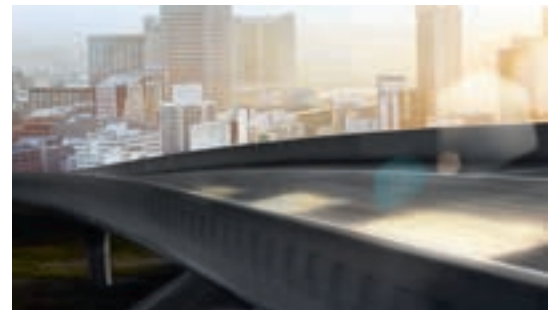




BMW i



The Ultimate Driving Machine



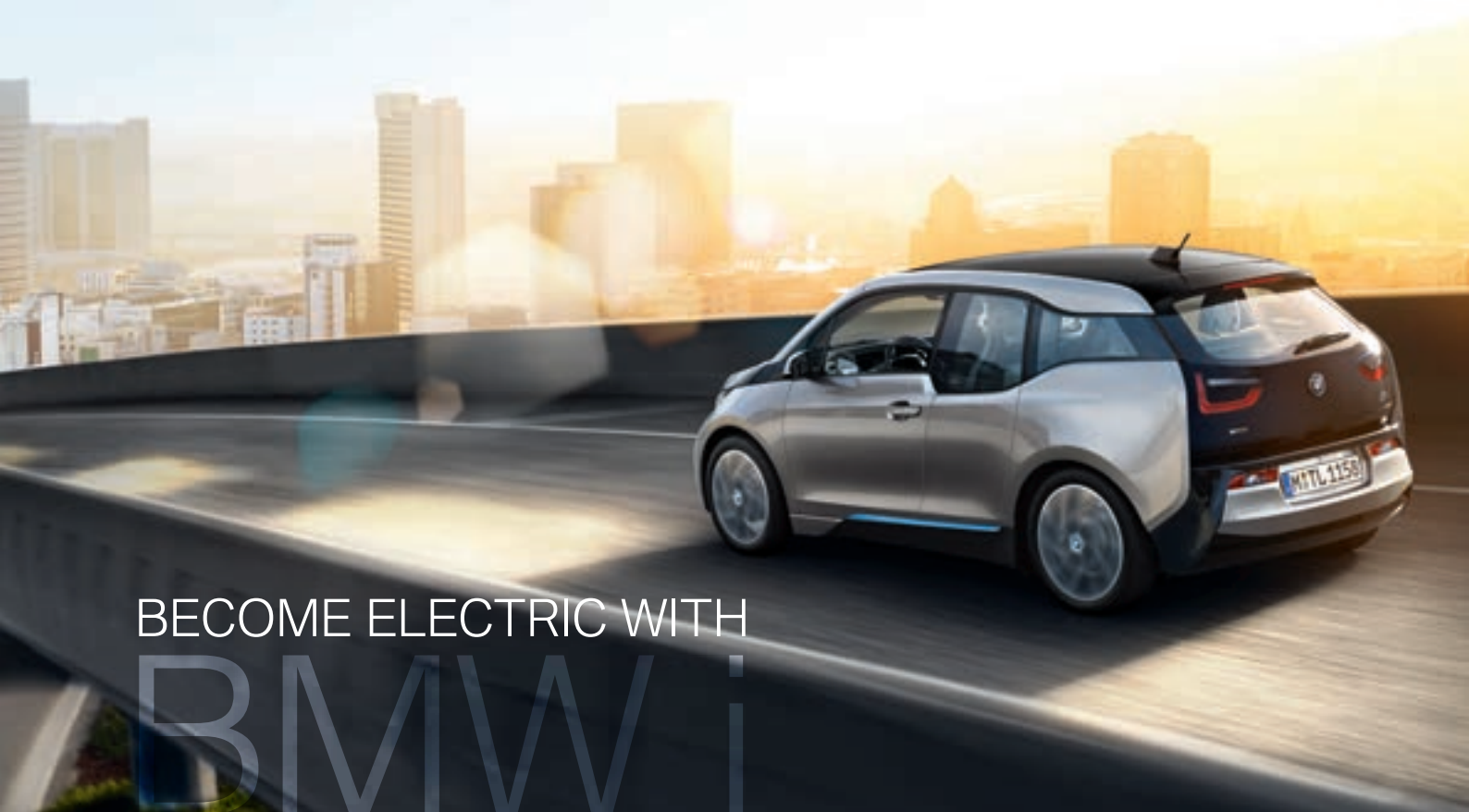
BMW i GUIDE TO BECOMING ELECTRIC. CORPORATE SALES.

