

BMW at the 86th Geneva International Motor Show 2016. Contents.



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1. BMW at the 86th Geneva International Motor Show 2016. (Highlights in brief)

- World premiere: The new BMW M760Li xDrive raises the bar in the sporting luxury sedan segment as the flagship variant of the successfully launched BMW 7 Series model range. The first ever M Performance TwinPower Turbo 12-cylinder petrol engine generates 441 kW/600 hp* and sprints from 0 to 100 km/h / 62 mph in 3.9 seconds* (fuel consumption combined: 12.6 l/100 km [22.4 mpg imp]; CO₂ emissions combined: 294 g/km)**.
- The new iPerformance model designation, which will be given to all BMW plug-in hybrid vehicles from July 2016, provides a visible indicator of the transfer of technology from BMW i to the BMW core brand. It will be seen first on the plug-in hybrid variants of the new BMW 7 Series, e.g. the BMW 740e iPerformance. The iPerformance models will benefit from the transfer of technical expertise regarding electric motors, battery cells and electronic control systems. Visible indicators, meanwhile, are a BMW i logo on the front side panel, BMW i-style blue elements in the kidney grille and wheel hubs, and an eDrive logo on the C-pillar. Customers can also make use of the BMW i 360° ELECTRIC range of products and services, including the BMW i Wallbox.
- The new BMW M2 takes to the stage with BMW M Performance Parts. A wide variety of components are available for the compact high-performance sports machine which enhance its dynamics and individualise its design.
- BMW i presents the BMW i8 Protonic Red Edition special-edition model and highlights its success on various fronts. BMW i has achieved the largest market presence of any premium supplier of electric vehicles worldwide and offers the world's only car with a certified carbon footprint*** in the shape of the BMW i3.
- BMW ConnectedDrive presents the On-Street Parking Information intelligent search function – which helps drivers to locate a free parking space in cities more quickly – and other services.

* Provisional performance data.

** Fuel consumption figures are provisional, calculated according to the EU test cycle and may vary depending on the tyre format specified.

*** Certified by TÜV SÜD.

2. BMW at the 86th Geneva International Motor Show 2016. (Summary)



BMW will use this year's Geneva International Motor Show, taking place on 3 – 13 March, to present the world premiere of the new BMW M760Li xDrive. Also making its debut appearance will be the iPerformance model designation which, from July 2016, will identify the transfer of technology from BMW i to the BMW core brand in all BMW plug-in hybrid vehicles. The new BMW 740e iPerformance, BMW 740Le iPerformance and BMW 740Le xDrive iPerformance plug-in hybrid luxury sedans will be presented at the Geneva show. Plus, the new BMW M2 will take to the stage with a host of M Performance components, BMW i will give a debut to the BMW i8 Protonic Red Edition and BMW ConnectedDrive will unveil the new On-Street Parking Information service.

The new BMW M760Li xDrive.

Supreme comfort and intoxicating performance combine.

The BMW M760Li xDrive will be celebrating its world premiere in Geneva. The prestigious flagship of the freshly launched BMW 7 Series model range underlines its range-topping status with an M Performance TwinPower Turbo 12-cylinder petrol engine under the bonnet. Exceptional refinement and majestic power delivery at all times are its standout attributes. With its combination of prominently dynamic driving characteristics and superb ride comfort, the BMW M760Li xDrive makes a powerful statement and redefines the state of play in the luxury sedan segment. Indeed, it embodies the dynamic mission statement of BMW M Performance Automobiles with striking clarity. The M Performance TwinPower Turbo 12-cylinder petrol engine develops 441 kW/600 hp* (fuel consumption combined: 12.6 l/100 km [22.4 mpg imp]; CO₂ emissions combined: 294 g/km)**, covers the sprint from 0 to 100 km/h / 62 mph in 3.9 seconds* and has a top speed of 250 km/h / 155 mph (governed) – or 305 km/h / 189 mph (governed) with the M Driver's Package specified.

BMW iPerformance celebrates its premiere.

Customers can now identify the transfer of technology from BMW i to BMW in the name and design elements of various models.

The new iPerformance model designation, which will be given to all BMW plug-in hybrid vehicles from July 2016, provides a visible indicator of the transfer of technology from BMW i to the BMW core brand. It will celebrate its premiere in the new BMW 7 Series model range with the

* Provisional performance data.

** Fuel consumption figures are provisional, calculated according to the EU test cycle and may vary depending on the tyre format specified.

addition of three plug-in hybrid luxury sedans to the line-up. With a total of what will now be five plug-in hybrid variants in model ranges from the BMW 2 Series to the BMW 7 Series, BMW has spread the technology over a wide area of the market – from the compact class to the luxury segment. And further models are set to join them. All BMW's plug-in hybrid models already use expertise from BMW i when it comes to electric motors, battery cells and electronic control systems, for example. In order to also make BMW's rigorously-applied electrification strategy visible from the outside, all iPerformance models will display a BMW i logo on the front side panel, BMW i-style blue elements in the kidney grille and wheel hubs, and an eDrive logo on the C-pillar.

Customers can also make use of the BMW i 360° ELECTRIC range of products and services. These include the BMW i Wallbox for home charging, which is offered together with an installation service. Arrangement of a suitable green energy contract with renewable energy suppliers is also part of the services available. The BMW i Remote app and intelligent BMW ConnectedDrive Services provide additional benefits.

