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Request for Coverage

BMW to Showcase iPerformance Family of Plug-In Hybrid Electric Vehicles at the 2016 Los Angeles Auto Show's Automobility LA.

- **Featured BMW Vehicles Include: BMW 740e xDrive, BMW 330e and BMW X5 xDrive40e. Additional Highlights include BMW M760i xDrive, BMW ALPINA B7 xDrive and BMW i8, as well as Updated Models Throughout the 2017 BMW model lineup.**
- **ReachNow to Announce Expansion and Launch of Several New Mobility Services at a Press Conference on November 15th at 9:50 a.m.**
- **The BMW-Designed Paralympic Racing Wheelchair Piloted by Members of Team USA to a Collective Seven Medals at the 2016 Paralympic Games in Rio will also be on display.**

BMW will showcase its iPerformance family of plug-in hybrid electric vehicles at the **2016 Los Angeles Auto Show, taking place at the Los Angeles Convention Center (located at 1201 South Figueroa Street). English-, German- and Spanish-speaking BMW representatives will be available for interviews on Wednesday, November 16 and Thursday, November 17 at the BMW Stand.**

BMW iPerformance, BMW's plug-in hybrid models, apply eDrive technology from BMW i (BMW's brand that emphasizes sustainability in visionary vehicle concepts and technologies) to the BMW core brand via the technical expertise regarding electric motors, battery cells, and electronic control systems. BMW iPerformance vehicles that will be displayed throughout the Los Angeles Auto Show include the BMW 740e xDrive, BMW 330e, and BMW X5 xDrive40e. Additional featured vehicles include the BMW i8, BMW M760i xDrive, and BMW ALPINA B7 xDrive, as well as updated models throughout the BMW lineup for 2017.

Featured Vehicles

The **BMW 740e xDrive iPerformance**, BMW's flagship plug-in hybrid model, presents the comfort of the BMW 7 Series with the virtues of electric, locally emission-free mobility. The BMW 740e iPerformance gets its eDrive powertrain technology from a 2.0 liter inline 4-cylinder gasoline engine with BMW TwinPower Turbo technology and an electric motor integrated into the 8-speed Steptronic transmission generating a combined system output of 322 hp. A total of 14 miles in all-electric mode with a top speed of 87 mph can be achieved as well as a combined fuel economy of 64 MPGe. Core features include the BMW EfficientLightweight concept, allowing for significant weight reduction in comparison to its predecessor. Groundbreaking BMW Carbon Core passenger cell technology is the key element on the body structure by the extensive use of carbon fiber reinforced plastic (CFRP) and the strategic application of the lightweight design to reduce weight and increase both the overall torsional strength and bending stiffness. The BMW 740e xDrive iPerformance is available in U.S. showrooms starting at \$90,095 including Destination and Handling. **[BMW 740e iPerformance Press Kit.](#)**

The **BMW 330e iPerformance** adds a plug-in hybrid drive system to the world's most successful premium model, the BMW 3 Series. The innovative use of an electric motor with the BMW TwinPower Turbo inline 4-cylinder engine, which has won the International Engine of the Year Award twice to date, results in a total system output of 248 hp and 310 lb-ft of torque. The BMW 330e iPerformance accelerates from 0-60 mph in 5.9 seconds and reaches a top speed of 140 mph. Pure-electric driving is possible at speeds up to 75 mph with a range of approximately 14 miles well as a combined fuel economy of 71 MPGe. The 2016 BMW 330e iPerformance is in U.S. showrooms for \$45,095 including Destination and Handling. [BMW 330e iPerformance Press Kit.](#)

The **BMW X5 xDrive40e iPerformance**, the company's first plug-in hybrid, combines the 2.0-liter TwinPower Turbo inline 4-cylinder engine with an electric motor powered by a lithium-ion battery, integrated into its 8-speed automatic transmission. The BMW X5 xDrive40e iPerformance can travel approximately 14 miles on pure electric propulsion, powered by a lithium-ion battery, ideally suited for short commutes and quick trips around town yielding an impressive 56 MPGe. Combined, the gasoline engine and electric motor put out 308 horsepower and 332 lb-ft of torque, enough to propel the X5 xDrive40e from 0-60mph in just 6.5 seconds. This Sports Activity Vehicle features BMW xDrive, the company's intelligent all-wheel drive system, for optimal stability and traction under all road conditions. The 2017 BMW X5 xDrive40e is available in US showrooms for \$63,095 including Destination and Handling. [BMW X5 xDrive40e iPerformance Press Kit.](#)

