



Media Information
4 November, 2016

BMW i8 and i3 showcased in the capital.

- In partnership with Go Ultra Low, BMW showcase the BMW i8 and BMW i3 at Regent Street Motor Show on 5 November.
- Over 100,000 BMW purely electric-powered cars and plug-in hybrids sold to customers worldwide.

On Saturday 5 November, BMW will be making an appearance as part of the Go Ultra Low stand at the Regent Street Motor Show. The stand will showcase the latest electric and plug-in hybrid vehicles including the BMW i3 Battery Electric Vehicle and BMW's most advanced sports car, the BMW i8.

More than 100,000 BMW purely electric-powered cars and plug-in hybrids have been sold to customers worldwide with the BMW i3 accounting for more than 60,000 units. This makes the BMW i3 the most successful electric vehicle in the premium compact segment. In the UK, close to 6,000 units of the BMW i3 have been sold since its launch in 2013. The BMW i3 with Range Extender remains the volume model however since the launch of the BMW i3 94Ah, the pure electric model has increased in popularity.

Meanwhile, the BMW i8 ranks first among electrified sports cars, with more than 10,000 delivered worldwide since the middle of 2014, of which 17 per cent are UK sales. Additionally, there are the approximately 30,000 plug-in hybrids sold to date; known today under the label BMW iPerformance. These reflect the successful broad-based transfer of BMW i technology.

The Regent Street Motor Show is a free motor show in central London. The street is fully pedestrianised from Piccadilly Circus to Oxford Circus. Displaying over 300 cars spanning 125 years of motoring, from the earliest 19th Century veterans to the cars of the future.

BMW

United Kingdom

Corporate Communications

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BMW's presence at The Regent Street Motor Show comes as part of our continued commitment to the Go Ultra Low campaign, which exists to help motorists understand the benefits, cost savings and capabilities of the raft of electric vehicles on the market. The collaborative campaign is the first of its kind, bringing together a consortium of vehicle manufacturers, government and the Society of Motor Manufacturers and Traders.

Ends

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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YouTube: [BMW UK](#)

For further information please contact:

Gavin Ward
Tel: 01252 921261
Email: Gavin.Ward@bmw.co.uk

BMW Media Relations Manager

Lauren Prema
Tel: 07815 370746
Email: Lauren.Prema@bmw.co.uk

BMW Media Relations Executive

Piers Scott
Tel: 01252 921265
Email: Piers.Scott@bmw.co.uk

General Manager, Product and Internal Communications

Graham Biggs

Corporate Communications Director

BMW Group Company

Postal Address
BMW (UK) Ltd.
Summit One
Summit Avenue
Farnborough
GU14 0FB

Telephone
01252 920000

Fax
01252 920001

Internet
www.bmw.co.uk

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Tel: 01252 921256
Email: Graham.Biggs@bmw.co.uk