The new BMW 7 Series plug-in hybrid models source their power from a four-cylinder petrol engine with BMW TwinPower Turbo technology and an electric motor, which together generate a system output of 240 kW/326 hp. The new BMW 740e iPerformance with standard wheelbase and new BMW 740Le iPerformance with long wheelbase capture the imagination with their supreme dynamics yet average fuel consumption of just 2.1 litres per 100 kilometres (134.5 mpg imp) and CO₂ emissions of 49 grams per kilometre*. In the new BMW 740Le xDrive iPerformance (fuel consumption combined: 2.3 l/100 km [122.8 mpg imp]; CO₂ emissions combined: 53 g/km)* intelligent all-wheel drive distributes the combined power of the combustion engine and electric motor permanently and as required between the front and rear wheels. The plug-in hybrid variants of the new BMW 7 Series allow top-level driving pleasure, long-distance comfort and luxury to be experienced in combination with all-electric, locally emission-free mobility as well. In so doing, they represent the most rigorous implementation yet of Efficient Dynamics in vehicles from the BMW brand.

BMW presents an extensive range of BMW M Performance Parts for the new BMW M2 Coupe which enhance the car's dynamics and individualise its design.

The new BMW M2 Coupe sets the benchmark in the compact high-performance sports car segment in terms of dynamics and performance. Its extrovert design shines an even brighter spotlight on its razor-sharp sporting

* Provisional figures as calculated in the EU test cycle for plug-in hybrid vehicles, may vary depending on the tyre format specified.

character and outstanding track ability. And now the dynamic qualities and stylistic appearance of the BMW M2 Coupe can be honed even more effectively with the selection of BMW M Performance Parts presented in Geneva. Customers can choose from an array of motor sport-inspired components that enhance the car's aerodynamics, drivetrain, cockpit and chassis and meet – without exception – the highest standards of functional excellence and design.

**BMW i presents the
BMW i8 Protonic Red Edition special-edition model.
Largest market presence of any premium supplier of electric
vehicles worldwide.**

With its all-electric BMW i3 and trailblazing BMW i8 plug-in hybrid sports car, plus the introduction of pioneering and easy-to-use services, BMW i has achieved the largest market presence of any premium supplier of electric vehicles worldwide – and is in the process playing an active role in shaping the future face of personal mobility. The BMW i brand is committed to an approach defined largely by sustainability. For example, the BMW i3 is the only car worldwide to have a certified carbon footprint*. BMW i places particular emphasis on innovative mobility and progressive design. These attributes are embodied to impressive effect by the new BMW i8 Protonic Red Edition presented in Geneva, whose exclusive accents and equipment features offer a new level of individuality and represent the opening instalment in a series of special-edition variants of the innovative plug-in hybrid sports car.

**BMW ConnectedDrive.
Premiere for the On-Street Parking Information service.**

The BMW Group underlines its role as a leading supplier in the field of premium mobility, with unique services such as the intelligent parking space search function On-Street Parking Information. Here, the company utilises the potential of connected vehicles, becoming the first carmaker worldwide to show how areas of cities offering available public parking places at the roadside can be identified more quickly with the help of a parking probability display. Available spaces are highlighted on the vehicle's Control Display, so the driver can head directly for those areas of the city where there is a greater likelihood of finding a vacant spot.

Further information on official fuel consumption figures, specific CO₂ emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>. LeitfadenCO₂ (GuidelineCO₂) (PDF – 1.9 MB)



3. BMW at the 86th Geneva International Motor Show 2016.

(Long version)

3.1 The new BMW M760Li xDrive: Captivating performance and supreme comfort combined.

With the new BMW M760Li xDrive, the freshly launched new BMW 7 Series is gaining a prestigious flagship model. Headlined by its exceptional refinement and supreme power delivery at all times, the 12-cylinder petrol engine with M Performance TwinPower Turbo technology under the bonnet reinforces the new car's range-topping status. The boldly dynamic driving characteristics of the BMW M760Li xDrive combine with superior ride comfort to make a compelling statement and set a new benchmark in the luxury sedan segment.

Powerful and authoritative.

The new BMW M760Li xDrive gives a debut to the new M Performance TwinPower Turbo 12-cylinder petrol engine. Concealed under a cover bearing "M Performance" lettering, the 6.6-litre V12 develops output of 441 kW/600 hp* at 5,500 rpm* and peak torque of 800 Nm (590 lb-ft)* at 1,500 rpm* (fuel consumption combined: 12.6 l/100 km [22.4 mpg imp]; CO₂ emissions combined: 294 g/km)**. The high-performance unit with leading-edge M Performance TwinPower Turbo technology accelerates the BMW M760Li xDrive from 0 to 100 km/h (62 mph) in just 3.9 seconds* on the way to an electronically limited top speed of 250 km/h (155 mph). If the optional M Driver's Package is specified, the speed limiter doesn't cut in until 305 km/h (189 mph). Power transfer is via the state-of-the-art eight-speed Steptronic Sport transmission as standard. The M Performance-specific tuning of the shift programs, delivering sportier gear changes and more instantaneous downshifts throughout the rev range, has been specially adapted to the characteristics of the V12 engine. With its optimal internal efficiency and a gear-change strategy assisted by navigation data, the eight-speed Steptronic Sport transmission contributes to the authoritative driving experience and works seamlessly with the standard Auto Start Stop function.

Outperforming its segment rivals in driving dynamics and ride comfort.

The innovative Executive Drive Pro suspension system is a passport to dynamic sharpness and unbeatable ride comfort. Active roll stabilisation minimises body movements, and the system teams up with performance tyres, fitted to exclusive 20-inch M light-alloy wheels in matt Cerium Grey metallic, to give the new BMW M760Li xDrive the best driving dynamics in its class – without impinging on ride comfort. The rear-biased BMW xDrive intelligent all-wheel-drive system takes its lead from the available grip levels to distribute engine power to all four wheels as the situation demands. In the

* Provisional performance data.