BMW EfficientDynamics
Less emissions. More driving pleasure.

WELCOME TO BMW i.

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BECOME ELECTRIC WITH BMW i

Running a fleet in today's market is more challenging than ever. Fuel prices continue to rise and we are seeing tighter emission targets being set by the Government.

Through its EfficientDynamics programme, BMW has strived to reduce emissions across the model range with the aim of halving our average fleet CO₂ emissions by 2020. You can find out more about the benefits of BMW EfficientDynamics, as well as compare your own vehicle against the BMW i3, at www.bmw.co.uk/bmwi

However, there are further challenges ahead with the Government target of halving the level of greenhouse gas emissions (relative to 1990) between 2023 and 2027. To meet this target, there is a need for ultra-low emission vehicles to take their place alongside traditional combustion engines on company car fleets. Not only will this have a positive impact on the environment, but it will also financially benefit both companies and drivers.

The corporate market will be a major focus for BMW i from the outset, as fleets have always had more of an incentive to adopt the latest technologies than retail customers. Furthermore, with 50% of new cars in the UK being company or pool cars, we believe the fleet sector has the power to drive awareness and uptake across the rest of the market.

In this guide, we will look at how Electric Vehicles (EVs) could benefit your business and your drivers, as well as outlining the exciting journey ahead.

360° ELECTRIC.

BMW i is innovating the Ultimate Driving Machine – delivering more efficiency and sustainability without sacrificing any of the legendary driving pleasure.

But BMW i isn't just about the vehicles itself. With 360° ELECTRIC it brings an entire portfolio of supporting products and services including safety innovations, charging, 'smart' navigation systems, access to other BMW vehicles on an 'on-demand' basis and even help finding parking spaces or charging points. BMW is the first premium vehicle manufacturer to offer such a comprehensive ownership package surrounding electric mobility.

THE EVOLUTION OF BMW i.

When the first production version of the BMW i3 rolls off the assembly line in Leipzig later this year, it will mark the culmination of 40 years of development work with EVs.

The story began at the 1972 Olympic Games in Munich, where the BMW support fleet included two electrically-powered test vehicles. The converted BMW 1602 models served as a means of transport for the members of the organising committee, and were also deployed as camera cars in various long-distance events. However, lead batteries weighing 350 kilograms and with a range of around 60 kilometres (37 miles) were a non-starter for a production car.

BMW then launched a series of research and development projects designed to bring more efficient electric drive systems onto the road. These projects eventually led to the recent MINI E and BMW ActiveE Concepts which both use lithium-ion batteries. The public trials for the MINI E were received positively with 96% of participants saying they would now consider buying an EV.

I hope you enjoy reading about the much awaited BMW i3. If you would like any more information about BMW i, please do not hesitate to get in touch.

Kind regards

Stephen Chater
Corporate Operations Manager
BMW Group UK



INTRODUCTION TO BMW i.

BMW AND SUSTAINABILITY.

The BMW Group has been recognised as the world's most sustainable automotive manufacturer for the last eight years by the Dow Jones Sustainability Index and BMW i will set a new benchmark in this ever-increasingly important area. During production of BMW i models, for example, we will use:



50% less energy



70% less water



100% renewable energy

BMW has invested in its own technology, focussing on sustainability. All energy required to produce carbon fibre reinforced plastic for the new BMW i production line in Moses Lake is hydroelectric and 100% of the energy for BMW i assembly in Leipzig will be produced by wind turbines.

BMW i has a focus on using sustainable, recycled and lightweight materials designed to help achieve maximum range for our vehicles. This translates into cost and tax benefits for your fleet, as well as lower running costs for the driver.

STRENGTH IN INNOVATION.