In addition to BMW iPerformance and BMW i vehicles, BMW will showcase new engine variants in the BMW 2 Series at the Los Angeles Auto Show. The **BMW 2 Series** will now feature the latest generation of BMW TwinPower Turbo 4-cylinder and 6-cylinder inline engines. The **BMW 230i Coupe** and **BMW 230i Convertible** are powered by a 4-cylinder 2.0 liter engine with an increased horsepower and torque of 248 hp and 258 lb-ft. The BMW 2 Series is in U.S. showrooms; the BMW 230i Coupe for \$33,845 and the BMW 230i Convertible for \$39,645 including Destination and Handling. [BMW 2 Series Press Kit.](#)

The **2017 BMW ALPINA B7 xDrive** blends ultimate luxury and precision dynamics with the most advanced suspension and chassis technology with ALPINA calibration. For the first time, the BMW ALPINA B7 xDrive includes Integral Active Steering, typically associated with sports cars, and combines a variable ratio electric steering system at the front axle with active steering on the rear axle for increased agility and dynamic handling. The new 4.4 liter 8-cylinder engine delivers an impressive output of 600 hp and a maximum torque of 590 lb-ft, resulting in remarkable acceleration – from 0-60 mph in 3.6 seconds, 0.8 seconds faster than its predecessor. Built for cruising at maximum comfort, the BMW ALPINA B7's high-performance drivetrain is complemented by its aerodynamic elements and sporty yet elegant interior design. The BMW ALPINA B7 xDrive is in U.S. showrooms, the BMW ALPINA B7 Sedan for \$137,995 and the BMW ALPINA B6 Gran Coupe for \$123,495 including Destination and Handling. [BMW ALPINA B7 xDrive Press Kit.](#)

The **2017 BMW M760i xDrive** integrates the first 12-cylinder gasoline engine with M Performance TwinPower Turbo technology, resulting in a blend of performance, efficiency and comfort. Equipped with 601 hp and peak torque of 590 lb-ft, this luxury sedan accelerates from 0-60 mph in just 3.7 seconds and reaches a top speed of 155 mph. The 2017 BMW M760i xDrive is available with the same advanced driving assistance technologies for acute stability and handling as the renowned BMW 7 Series model range, including: Active Driving Assistance Plus, Lane Departure Warning, Daytime Pedestrian Protection, Blind Spot Detection, Active Lane Keeping Assistant with side collision avoidance, Rear Collision Warning, Frontal Collision Warning with City Collision Mitigation, and Traffic Jam Assistant, as well as the BMW iDrive system featuring Gesture Control. The BMW M760i xDrive combines luxurious drive comfort, style, safety and innovative technologies while embodying BMW M Performance dynamics. The BMW M760i xDrive will arrive in U.S. showrooms in early 2017, pricing will be announced closer to launch. [BMW M760i xDrive Press Kit.](#)

Paralympic Racing Wheelchair

BMW also will display its Paralympic racing wheelchair that members of Team USA piloted to seven medals at the 2016 Paralympic Games in Rio. As the official mobility partner of the United States Olympic Committee, BMW of North America collaborated with the U.S. Paralympic Track and Field team to develop, design and engineer the racing wheelchair which draws upon the aesthetics and engineering of BMW's signature design. Encompassing BMW's core competencies and fundamentals, the wheelchair features modernized aerodynamic efficiencies, carbon fiber material, a complete chassis redesign, and a personalized approach for customized athlete fit.

ReachNow

In addition, the BMW Group will announce the expansion of **ReachNow** and the launch of several new and innovative mobility services at a press conference on November 15 at 9:50 a.m.