** Fuel consumption figures are provisional, calculated according to the EU test cycle and may vary depending on the tyre format specified.

process, it delivers the dynamic excellence you'd expect of an M Performance model and a supreme level of performance in all conditions. Active safety and driving dynamics are also beneficiaries of the standard Integral Active Steering system in the new BMW M760Li xDrive, which complements the more direct steering ratio at the front axle by adjusting the steering angle of the rear wheels according to the situation at hand. This reduces steering effort at low speeds and in dynamic driving, further enhancing agility and active safety. The new 19-inch M Sport brakes, boasting blue metallic brake callipers and M badging, set the seal on the dynamic armoury of the BMW M760Li xDrive and ensure unbeatable deceleration at all times.

Innovative driver assistance systems.

The new BMW M760Li xDrive is fitted with the same extensive package of innovative driver assistance systems as all variants of the successfully launched BMW 7 Series model range. The Driving Assistant Plus system includes the Steering and lane control assistant, Lane keeping assistant with active side collision protection, Rear collision prevention and Crossing traffic warning functions. Meanwhile, the Traffic jam assistant – which involves semi-automated driving – can be used on any type of road. And the Active Cruise Control with Stop&Go function now only requires drivers to press a button to incorporate speed restrictions detected by the Speed Limit Info function. The new generation of the Surround View system now also includes a 3D View and Panorama View option in the Control Display.

Dynamic focus underlined by the exterior styling.

In its exterior appearance alone, the new BMW M760Li xDrive embodies the dynamic mission statement of the BMW M Performance Automobiles with unmistakable clarity. The M aerodynamic package with larger air intakes in the front apron and exclusive 20-inch M light-alloy wheels in double-spoke 760M design with matt Cerium Grey finish guarantee an elegantly sporty appearance. The exclusive galvanised Cerium Grey finish for the kidney grille frame and the fronts of the grille bars, along with the front apron strip, the strips on the exterior door handles, Air Breathers, side door trim elements and boot lid handle, all add colour accents, subtly highlighting the special status of the BMW M760Li xDrive within the BMW 7 Series model range and the BMW model line-up as a whole. Other notable exterior features include the mirror caps, likewise in Cerium Grey, V12 badges on the C-pillars, the M logos on the sides of the car and the xDrive lettering and model badge at the rear. A new M sports exhaust system with flap control generates an emotionally rich V12 soundtrack and adds the finishing touches to the signature M Performance look with its galvanised Cerium Grey twin tailpipe embellishers in exclusive design positioned on either side.

Familiar M Performance accents for the interior, too.

The now familiar BMW M Performance character is also present and correct inside the car. The exclusive M leather steering wheel carries the M logo, has Pearl Gloss Chrome multifunction buttons on its spokes and shift paddles for manual gear changes on the reverse. Door sill plates with an illuminated V12 logo whet the appetite for the driving pleasure to come, while the instrument cluster contains an exclusive speedometer featuring the model designation and a dial now extending to 330 km/h (205 mph). Like the M pedals and M driver's footrest, the special speedo points to the performance potential of the BMW M760Li xDrive. The area of the centre console around the selector level and iDrive Controller is adorned with a BMW Individual decorative inlay in Piano Finish Black and with V12 badging. The optional Touch Command Panel in the rear compartment's centre armrest hosts a similar V12 identifier.

Comfort features generate a modern and luxurious ambience.

The electrically adjustable front comfort seats with memory function and the Finition black fine wood interior trim strips with high-gloss metal effect team up with high-quality deep-pile floor mats in the rear compartment and an Alcantara Anthracite headliner to generate a luxurious ambience. Exclusive Nappa leather trim covers the seat surfaces, seat side sections, head restraints, door cards, centre armrests and side armrests to round off the elegant atmosphere in tasteful style.

BMW M760Li xDrive V12 Excellence option also available.

For customers looking to trade the overtly dynamic appearance of their BMW M760Li xDrive for a more discreet luxurious look, the optional BMW M760Li xDrive V12 Excellence is available at no extra cost. This character variant significantly alters the personality of the BMW M760Li xDrive, shedding the M aerodynamic package and adding 20-inch BMW Individual light-alloy wheels in W-spoke 646 design high-gloss polished with mixed-size tyres (front: 245/40 R20, rear: 275/35 R20). There is also a high-gloss Black finish for the brake callipers. Customers choosing the V12 Excellence model can expect their BMW M760Li xDrive to feature a chrome bar extending across the full width of the car in the upper section of the air intake grille. In addition, the kidney grille bars are in Silver with chrome fronts and surrounds likewise in bright chrome. All the other trim elements on the body also come in bright chrome. In place of a model designation, the BMW M760Li xDrive V12 Excellence has a "V12" badge on the boot lid. The exhaust system's pair of chrome, rectangular tailpipe embellishers are now framed by additional chrome trim. Inside the car, meanwhile, the BMW steering wheel features wood inlays, and the V12 lettering in the instrument cluster – whose speedometer extends as far as 260 km/h

(160 mph) – illuminates when the driver fires up the engine. The comfort-biased exhaust system with its refined soundtrack also helps to accentuate the specific character of the V12 Excellence model.

Intuitive operation with touch display and BMW gesture control.

As in all variants of the new BMW 7 Series, the monitor of the iDrive operating system in the new range-topping BMW M760Li xDrive comes in touch display form. This means customers will be able to navigate around the system in the same way as with modern electronic devices. In addition to using the Controller to operate the system in the familiar style, its functions can also be selected and activated by touching the screen's surface.

The iDrive system also features the gesture control system presented in the BMW 7 Series for the first time. Hand movements detected by a 3D sensor control infotainment functions in an extremely intuitive and user-friendly fashion. The gestures can be used for a number of functions, including controlling the volume in audio applications and accepting or rejecting incoming telephone calls. There is also the option of pairing a specific gesture with an individual choice of function. Also joining the fray is a new smartphone holder integrated into the centre console, which enables wireless, inductive charging for mobile phones for the first time in a car.