BMW i vehicles are the first premium purpose-built EVs on the market, built from the ground up. Designed around electric power, they are very different from EVs based on conventional car architecture with added batteries.

The vehicle structure is constructed from carbon fibre reinforced plastic, which is more resilient than steel but 50% lighter. BMW i marks a landmark in the automotive industry as it is the first time this material has been used in series production. As a result of the revolutionary design and the use of these pioneering, lightweight materials, the BMW i3 offers outstanding efficiency, safety and sustainability without compromising driving dynamics.



Not surprisingly, the excitement around the imminent launch of the BMW i3 has spread throughout the industry with the motoring press heralding the arrival of the BMW i3 with consistently positive comments:

“A spell behind the wheel of the ActiveE concept car suggests the first production EV from BMW will live up to the firm’s famous ‘driving machine’ slogan.”

FleetNews



“BMW delivers the future of driving with its revolutionary new electric city car.”

Stuart Fowle, Car and Driver



KEY INFORMATION.

Model	Power output	0 – 62 mph	Range (real world)	Combined fuel consumption	CO ₂ emissions	BIK (2013 / 14)
BMW i3	170hp	7.2 secs	80 – 100 miles	0mpg	0g/km	0%
BMW i3 with Range Extender	170hp	7.9 secs	150 – 186 miles	470.8mpg	13g/km	5%

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INTELLIGENT CONNECTIVITY.

Connectivity is an integral element of BMW i and provides the foundation for e-Mobility solutions.

All BMW i3 vehicles will be fully connected and networked with their environment to ensure a real-time exchange of information to and from the vehicle.

BMW i advanced mobility solutions go beyond the vehicle itself to meet the unique needs of the driver. This has led to the development of new ConnectedDrive Services exclusively tailored for the BMW i3.

MEETING THE DEMANDS OF THE ELECTRIC AGE.

In addition to the comprehensive range of existing ConnectedDrive Services already available, BMW i specific services focus on the demands of the driver both inside and outside of the vehicle.



BMW i CONNECTED DRIVE SERVICES FOR NAVIGATION.

Tailored navigation services keep the driver highly informed about the surrounding environment.

Range Assistant provides a precise and reliable display to the driver of the maximum range that can be achieved in any direction from the current location. All possible factors including charge status, driving style, topography and traffic conditions are calculated to update the information in real-time.

Charging stations shows the location of charging stations as well as whether they are currently available for use.

Electric ECO routing provides special routing modes that maximise the battery range. In addition, the driver is informed on the charging time required before completing the return journey.

BMW i REMOTE SERVICES.

Specially designed remote services deliver convenience and confidence when planning journeys.

Vehicle status enables drivers to use their smartphones to check the vehicle's battery charge level and security settings, and perform various tasks such as lock/unlock and headlight flash.

Charging control allows the driver to activate charging instantly or via a timer, and pre-condition the cabin's temperature to maximise range.

Route planning enables the driver to search for addresses, send them to the car, pre-plan routes and provide detailed navigation maps that are synchronised to the on-board Navigation system. Plus, remote services offer tips on more efficient driving.

BMW ConnectedDrive In touch with your world.

360° ELECTRIC.

360° ELECTRIC from BMW i is an entire portfolio of custom-designed products and services aimed at making an electric car simple and straightforward for your fleet.

HOME CHARGING.

- Safe and convenient battery charging with the option of a BMW Wallbox that can be purchased separately to the BMW i3.
- Fast charging means the BMW i3 can be charged in under 3 hours (0-80%) at 32 amps.
- BMW i Installation Service is the perfect complement ensuring professional installation by our expert partner.

PUBLIC CHARGING.

- BMW ChargeNow allows nationwide access to the largest UK network of public charging stations with a single card.
- BMW i3 drivers will be able to use a specially developed Navigation system to locate their nearest public charging facility and view live availability.

