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**The new BMW i3 (94 Ah) Wins 2017 World Urban Car Award.**

**Woodcliff Lake, N.J. – April 12, 2017...** The new BMW i3 (94 Ah), today received the inaugural winner of the 2017 World Luxury Car award at the New York International Auto Show.

“We are delighted and honored that the BMW i3 has been recognized as the World Urban Car of the Year,” said Ludwig Willisch, Head of BMW Group Region Americas. “This award highlights BMW Group’s commitment to sustainable mobility through BMW’s first all-electric vehicle made primarily of carbon fiber. The design brief for the BMW i3 was to create a Mega City Vehicle for the cities of the future. Today, the new 2017 BMW i3 (94 Ah) provides more range paired with a high-level of dynamic performance, making it the perfect urban vehicle for people around the world.”

Launched in 2014, the born electric BMW i3 represents a new era of electro mobility offering a visionary design, a ground-breaking vehicle architecture, dynamic performance and innovative connectivity. No other car represents such a holistic approach to sustainability throughout the value chain.

World Car vice-chairman, Mike Rutherford, commented, “It’s an award whose time has come. Everyday cars in many - perhaps most - parts of the world will have to become smaller if road and parking space is to be found for them in increasingly packed towns and cities whose populations are swelling annually. This year’s winner in our inaugural World Urban Car category proves that these small vehicles don’t have to be cheap, undesirable and unpleasant to drive. Quite the opposite. It is among the best value-for-money products on the market”.

The new 2017 BMW i3 (94 Ah) offers 50% increased battery capacity (33 kWh) thanks to the higher energy density of the lithium ion cells. The BMW i team worked to ensure that the battery dimensions remain unchanged while still offering a significant range increase. The driving performance figures of the 170 hp AC synchronous electric motor remain virtually unchanged. The motor propels the BMW i3 from 0 to 60 mph in just over 7 seconds making the BMW i3 the sportiest and most efficient electric vehicle in the premium segment. With the introduction of the BMW i3 (94 Ah), BMW i now also offers a new BMW Home Charger Connect, a residential charging station designed for comfortable and fast home charging featuring additional connected functions.

### **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 152 BMW motorcycle retailers, 127 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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