3.2 BMW iPerformance celebrates its premiere.

Customers can now identify the transfer of technology from BMW i to BMW in the name and design elements of various models.



The new iPerformance model designation, which will be given to all BMW plug-in hybrid vehicles from July 2016, provides a visible indicator of the transfer of technology from BMW i to the BMW core brand. In order to also make BMW's rigorously-applied electrification strategy visible from the outside, all iPerformance models will display a BMW i logo on the front side panel, BMW i-style blue elements in the kidney grille and wheel hubs, and an eDrive logo on the C-pillar.

BMW iPerformance will celebrate its premiere in the new BMW 7 Series luxury sedan through the plug-in hybrid members of the line-up. With a total of five plug-in hybrid variants in model ranges from the BMW 2 Series to the BMW 7 Series, BMW has spread the technology over a wide area of the market – from the compact class to the luxury segment. And further models are set to join them. All BMW's plug-in hybrid models already use expertise from BMW i when it comes to electric motors, battery cells and electronic control systems, for example. In the medium term, additions such as special equipment packages are planned, designed to bring the world of BMW i to the iPerformance models in additional ways and, in so doing, enable customers to experience its sustainable and pioneering technology in even greater depth.

Customers can also make use of the BMW i 360° ELECTRIC range of products and services. These include the BMW i Wallbox for home charging, which is offered together with an installation service. Arrangement of a suitable green energy contract with renewable energy suppliers is also part of the services available. The BMW i Remote app and intelligent BMW ConnectedDrive Services provide additional benefits – such as linking with the car's navigation system, which enables the ECO ROUTE function to recommend the most efficient route. Added to which, BMW i offers the extensive ChargeNow mobility service, which allows customers to charge their car while on the road using the world's largest network of public charging stations. The charging stations in the ChargeNow network can be displayed on the navigation system or via the BMW i Remote or ChargeNow apps using BMW ConnectedDrive services. All of which makes looking for and using public charging stations an extremely quick and easy process. The ChargeNow card allows easy, cash-free payment.

The new BMW 740e iPerformance, BMW 740Le iPerformance and BMW 740Le xDrive iPerformance.

The new BMW 7 Series plug-in hybrid luxury sedans source their power from the myriad talents of a four-cylinder petrol engine with BMW TwinPower Turbo technology and an electric motor. Together, they deliver a system output of 240 kW/326 hp. The new BMW 740e iPerformance with standard wheelbase and the new BMW 740Le iPerformance with long wheelbase capture the imagination with supreme dynamics, yet also record average fuel consumption of 2.1 litres per 100 kilometres (134.5 mpg imp) and CO₂ emissions of 49 grams per kilometre (provisional figures)*. In the new BMW 740Le xDrive iPerformance (fuel consumption combined: 2.3 l/100 km / 122.8 mpg imp; CO₂ emissions combined: 53 g/km; provisional figures)*, intelligent all-wheel drive distributes the combined power of the combustion engine and electric motor permanently and as required between the front and rear wheels.

The plug-in hybrid variants of the new BMW 7 Series allow top-level driving pleasure, long-distance comfort and luxury to be experienced in combination with all-electric, locally emission-free mobility as well. In so doing, they represent the most rigorous implementation yet of Efficient Dynamics in vehicles from the BMW brand. Both BMW eDrive and the body structure with Carbon Core are rooted in expertise refined in the development of BMW i cars. When it comes to charging the high-voltage battery, customers benefit from innovative products and services originally developed for BMW i. The BMW 740e iPerformance, BMW 740Le iPerformance and BMW 740Le xDrive iPerformance can also be specified as an option with anti-dazzle BMW Laserlight, which celebrated its world premiere in the BMW i8 plug-in hybrid sports car.

Intelligent energy management optimises the interplay of the combustion engine and electric motor. The electric boost function provides a noticeable increase in dynamic vigour – expressed most prominently by the powertrain's instantaneous responses – and combines with enhanced efficiency courtesy of the electric assist function and the opportunity to drive through town and cross-country on electric power only to create a unique symbiosis of driving pleasure and sustainability. The maximum electric range, as per the EU test cycle for plug-in hybrid vehicles, is 40 kilometres / 25 miles for the BMW 740e iPerformance and BMW 740Le iPerformance, or 37 kilometres / 23 miles for the BMW 740Le xDrive iPerformance (provisional figures) *.

The best of two worlds: BMW eDrive and BMW TwinPower Turbo technology.

The combustion engine with BMW TwinPower Turbo technology employed by the plug-in hybrid variants of the new BMW 7 Series is a member of the new Efficient Dynamics engine family. Developing maximum output of 190 kW/258 hp, it is the most powerful four-cylinder engine ever fitted in a series-produced BMW. Instantaneous power delivery and peak torque of 400 Newton metres (295 lb-ft) – on tap across a wide rev range (1,250 – 4,800 rpm) – imbue the 2.0-litre unit with vivaciously sporty yet also poised and authoritative performance. In addition, the new engine displays outstanding refinement and optimised acoustic properties.

The electric drive system, based on the principle of a permanently excited synchronous motor, boasts exceptionally high power density with a maximum output of 83 kW/113 hp. As is characteristic for electric drive systems, it serves up its peak torque of 250 Newton metres (184 lb-ft) from the word go. This has the effect of boosting the engine's output and greeting the driver with thrillingly instantaneous responses. Furthermore, the electric motor takes on the role of a generator which – depending on the hybrid function selected – is powered either by recuperating braking energy or by efficiently raising the engine's load points. It then feeds the energy it generates into the high-voltage battery.

The electric motor is fully integrated into the eight-speed Steptronic transmission. This ensures that pure-electric driving, the dynamics-enhancing electric boost function and the recuperation of braking energy are all extremely efficient. The eight-speed Steptronic transmission has outstanding internal efficiency, top-class shift dynamics and shift comfort, and a compact construction. Gearshift paddles on the steering wheel are available as an option, enabling the driver to make manual gear selections with exceptional swiftness and the greatest of ease.