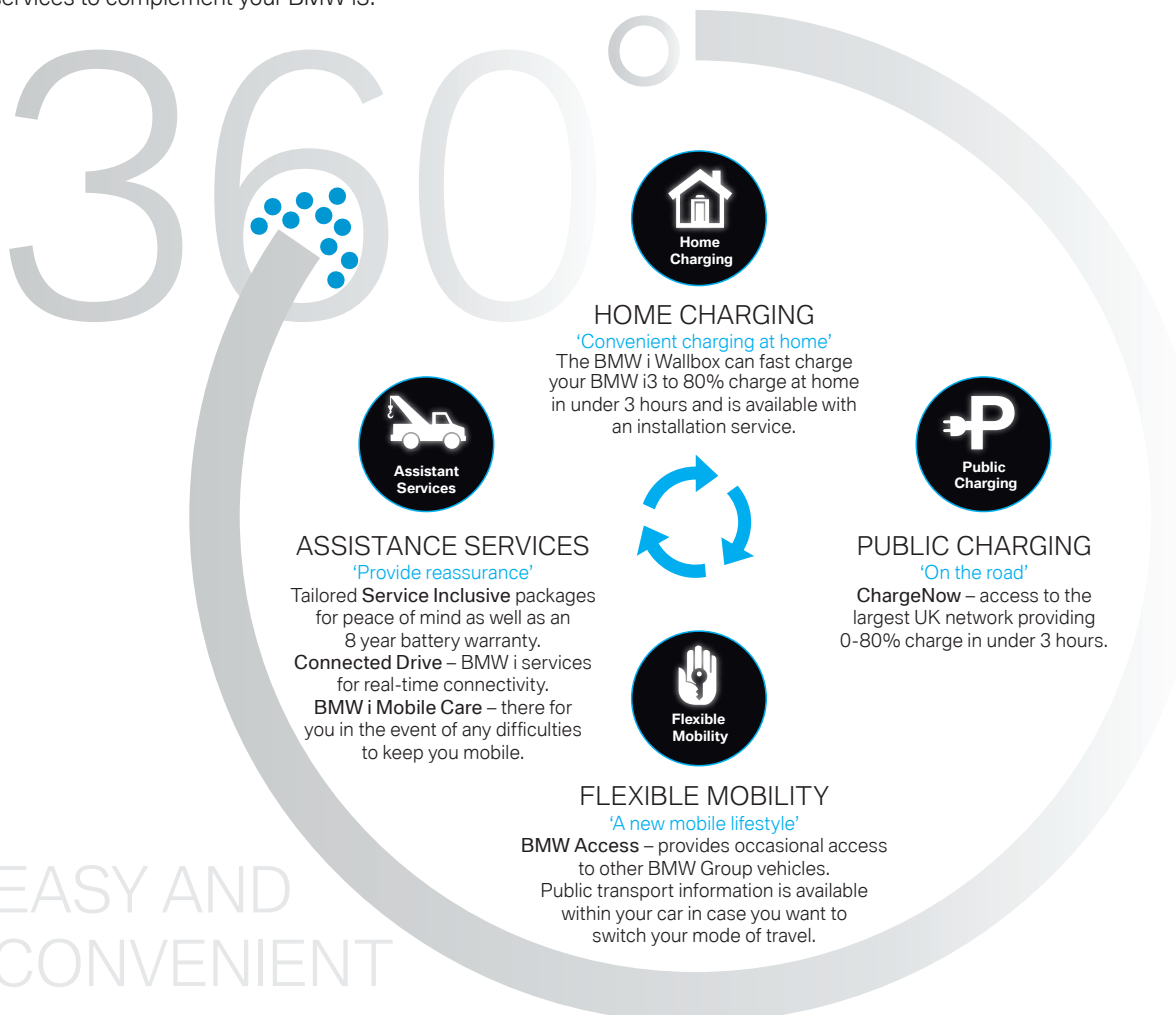
FLEXIBLE MOBILITY.

- The BMW i3 has a range that makes it practical for everyday use, whereas the BMW i3 with Range Extender doubles the range without the need for recharging or refuelling, meeting the vast majority of the average driver's needs.
- BMW Access can provide solutions for occasional long-distance travel needs, such as weekend trips, by offering temporary access to a choice of BMW Group vehicles.

ASSISTANCE SERVICES.

