



THE BMW i8. INNOVATION, UNLEASHED.

How do you change the plug-in hybrid game entirely – and set the standard for driving to urban centers? Looking at the answer, you're looking at the BMW i8. This game-changer is redefining the automotive experience. It's a work of engineering art, a blend of luxury, performance, and sustainability. The sleek exterior, the power windows, the leather seats, the i8 is a work of art. It's the power of the BMW i8 that will give you a sense of freedom and drive, but the power to fight through traffic and get you to your destination in record time. It's the power to fight through traffic and get you to your destination in record time.



FUELED BY INNOVATION. Premium quality and high performance with a focus on sustainability.

BMW i: an innovative new automotive brand combining premium quality and high performance with a focus on sustainability. The BMW i3 is the first production car from BMW to be designed from the ground up as an electric-drive vehicle, not a retrofit of an existing gasoline-fueled model. It is followed by the BMW i8 – a plug-in hybrid offering truly exhilarating sports-car performance with the advantage of small-car levels of fuel consumption and emissions.

THE ULTIMATE DRIVING MACHINE MEETS THE ULTIMATE GOAL: SUSTAINABILITY.