Working together intelligently, the combustion engine and electric drive system bring a system output of 240 kW/326 hp and a combined peak torque of 500 Newton metres (369 lb-ft) to the table. Immediate response to every movement of the accelerator and sustained delivery of dynamic power allow the BMW 740e iPerformance to dash from 0 to 100 km/h (62 mph) in 5.6 seconds and the BMW 740Le iPerformance to complete the same sprint in 5.7 seconds.

The cars' sporty driving characteristics are complemented by extraordinarily low fuel consumption and emissions. The BMW 740e iPerformance and BMW 740Le iPerformance both record combined petrol consumption of

2.1 litres per 100 kilometres (134.5 mpg imp) and electricity consumption of 12.5 kWh. CO₂ emissions are 49 grams per kilometre (provisional figures as calculated in the EU test cycle for plug-in hybrid vehicles, may vary depending on the tyre format specified).

BMW 740Le xDrive iPerformance: permanent all-wheel drive also applies to all-electric driving.

The BMW 740Le xDrive iPerformance follows in the tyre tracks of the BMW X5 xDrive40e as the brand's second model to distribute its power permanently to all four wheels in pure-electric driving, when the combustion engine cuts in and when both drive systems are in use at the same time. The intelligent all-wheel-drive system ensures supreme traction, optimised directional stability and enhanced agility through enthusiastically taken corners in all weather and road conditions.

Perfectly executed power distribution gives the BMW 740Le xDrive iPerformance extremely dynamic accelerative ability, with the journey from rest to 100 km/h (62 mph) completed in 5.5 seconds. Yet the fuel consumption of the BMW 740Le xDrive iPerformance is just 2.3 litres per 100 kilometres (122.8 mpg imp) combined while electricity consumption comes in at 13 kWh. CO₂ emissions are 53 grams per kilometre (provisional figures as calculated in the EU test cycle for plug-in hybrid vehicles, may vary depending on the tyre format specified).

eDrive button allows powertrain control to be configured as desired.

The driver can use the eDrive button on the centre console to change how the plug-in hybrid drive system operates. In the AUTO eDRIVE hybrid function, intelligent energy management ensures the combustion engine and electric motor work together with maximum efficiency and to dynamically optimised effect. The operating strategy defaults to all-electric mode at low and moderate speeds to utilise the advantages of locally emission-free mobility as widely as possible. The combustion engine only joins the fray at a speed of around 80 km/h (50 mph) or under heavy throttle applications.

The driver can switch to the MAX eDRIVE pure-electric mode at the touch of a button. In this setting the car is powered exclusively by the electric motor, although the combustion engine can be brought into play at any time by pushing the accelerator into kickdown. In the MAX eDRIVE setting, the plug-in hybrid variants of the new BMW 7 Series have a pure-electric top speed of 140 km/h (87 mph).

The Battery Control setting allows the driver to make between 30 and 100 per cent of the high-voltage battery's maximum charge available for pure-

electric driving later in the journey. For example, electric power can be held back or even increased while on the motorway so it can be used subsequently for locally emission-free driving in town.

Driving Experience Control switch with ADAPTIVE mode, clearly noticeable differentiation between SPORT, COMFORT and ECO PRO mode.

The plug-in hybrid variants of the new BMW 7 Series are also equipped as standard with the newly designed Driving Experience Control switch on the centre console. At the touch of a button, the driver can activate a vehicle setting that optimises dynamics, comfort or efficiency. The range of characters encompassed by ECO PRO, COMFORT and SPORT modes are even more clearly defined than with conventionally powered vehicles.

Beyond this, the Driving Experience Control switch offers the option of selecting ADAPTIVE mode. In this setting, the car's responses adapt noticeably to the driver's style and route profile.

High-voltage lithium-ion battery: developed specifically for the models at hand, integrated with space-saving skill.

The high-voltage lithium-ion battery has a gross capacity of 9.2 kWh and net capacity of 6.9 kWh. It is accommodated underneath the rear seat bench in a space-saving position that also provides optimum crash safety. The plug-in hybrid variants of the new BMW 7 Series therefore also benefit from a level surface in the luggage compartment, which offers a capacity of 420 litres. The stowage volume and practicality of the load area set the benchmark in the luxury plug-in hybrid sedan segment.

The energy flow between the high-voltage battery, electric motor and charger is controlled by power electronics likewise developed specifically for these models. The power electronics also regulate the supply of energy from the high-voltage battery to the 12V onboard electrical system via a voltage transformer.

Simple, hassle-free and flexible charging thanks to innovative products and services von BMW 360° ELECTRIC.

The high-voltage battery can be topped up with energy from any domestic power socket, a Wallbox designed for higher currents or public charging stations. The battery can be fully charged in under four hours from a domestic power socket and in under three hours from a BMW i Wallbox. Added to which, BMW 360° ELECTRIC includes the ChargeNow service, which grants straightforward access to partner charging stations and can also be used for the convenient billing of monthly energy costs.

Standard specification includes auxiliary air conditioning.

The high level of standard specification for the BMW 740e iPerformance, BMW 740Le iPerformance and BMW 740Le xDrive iPerformance includes LED headlights, the BMW Display Key, the ConnectedDrive navigation package, smartphone integration with inductive charging facility for the phone battery, and an iDrive operating system expanded to include a touchscreen function for the Control Display and the globally unique BMW gesture control feature. Customers can also look forward to auxiliary heating and air conditioning, which allow them to prepare the car's interior temperature in advance. The heating and air conditioning system of the plug-in hybrid models is supplied with energy from the high-voltage battery. When the car's battery is being charged, the auxiliary air conditioning function is powered by the mains supply.