- BMW has developed a smartphone app that lets the driver remotely check the car's battery level and charging status. This app can pre-heat or cool the car's cabin while the vehicle is still plugged in, helping to maximise the standard driving range.
- The BMW Business Navigation system, which is standard for the BMW i3, helps plan the most fuel-efficient route and displays charging stations along the way.
- In the event of an unexpected problem, BMW i Mobile Care will ensure a speedy recovery or assist in any charging issues.
- The BMW i3 is available with Service Inclusive, also available for traditional BMW vehicles. BMW i customers will have the reassurance of knowing that their vehicle's servicing requirements are covered by an inflation proof, one-off, advance payment.

A comprehensive range of custom-designed services to complement your BMW i3.



BMW i MOBILITY SERVICES.

An integral part of BMW i is a range of comprehensive and custom-designed services that can be used independently of the car itself. These services are designed to overcome day-to-day problems experienced by your company car drivers such as limited parking, lack of local information and access to shared vehicles in cities.

As well as offering its own services, BMW i provides other useful services in partnership with like-minded companies. BMW i Ventures was founded with the specific aim of extending the product portfolio of BMW i by investing in other leading mobility service providers.



An online parking marketplace for residential and business spaces in sought after locations. Offers convenient, safe and cost-effective parking.



Free smartphone app provides city entertainment possibilities, information on restaurants, live traffic feeds, the location of the nearest ATM and even the nearest pharmacist.



Embark puts real time public transport information at your fingertips, allowing you to move around efficiently, whether you want to go by train, underground or rent a bike, for example.



Premium, flexible car-sharing service successfully operating in Munich, Berlin and San Francisco, with expansion to other cities expected. Once registered, users can locate a car and make a booking straight away for spontaneous car use. Visit www.drive-now.com for a more detailed overview.



Route Monkey provides comprehensive scheduling and routing software solutions for both conventional and electric vehicles. The aim of Route Monkey is to ensure better vehicle utilisation which ultimately reduces cost and road miles.

MARKET RESEARCH: WHAT THE PUBLIC REALLY THINK OF ELECTRIC VEHICLES.

There is a common misconception that EVs aren't a viable option for the average person's daily life, but there has never actually been any proof to back this up. BMW Group, in conjunction with Oxford Brookes University, set out to find the real opinion on e-Mobility and conducted the UK's most in-depth study into EV usage.

136 people from the South East area took part in the field trial, made up of 62 members of the public and 76 pool car users. Between them they shared 40 all-electric MINI Es over two separate six month periods, clocking up over a quarter of a million miles. The MINI E 'Pioneers' represented a mix of males and females from a cross section of income groups, educational backgrounds, urban/rural dwellers, family sizes and annual mileages.

The results were more than promising:

- 96% of participants said they would now consider buying an electric car after taking part
- On an average day the MINI E covered 29.7 miles (The average UK car is driven only 25 miles per day)
- Average cost to charge over six months was £60 – less than 2p per mile
- It took 3.5 hours to charge the MINI E at a rate of 32 amps, with 9 out of 10 drivers claiming charging at home suited their daily routine better than having to visit a fuel station
- On average each MINI E was charged 2.9 times per week
- 80% of daily trips could be done in the MINI E, with participants claiming they could do 90% of trips in the car if it had a larger boot space and rear seating

You can find out more about the MINI E Field Trial at www.mini.co.uk/MINI_E



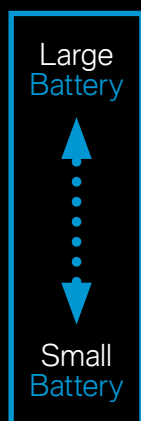
BMW ACTIVE E.

The MINI E field trials contributed towards perfecting BMW Group's vision for a future of sustainable mobility and, in 2011, the BMW ActiveE was created as a development vehicle. Offering 170 hp and a 80-100 mile range, the BMW ActiveE provided an exciting testing platform for some of the innovative BMW i technologies that will be going into full scale production in 2013. The BMW ActiveE also featured in the London 2012 Olympics as a part of the Olympic fleet and is now being leased by corporate customer organisations to pave the way for BMW i3 opportunities.



ELECTRIC TECHNOLOGY EXPLAINED.

