect and Sophisto Grey metallic paints, there is sure to be a design to reflect your personality. E-Copper and Donington Grey benefit from a Frozen Grey metallic highlight that accentuates the Kidney grille and sill areas, communicating a pure sense of power. The future is yours to drive - the BMW i8 Roadster and Coupé.



Metallic C1U
E-COPPER
with Frozen Grey highlight¹



Metallic B97/B96
CRYSTAL WHITE PEARL EFFECT
with BMW i Blue¹ or Frozen Grey highlight¹



Metallic P5Y/P7A
BMW INDIVIDUAL, DONINGTON GREY
with Frozen Grey highlight¹



Metallic C23/C22
SOPHISTO GREY
with BMW i Blue¹ or Frozen Grey highlight¹



[01] 20" BMW i light alloy wheels turbine styling 444 with mixed tyres, BMW EfficientDynamics¹ **[02]** 20" BMW i light alloy wheels



turbine styling 625 with mixed tyres¹ **[03]** 20" BMW i light alloy wheels Radial-spoke style 516 Bicolour with mixed tyres¹



[04] 20" BMW i light alloy Radial-spoke style 516 wheels, Jet Black.¹



[05] 20" light alloy BMW i W-spoke style 470 wheels.^{2, 3}

¹ Available as optional equipment.

² Standard for BMW i8 Coupé.
³ Standard for BMW i8 Roadster.

THE INTERIOR DESIGN.

ACCARO.

Icon of a new era throughout - the Accaro interior design. Emphasising the visionary concept of the vehicle, the bold interior colours, E-Copper and Amido Black, provide a progressive statement inside the vehicle. This is what the future of athletic mobility looks like.



[01] Expressive details in the interior: The leather upholstery E-Copper with textile accents. **[02]** Exclusive Natural leather in E-Copper featured with additional details in Anthracite E-Copper.

THE EQUIPMENT FOR THE BMW i INTERIOR DESIGN ACCARO:

- Leather steering wheel in Black with a contrasting ring in BMW i Satin Silver
- Seats in Exclusive natural bicolour Amido/E-Copper leather with a cloth accentuator in Anthracite E-Copper
- Interior colour in E-Copper/Amido
- Instrument panel with a Black leather trim with an interior surface in Amido metallic
- Door sill finishers with a lasered i8 designation and surface in Amido metallic
- Door and side trim in Exclusive natural leather in Amido
- Door panels in Walknappa leather in Amido
- Headlining in Anthracite
- Interior trim in Amido Black, metallic

HALO.

Defining the ultimate desire - the Halo interior design. Interior colours, Dalbergia Brown and Carum Spice Grey, produce the perfect atmosphere of comfort and high-quality design.



[03] The dark interior appears particularly elegant in combination with bright contrasts. **[04]** Captivating its audience, the Dalbergia Tan BMW i Exclusive natural leather is particularly apparent because of the discreet colour accents in the decorative stitching.

THE EQUIPMENT FOR THE BMW i INTERIOR DESIGN HALO:

- Leather steering wheel in Dalbergia Tan with a contrasting ring in BMW i Blue
- Seats in Exclusive natural leather with a cloth accentuator in Anthracite and including BMW i Blue double lapped seams
- Interior colour in Dalbergia Tan/Carum Spice Grey
- Instrument panel in Exclusive natural leather in Dalbergia Tan and Walknappa leather in Carum Spice Grey with an interior surface in Amido metallic
- Door sill finishers in Amido metallic with a lasered i8 designation
- Door and side trim in Exclusive natural leather in Dalbergia Tan
- Door panels in Walknappa leather in Carum Spice Grey
- Headlining in Anthracite
- Interior trim finishers in Amido Black metallic

CARPO.

Innovation, aesthetics and high-quality comfort - the Carpo interior design. Proving itself as an impressive interior, the choice of Ivory White or Amido Black Exclusive Natural Full leather seats really showcase the level of comfort and style available in the BMW i8 Coupé and Roadster. Coupled with the Black sport leather steering wheel, featuring a Satin Silver contrast ring, you are sure to find a design to suit you.