The charger connection for the high-voltage battery can be found under the flap in the left-hand front side panel. The high-set position of the connection makes the charging process easier. Standard equipment includes a charging cable for use with a domestic power socket, which can be stored in a bag in the boot area to save space. Inside the BMW 740e iPerformance, BMW 740Le iPerformance and BMW 740Le xDrive iPerformance the most prominent hybrid-specific features include – in addition to the eDrive button – special graphic displays in the instrument cluster and Control Display.

Exceptional efficiency coupled with driving pleasure, long-distance comfort and made-to-measure luxury.

BMW eDrive technology brings together exceptional efficiency and a form of luxurious driving pleasure and long-distance comfort that speaks to both the present and the future. Both the front and rear seats can also be specified with comfort seats, active seat ventilation, a massage function with Vitality Programme and the Heat Comfort package. Maximising personal wellbeing in the rear compartment of the BMW 740Le iPerformance and BMW 740Le xDrive iPerformance, meanwhile, is the Executive Lounge option. Moreover, Extended rear air-conditioning and the Sky Lounge Panorama glass roof are also available for these models.

The selection of driver assistance systems includes the new-generation BMW Head-Up Display as well as the Parking Assistant, Driving Assistant, Driving Assistant Plus and Surround View systems. The plug-in hybrid variants of the new BMW 7 Series can also be ordered as an option with the M Sport package, Pure Excellence exterior design and interior design packages and BMW Individual Design Composition.



3.3 BMW presents an extensive range of BMW M Performance Parts for the new BMW M2 Coupe.

Wide array of components to enhance the car's dynamics and individualise its design.

The new BMW M2 Coupe sets new standards for dynamic handling and performance in the compact high-performance sports car segment. Its strikingly extrovert design brings the car's razor-sharp dynamic character and outstanding race track credentials even further to the fore. The range of BMW M Performance Parts that has now been unveiled allows customers to further hone the driving dynamics and visual appearance of their BMW M2 Coupe with a choice of components focusing on aerodynamics, the engine, the cockpit and the chassis. All have been inspired by the world of motor racing and fully satisfy the highest expectations in terms of functionality and design.

Aerodynamic components enhance looks and handling characteristics.

The portfolio of M Performance Parts for the BMW M2 Coupe features an extensive array of aerodynamic components made from top-quality carbon-fibre-reinforced plastic (CFRP). The selection includes front-end and side skirt attachments, a rear diffuser and mirror caps whose respective aerodynamically qualities work as a highly effective team and whose styling lends this compact high-performance athlete's powerfully contoured exterior even greater impact.

The front-end and side skirt attachments, for instance, combine with the rear spoiler and diffuser from the BMW M Performance range to optimise the airflow around the vehicle, which in turn benefits its handling capabilities and performance. The carbon-fibre exterior mirror caps hit just the right note here, their striking and stylish design putting the ideal finishing touch to the car's even sportier appearance. The same is also true of the M Performance grilles for the front end and flanks, which come in high-gloss black and incorporate the BMW M logo in the traditional red, blue and light blue of BMW M.

Options for the powertrain, suspension and brakes hone the car's dynamic performance.

The M Performance flap-control silencer system should provide music to the ears of drivers wishing to savour a more intense engine sound. It comes with two operating modes – Sport and Track – that can be selected by Bluetooth remote control. Sport mode is intended for use on public roads and treats the driver and passengers to a wonderfully sporty soundtrack that has been

specially tuned for the BMW M2. With the Track setting activated, meanwhile, the exhaust system emits an even louder, richer tone that ups the excitement levels noticeably. As a result, the driver enjoys a more intense driving experience and feels even more at one with their vehicle. The M Performance flap-control exhaust system further embellishes the looks of the BMW M2, courtesy of a high-gloss silencer casing with a deeply embossed M Performance logo and tailpipes with an 80-millimetre diameter and a perforated inner pipe. The M Performance exhaust system can also be specified with 93-millimetre-diameter carbon-fibre tailpipe embellishers incorporating the BMW M logo.

For even greater roadholding and handling prowess, the BMW M2 Coupe can be equipped with BMW M Performance coilover suspension. This reduces ground clearance by at least five millimetres compared to the standard suspension, while the car can be lowered by a further 20 millimetres thanks to the coilover technology. The shock absorbers are adjustable through a total of 16 rebound and 12 compression settings, enabling the driver to individually configure their preferred suspension set-up. The basic tuning is firmer overall than the standard suspension's, reducing the rolling and pitching movements of the car's body whatever the settings and thereby ensuring remarkably neutral handling characteristics and supremely direct driver feedback.

The sports brake pads from BMW M Performance enhance the car's race track capabilities at the same time as giving a boost to active safety. Because their composition is derived from endurance brake pads with a proven track record in motor racing, one of the most notable properties of these BMW M Performance components is their markedly enhanced thermal resilience, meaning they don't suffer from fade even when placed under continuous extreme loads. Their direct responses give them a further edge over the standard-fit braking system.

Interior options that draw their inspiration from the race track.

The interior of the BMW M2 Coupe can likewise be injected with some extra sporty flair, as customers see fit, with the help of BMW M Performance Parts. Take, for example, the BMW M Performance LED door sill strips for the driver and front passenger side, which add a stylish, eye-catching touch as soon as the door is opened. The same can be said of the M Performance floor mats, which combine sporting design with an abrasion-resistance surface – made from rubber and textile fibres – that affords optimum purchase. The stainless steel pedal covers, featuring raised rubber studs on the brake and clutch pedals that prevent the foot from slipping off, provide the perfect complement.