To help your understanding of EVs and the revolutionary technology developed for BMW i, we have compiled a list of commonly used terms and phrases.



ABBREVIATION	DESCRIPTION	EXPLANATION
EV	Electric Vehicle	A vehicle powered in part or in-full by a battery that can plug directly into the mains.
PURE-EV	Pure-Electric Vehicle	A vehicle powered purely by a battery charged from mains electricity.
BEV	Battery Electric Vehicle	A vehicle, like the BMW i3, powered purely by a battery charged from mains electricity.
E-REV/REX	Extended-Range Electric Vehicle/Range Extender	A vehicle, like the BMW i3 with Range Extender, powered by a battery (charged from mains electricity) with the additional benefit of a generator to further charge the battery to avoid range limitations.
PHEV	Plug-in Hybrid Electric Vehicle	A vehicle, like the BMW i8, powered by both a battery and an ICE. While regeneration may provide some charging, the vehicle needs to be plugged in.
HEV	Hybrid Electric Vehicle	A vehicle powered by either/both a battery and an ICE. The power source is selected automatically by the vehicle. The battery cannot be plugged in; its charge is maintained by regenerative braking.
LI-ION/LIB	Lithium-ion battery	Rechargeable battery specially developed for automotive use.

ABBREVIATION	DESCRIPTION	EXPLANATION
AC	Alternating Current	Electric power, typically delivered from a mains power supply.
DC	Direct Current	Electric charge, typically produced by sources such as batteries.
ICE	Internal Combustion Engine	A petrol or diesel engine, including those adapted to operate on alternative fuel types.



BMW i INNOVATIONS.

These are the core technologies designed by BMW that form the foundations for the BMW i3 and BMW i8. They work towards the single goal of providing sustainability without sacrificing performance.

ABBREVIATION	DESCRIPTION	EXPLANATION
–	LifeDrive	The purpose built design of the car to deliver sustainable mobility with more range, dynamics and safety.
CFRP	Carbon fibre Reinforced Plastic	Extremely strong and light; as strong as steel but 50% lighter. Lightweight construction for less weight and more safety.
–	eDrive	Dynamic and intelligent electric drive train technology designed to maximise efficiency while delivering exceptional performance.

FAQ'S.

INTEGRATING THE BMW i3 INTO YOUR FLEET.

With increasing fuel prices, running a fleet on electricity rather than fossil fuels is financially beneficial. It will also provide branding benefits to your fleet in an increasingly environmentally conscious world. For more information please contact Corporate Sales team (see page 18).

ARE GRANTS AND SUBSIDIES AVAILABLE FOR EVS?

Government support in the form of the Plug-in Car Grant is available to UK businesses and consumers to reduce the higher initial cost of purchasing an electric car or a plug-in hybrid. The grant provides a subsidy of 25% (up to £5,000) towards the purchase price of a new EV or plug-in hybrid with CO₂ emissions of 75g/km or less. EV's must also have a minimum range of 75 miles between charges (10 miles for a plug-in hybrid) to be eligible for the grant, and must be able to reach a top speed of 60mph or more – the BMW i3 and BMW i3 with Range Extender both meet all of these criteria.

WHAT ARE THE RUNNING COSTS FOR AN EV FLEET?

Fuel remains one of the largest costs in running a fleet. However, with the introduction of EVs to your fleet, your potential for streamlining costs is greatly increased. In addition to tax breaks and congestion charge exemptions, running an EV typically equates to 2.4p per mile or less if charged on a night tariff. Please see the Charging an EV section on page 16, for an annual fuel versus charging cost comparison.

DO PURE ELECTRIC CARS QUALIFY FOR A 100% CONGESTION CHARGE DISCOUNT?

Transport for London stated that: "From 1 July 2013, all electric vehicles which emit 75g/km of CO₂ or less and meet the Euro 5 standard for air quality, would qualify for a 100% discount from the Congestion Charge if they are registered with TfL. Plug-in hybrid electric cars and vans that are on the TfL approved list are currently eligible for the Electric Vehicle Discount and would qualify for the new Ultra Low Emission Discount."

Both the BMW i3 and BMW i3 with Range Extender are covered by the current exemptions.