INTERIOR DESIGN CARPO IVORY WHITE IN THE BMW i8 ROADSTER.



[05] BMW i interior design, Carpo Ivory White: a sporty combination with upholstery in Amido and Ivory White. **[06]** Exclusively in the BMW i8 Roadster, the Full-grain perforated leather Spheric Ivory White receives an additional dark contrast and decorative stitching.

INTERIOR DESIGN CARPO IVORY WHITE IN THE BMW i8 COUPÉ.



[07] Coupling the Satin Silver accent with BMW i Blue really characterises the multi-function sport leather steering wheel. **[08]** Exclusively in the BMW i8 Coupé, the Full-grain leather Spheric in Amido/Ivory White presents great comfort and style.

INTERIOR DESIGN CARPO AMIDO BLACK.



[09] The Amido Black BMW i Spheric Full leather presents a true BMW interior. When entering through the dihedral doors, you are captivated by the combination of discreet colour accents in the decorative stitching. **[10]** Upholstery featured in Amido Black BMW i Spheric Full leather with accentuating decorative stitching

THE EQUIPMENT FOR THE BMW i INTERIOR DESIGN CARPO:

- Leather steering wheel in Black with a contrasting ring in BMW i Satin Silver
- Seats in BMW i Spheric Full leather, perforated, in Ivory White or Amido
- Interior colour in Black/Ivory White or Black/Amido
- Instrument panel with a Black leather trim and an interior surface in Amido metallic
- Door panels in Walknappa leather in Ivory White/Amido
- Headlining in Carum Grey
- Door sill finishers with grained surface in Black

EQUIPMENT HIGHLIGHTS.



[01] Exclusively for the BMW i8 Roadster, the standard ambient interior lighting features the i8 logo projection. When entering the vehicle, the i8 logo is effectively projected onto the ground - illuminating the area in front of the iconic dihedral doors. **[02]** The exclusive ceramic surround of the gear lever and border around the iDrive Controller including i8 engraving. **[03]** Exclusively for the BMW i8 Roadster, the travel package offers a map holder

including i8 embossing as well as Alcantara separating elements in the storage compartments behind the seats. **[04]** Carbon Fibre interior trim finisher on the instrument panel, centre console and door handles. **[05]** BMW Laserlights include both LED and Laser technology for enhanced light intensity and illumination. **[06]** The full-colour Head-up Display projects information relevant to the journey directly into your field of vision.¹

¹ Content shown will depend on the equipment options chosen. Further optional equipment is required to display specific items.

BMW i8 ROADSTER:

Plug-in hybrid drive [electric motor at the front, 143hp (105kW) / BMW TwinPower Turbo three-cylinder petrol engine at the rear, 231hp (170kW)], 20" BMW i light alloy wheels Radial-spoke style 516 Bicolour with mixed tyres, exterior colour in E-Copper with Frozen Grey accent, BMW i interior design Accaro with seats in Exclusive Natural leather, E-Copper / Amido with Anthracite E-Copper fabric accent, interior trim finishers in Amido metallic, Anthracite headlining.

BMW i8 COUPÉ:

Plug-in hybrid drive [electric motor at the front, 143hp (105kW) / BMW TwinPower Turbo three-cylinder petrol engine at the rear, 231hp (170kW)], 20" BMW i light alloy wheels Radial-spoke style 516 Jet Black with mixed tyres, exterior colour in BMW Donington Grey with Frozen Grey accent, BMW i interior design Accaro with seats in Exclusive Natural leather E-Copper / Amido with Anthracite E-Copper fabric accent, interior trim finishers in Amido metallic, Anthracite headlining.

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 occur according to the specific requirements of other EU member states. Please ask your local BMW retailer about the various versions that are offered depending on the country. Subject to change in design and equipment. Part number 01 29 2 466 890 V1. April 2019.

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4 11 009 038 21 1 2019 CB. Printed in Germany 2019.