BMW is one of the few carmakers in the world to offer its own Alcantara-covered steering wheels for retrofitting in its vehicles, and there are two different versions to be found in the BMW M Performance portfolio. The M Performance steering wheel Pro features particularly chunky moulding in the Alcantara-trimmed grip areas, and comes with a harder foam filling than the standard version for better grip and a more precise steering feel. It also sports a light blue centre marking in the 12 o'clock position. The tricolour M seam and the optional open-pore carbon-fibre trim with M Performance lettering make the M Performance steering wheel Pro a real treat for the eyes too.

In addition to this, BMW also offers the M Performance steering wheel with a race display and standard carbon-fibre trim. The functional display incorporated into the top of the steering wheel rim places the various readouts available – such as sector and lap times, and longitudinal and lateral acceleration – directly in the driver's field of vision. The menu buttons integrated into the steering wheel's thumbrests enable intuitive control of the functions. On either side of the race display are converging strips of LED lights in two colours that serve as a gear change display.

Setting the seal on the BMW M Performance range for the interior of the BMW M2 is the M Performance carbon-fibre interior kit, comprising matching trim finishers for the DCT gear selector, the centre console and the handbrake lever, as well as M Performance interior trim strips with a delightful blend of Alcantara and carbon fibre.

3.4 BMW i presents the BMW i8 Protonic Red Edition special-edition model. Largest market presence of any premium supplier of electric vehicles.



The BMW i brand began manufacturing the first ever cars designed from the outset for zero-local-emission driving – in the form of the all-electric BMW i3 and the groundbreaking BMW i8 plug-in hybrid sports car – back in November 2013. By expanding its product portfolio to include a wealth of pioneering and highly convenient services, BMW i now has the largest worldwide market presence of any premium manufacturer of electric cars and is playing a very active role in shaping the future of personal mobility. In the process, the BMW i brand has come to represent an approach where sustainability is a key defining element, and it is synonymous above all with forward-looking mobility and progressive design.

All of these qualities are captured to highly impressive effect by the new BMW i8 Protonic Red Edition model on show in Geneva, which takes individuality to a whole new level with its exclusive highlights and equipment features. It is the prelude to a series of special-edition variants of the innovative plug-in hybrid sports car, which will each be available for a limited period of time only. It boasts all the special hallmarks of a BMW i car, such as the specially developed LifeDrive architecture with a passenger cell made from carbon-fibre-reinforced plastic (CFRP), and the BMW eDrive powertrain technology that delivers exemplary efficiency combined with outstanding everyday practicality and generates the driving pleasure for which BMW is renowned.

The new BMW i8 Protonic Red Edition.

The BMW i8 Protonic Red Edition taking to stage at the Geneva Motor Show is a new and exclusive limited-edition version of the plug-in hybrid sports car that offers customers a new option when it comes to tailoring the trailblazing sports coupe even more closely to their individual tastes. At the same time, the Protonic Red Edition is the first in a series of forthcoming special-edition variants, which will allow customers to enjoy a selection of bespoke equipment highlights in the 2+2-seater BMW i8 sports car.

Due to go into production this July, the inaugural special-edition BMW i8 sports an exclusive Protonic Red paint finish with contrast accents in Frozen Grey metallic. This is complemented by BMW W-spoke 470 light-alloy wheels painted in Orbit Grey metallic with hubs painted in Aluminium matt and mixed-size tyres (front: 215/45 R20, rear: 245/40 R20). The “i8” embossing on the

front head restraints and the door sill strips bearing the lettering “Protonic Red Edition” lend a special touch to the interior’s natural aesthetic appeal. The seats feature double lap seams in red, and the red stitching is in evidence again in the door and side trim panels, echoing the exterior paintwork to perfection. Exclusively designed embellishers made from high-grade carbon fibre for the centre console and instrument panel reinforce the cool, sporty look of the BMW i8 interior, as do the carbon-fibre pull handles on the insides of the doors. The gear selector with black ceramic detailing, the grey-coloured seat belts and the specially designed floor mats with leather piping and red contrast stitching put the finishing touches to the cabin’s highly individual styling.

The BMW i8 Protonic Red Edition will be produced at the Leipzig plant starting in July 2016, and will be available to order for a limited period only up to the end of 2016.

Largest worldwide market presence: BMW i is successfully shaping the future of mobility.

The relatively brief existence of BMW i has been marked by great triumphs. In their launch phase, the BMW i brand and the BMW i3 and BMW i8 models garnered more awards and accolades than any other brand or model in automotive history. Since its market introduction in November 2013, the BMW i3 has held a very strong position in the electric vehicle segment and established itself as the world’s most widely available premium electric car geographically. Incidentally, it remains the only electric vehicle on the market available in an optional range extender variant to add further miles to its operating range.

BMW i currently offers the BMW i3 in a total of 36 countries. This, together with its portfolio of trailblazing and highly convenient services, gives BMW i the largest worldwide market presence of any electric vehicle manufacturer. In Germany, the BMW i3 tops the sales charts in the electric vehicle segment, and it stands third in both the US and global sales rankings for electric cars. In Norway it is actually the best-selling BMW model in the entire range*. The BMW i3 is the only imported model to date that is allowed to be sold tax-free in China, where it is also exempt from the local licence plate lottery. Last but not least, in Brazil the BMW i3 is the only electric car on the market.

It is also quite evident that the BMW i3 can help BMW to capture new customer groups. Over 80 percent of BMW i3 buyers worldwide previously drove other makes of vehicle and were turned into new BMW customers. The key success factors behind this development also include the range of

intelligent electric mobility services offered by BMW i, which are designed to make everyday use of an electrically powered car particularly easy and convenient. No other brand to date has created a more extensive portfolio of services for facilitating electric urban and connected mobility than BMW. For instance, all BMW i customers have access to ChargeNow; the world's largest charging station network encompasses over 38,000 charging poles operated by partners in 25 countries and has been presented with the prestigious United Nations Momentum For Change award. In the Danish capital Copenhagen, BMW's car-sharing service DriveNow operates the world's largest electric car-sharing fleet, numbering 400 BMW i3 cars. Intelligent route guidance technology interlinks them with the local public transport system.