For further information, please visit www.tfl.gov.uk





M TL 1158

ONE WAY



IMPLICATIONS FOR COMPANY CAR DRIVERS.

WHAT TAXES ARE PAYABLE ON AN EV?

Pure electric cars, such as the new BMW i3, are zero-rated for Benefit-in-Kind (BIK) tax until 31 March 2015. From 6 April 2015, a new 5% rate of BIK tax will apply to cars with CO₂ emissions of between 0-50g/km, while those with CO₂ emissions of 51-75g/km will attract a 9% charge. In 2016/17, the rates increase to 7% and 11% respectively.

The table below shows how the BMW i3 compares to popular competitor fleet models.

	Exhaust CO ₂ emissions	BIK Tax % of P11D	3 year BIK cost (40%)
BMW i3	0 g/km	0%	£613
BMW i3 with Range Extender	13 g/km	5%	£2,027
Audi A3 1.6 TDI SE 3dr	99 g/km	14%	£3,698
Audi A4 2.0 TDle	115 g/km	18%	£6,419
VW Golf 2.0 TDI SE Auto 5dr	119 g/km	18%	£5,423

WHAT IF I NEED A CAR FOR LONG-DISTANCE TRIPS?

BMW can provide access to a BMW Group vehicles for longer journeys, if required, through BMW Access. However the BMW i3 is also available with a Range Extender which is designed to maintain the battery state of charge under normal driving conditions and can be either manually activated or will automatically start once the battery reaches a lower state of charge.

WHAT ADVANCES HAVE BEEN MADE IN DRIVING RANGE AND BATTERY TECHNOLOGY?

Lightweight materials and efficient lithium-ion batteries, as well as the provision of 'smart' energy advice built into infotainment systems, has meant that drivers are increasingly able to travel further in an electric car without the need to recharge batteries. The BMW i3, for example, uses a carbon fibre reinforced plastic 'Life module' and offers a range of 80 – 100 miles on a single full charge, which is doubled with the Range Extender model without refuelling.

WILL AN EV MEET MY DAILY DRIVING NEEDS?

Research from the MINI E shows that the average daily mileage was 29.7 miles and the average UK car is driven 25 miles per day, which is well within the range of the BMW i3 and BMW i3 with Range Extender. To take the BMW i3 test please visit www.bmwcorporate.co.uk





CHARGING AN EV.

DO I NEED A WALLBOX?

BMW recommends the use of a professionally installed Wallbox with a dedicated circuit for safe and convenient charging at home or work. The BMW i Wallbox has the added benefit of fast charging, reducing the full charge time from around 9 to less than 3 hours (0 – 80%).

	BMW i3	BMW i3 with Range Extender	Audi A3 1.6 TDI	VW Golf 2.0 TDI
Annual fuel/charging cost** (10,000 miles per annum/overnight energy tariff)	£140	£241† (based upon 10% mileage via fuel)	£854	£921

**Fuel/Charging costs based on an estimated average annual mileage of 10,000 miles. BMW i3 cost based on an EDF Energy Economy-7 Overnight Tariff of 6.36 pence per kWh using the BMW i Wallbox or public charging network. Competitor model costs based on their advertised combined mpg and the price of diesel set at 141.08p per litre and petrol at 132.0p per litre. All figures correct at time of print (July 2013) and are subject to change. †Assumed 10% mileage via fuel.

HOW MUCH DOES IT COST TO CHARGE AN EV?

Depending on your energy supplier, your tariff and where and when you do it, charging an electric car from flat to full will cost between £2 and £4 depending on your electricity supplier.

HOW DO I FIND THE NEAREST PUBLIC CHARGING FACILITY?

The BMW i3 navigation system is linked to a UK database providing live information on your nearest charging points. The dynamic map shows which charging stations are currently available for use and cashless access is simple using BMW ChargeNow.

HOW WELL DEVELOPED IS THE NATIONAL INFRASTRUCTURE FOR EVS?

Transport Minister Norman Baker, MP, said the Government were aiming to spend £11 million by the end of 2013 from a budget of £30 million on schemes such as Plugged-in Places, which creates a charging network in urban centres. A further £37 million package will support a national charging infrastructure for both home charging and local authorities' on-street charging.