ChargeForward & EV Infrastructure

BMW is committed to fostering the adoption of EVs in the U. S. Immediately prior to press days at the Los Angeles Auto Show, the company will announce updates for its **BMW ChargeForward** pilot program in the Greater San Francisco Bay Area, which will explore new smart charging functionality and renewable energy integration, to determine which features provide the greatest benefits to both EV drivers and to the grid.

BMW recently completed the **Express Charging Corridors** initiative in which EV drivers can travel the most heavily-trafficked corridors on the East and West Coasts with the installation of 95 new DC Fast charging stations, spaced approximately 50 miles apart. This collaboration with Volkswagen of America and ChargePoint was designed to address the increasing demand for convenient, publicly-available EV fast chargers. In addition, BMW also announced new **ChargeNow by EVgo** public charging programs at participating EVgo stations in 25 key EV markets.

For updates on Twitter, follow the conversation using the hashtag **#BMWLAAS**.

Important social media links:

- Facebook: <https://www.facebook.com/BMWUSA>
- Twitter: <https://twitter.com/BMWUSA>
- Instagram: <https://instagram.com/bmwusa#>
- YouTube: <https://www.youtube.com/user/BMWUSA>
- Tumblr: <http://bmwusa.tumblr.com/>
- Google+: <https://plus.google.com/+BMWUSA/posts>

DATE: Wednesday, November 16 and Thursday, November 17

TIME: Interviews: All Day

**PLACE: The Los Angeles Convention Center
South Hall
1201 South Figueroa Street**

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BMW executives and experts available for interviews include:

- **Hildegard Wortmann, Senior Vice President Brand, BMW AG**
Hildegard Wortmann is available to discuss product management, brand management and global marketing.
- **Trudy Hardy, Vice President of Marketing, BMW of North America**
Trudy Hardy is available to discuss BMW's marketing efforts in the United States.
- **Rich Steinberg, Department Manager, Product Planning & Strategy, BMW of North America**
Rich Steinberg is available to discuss current and forthcoming product portfolios as well as BMW i products in the U.S. market.
- **Kate Alini, Product Manager, BMW 6 Series and BMW 7 Series, BMW of North America**
Kate Alini is available to discuss the technical specifics and details of the BMW 6 Series and BMW 7 Series.
- **Jose Guerrero, Product Manager for BMW i, BMW M, BMW Individual and BMW ALPINA, BMW of North America**
Jose Guerrero is available to discuss the BMW X1, BMW i and M products, BMW Individual, BMW M4 GTS, BMW ALPINA, Plug-In-Hybrids and Electric Vehicles and strategy in the U.S. market.
- **Alanna Tracey-Bahri, Product Manager, BMW Z4, BMW X3, BMW X4, BMW X5, BMW X6, BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW 6 Series, BMW 7 Series, BMW of North America**
Alanna Tracey-Bahri is available to discuss overarching product strategy and technical specifics for the BMW Z4, BMW X3, BMW X4, BMW X5, BMW X6, BMW 3 Series, BMW 4 Series, BMW 5 Series and Plug-In-Hybrids and Electric Vehicles.
- **Rob Healey, Manager of Electric Vehicle Infrastructure, BMW of North America**
Rob Healey is available to discuss BMW Electric Vehicle Infrastructure and strategy in the U.S. market as well as the recently completed Express Charging Corridors initiative on the East and West coasts and the recently announced ChargeNow programs.
- **Cliff Fietzek, Manager Connected eMobility, BMW of North America**
Cliff Fietzek is available to discuss BMW Connected eMobility and strategy in the U.S. market and the BMW i ChargeForward pilot program in the Greater San Francisco Bay Area.
- **Steve Banfield, CEO, BMW Group's ReachNow**
Steve Banfield is available to discuss BMW Group's car sharing and mobility services company, ReachNow, including its expansion and new features.
- **Oliver Heilmer, President, BMW Group DesignworksUSA**
Oliver Heilmer is available to discuss the overall strategy and design campaigns of BMW Group DesignworksUSA.
- **Brad Cracchiola, Associate Director, BMW Group DesignworksUSA**
Brad Cracchiola is available to discuss the BMW racing wheelchair that was used by the U.S. Paralympic team at the 2016 Paralympics to win 7 medals in Rio.

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