BMW i3 the only car in the world with a certified carbon footprint*.

Another reason for this consistent success is without doubt the sustainability of the concept underpinning BMW i and its products. The BMW i3 is the only car in the world to have a certified carbon footprint for its supply chain, production, service life and recycling process – one which is a third smaller than that of the extremely eco-friendly BMW 118d crowned World Green Car Of The Year in 2008. This is partly down to the fact that the electricity used for manufacturing the BMW i3 at the BMW plants in Leipzig and Moses Lake in the US is generated from CO₂-free wind power and hydropower.

Transfer of technology to the BMW brand's model range.

The groundbreaking technologies initially developed for BMW i cars are increasingly finding their way into the models from the BMW parent brand. The BMW X5 xDrive40e, BMW 740e iPerformance, BMW 330e and BMW 225xe plug-in hybrids, for instance, employ BMW eDrive technology for their electric motors, high-voltage batteries, power electronics and intelligent energy management. And to ensure that the electric driving experience goes hand in hand with maximum convenience, reliability and everyday practicality, bespoke 360° ELECTRIC services are available for these BMW plug-in hybrid models too. In addition, the expertise gained in the use of carbon-fibre-reinforced plastic (CFRP) during the development of the BMW i cars is also channelled into the creation of new BMW models. This was the case, for example, with the state-of-the-art Carbon Core body structure of the new BMW 7 Series, which combines industrially manufactured CFRP with steel and aluminium for the very first time. The new BMW 7 Series is furthermore the first luxury sedan to come with the option of BMW Laserlight. The BMW i8 was the first ever production car to be offered with this laser headlight technology, whose properties include a high-beam range of around 600 metres – double that of LED headlights.

3.5 BMW ConnectedDrive. Premiere for the On-Street Parking Information service.



At the Geneva Motor Show, the BMW Group is underlining its status as a leading premium mobility provider with the On-Street Parking Information service, which enables users to track down a free parking space more quickly in urban areas.

Locating a parking spot using mathematics and connectivity.

The BMW Group is harnessing the benefits of connected vehicles to offer intelligent in-car digital services. On-Street Parking Information is a new navigation service from the BMW Group that uses intelligent algorithms as the basis for detecting vacant on-street parking spaces. The BMW Group is the world's first carmaker to demonstrate how zones with free public parking spaces at the side of the road can be located more quickly in major cities with the aid of a parking probability display. In this way, the new service provides an effective way of reducing the amount of traffic produced by the search for parking.

On-Street Parking Information uses the movement data of vehicles that are both leaving a parking spot or searching for parking, and links this data with a local prediction model, thereby allowing possible parking options in urban areas, such as a particular part of town, to be computed and indicated on the car's Control Display. This enables the driver to head directly to zones where there is a higher probability of finding a vacant spot. A research project initiated by the BMW Group in major cities has already delivered reliable results. This navigation service was devised in collaboration with INRIX, one of the world's leading providers of real-time traffic information.

On-Street Parking Information will be available in future BMW production models – initially in Germany and the USA from the end of 2016.

Automatic navigation map updates.

BMW ConnectedDrive allows select BMW models fitted with the Navigation system Professional to receive regular automatic navigation map updates. The map data is transmitted over the air via the mobile phone network using the vehicle's built-in SIM card and is automatically installed. The user does not have to pay either licensing fees or data transmission charges for the first three years.

With this system, the navigation maps update automatically up to four times a year, putting an end to the problem of outdated datasets. Updated navigation maps keep the system informed of new roads and modified traffic layouts. This data can then be factored in for effective route planning in the same way as information can be transmitted to the electrical system to assist with anticipatory energy management.

All navigation functions continue to be fully available while the update is in progress. The region for the automatic map updates can furthermore be changed in the BMW ConnectedDrive customer portal, for instance following a change of address.

Evading jams the smart way with RTTI (Real Time Traffic Information).

The RTTI service provides traffic information in real time by analysing anonymised data from the mobile phone cards of other road users, and GPS data from vehicle fleets or taxis, smartphone apps and police bulletins. This rapid and exact information enables RTTI to give early notice of the traffic situation or even calculate a new route.

BMW makes use of high-speed mobile data transmission via the vehicle's built-in SIM card to continually feed the navigation system with updated traffic data.

The quality of traffic guidance is largely dependent on the accuracy of the data it is based on and how up-to-date it is. In order to provide drivers with information that is as precise as possible, the optional RTTI traffic information system from BMW ConnectedDrive consults a wide array of different sources. Besides GPS data from smartphones, taxis and vehicle fleets, road sensors and local traffic guidance systems are a further source of reliable data for building up a complete picture of what's happening on the roads. This information is beamed to the vehicle virtually in real time over the mobile phone network, and used by RTTI to instantly calculate a new route or recommend a detour.

The rapid availability of information lets the driver choose an alternative route in good time, which is computed while already factoring in the traffic situation along that route. RTTI promptly calculates the time required for the new route and can display the map in a 3D view, if desired, for greater clarity. The system provides reliable, exact route guidance not only on motorways and major highways, but also on express roads, country roads and main traffic arteries through city centres.

RTTI can be downloaded with flexible running periods via the ConnectedDrive Store – either directly from the car or at home using a PC or tablet. The

service can therefore be selected to suit personal requirements. RTTI is fully integrated in the vehicle and can be accessed directly via the navigation system's map view once it has been downloaded. To make use of RTTI, customers need to specify the ConnectedDrive Services option and the Navigation system Professional or Business for their car.