BMW i also offer ChargeNow, which in partnership with Chargemaster PLC, enables customers in the UK to access the largest network of public charging stations nationwide with a single card – the BMW i ChargeNow charging card.

AGENT NETWORK.

A total of 47 sales agents covering the UK will offer the BMW i range. Service, maintenance and repair can be provided to you across the BMW dealer network. If you run a fleet of under 50 cars, please contact your nearest BMW i Sales Agent for more information or to request a demonstrator.

If you run a fleet of under 50 cars, please contact your nearest BMW i Sales Agent for more information or to request a demonstrator.

UK SALES AGENTS.

Bavarian
Benham Wolverhampton
Berry Chiswick
BMW Park Lane
Bowker Preston
Broad Oak Canterbury
Chandlers Brighton
Cooper Croydon
Cooper Norwich
Cooper Reading
Cooper Teesside
Cooper Tunbridge Wells

Dick Lovett Bristol
Eastern Motor Company
Elms Cambridge
Fairfield
Halliwell Jones Warrington
Harry Fairbairn Glasgow
Jacksons Jersey
John Clark Aberdeen
Knights North Staffs
Lloyd Carlisle
Lloyd Newcastle
North Oxford Garage

Ocean Plymouth
Partridge Hampshire
Rybrook Warwick
Sandal Huddersfield
Scotthall Milton Keynes
Soper of Lincoln
Specialist Cars Stevenage
Stephen James Enfield
Stratstone Derby
Stratstone Leeds
Sycamore Peterborough
Sytner Birmingham

Sytner Cardiff
Sytner Harold Wood
Sytner High Wycombe
Sytner Leicester
Sytner Sheffield
Vines of Guildford
Westerly Exeter
Williams Liverpool
Williams Manchester
Wood of Bournemouth





DEDICATED SALES TEAM.

If you run a fleet of 50 or more cars, you can also benefit from the added support of the BMW Group Corporate Sales team. The nationwide team is available to discuss any aspect of managing BMW fleet vehicles and wholelife costs, to important environmental and duty of care issues.

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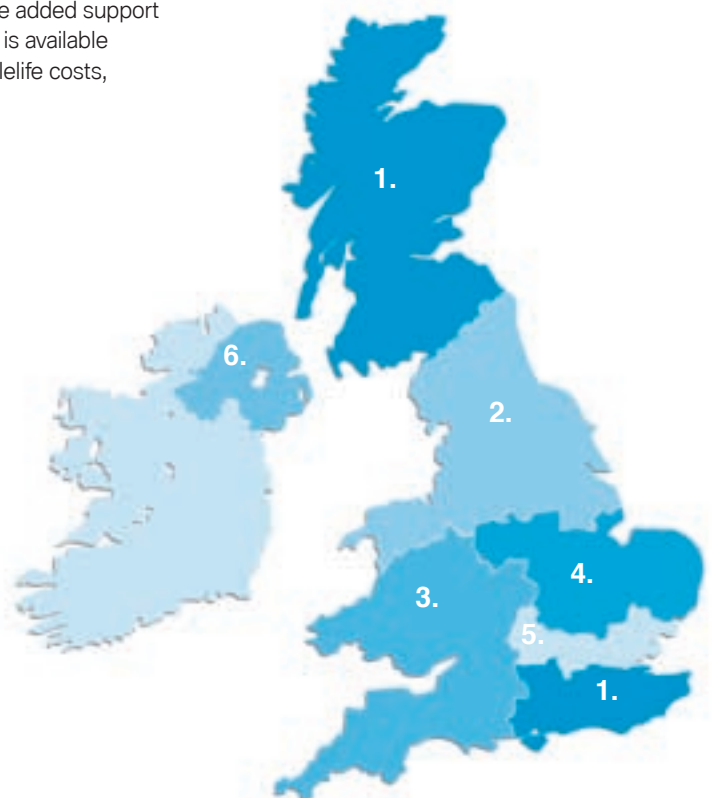
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BMW Corporate Sales

BMW i



The Ultimate
Driving Machine