

FROM: BMW of North America

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Request for Coverage

EARLY MEDIA TEST DRIVES OF THE BMW i3 TO TAKE PLACE DURING THE 2013 LOS ANGELES INTERNATIONAL AUTO SHOW

All-Electric BMW i3 is the First Purpose-Built Electric Vehicle Made Primarily of Carbon Fiber

In conjunction with the 2013 Los Angeles International Auto Show, BMW will offer some of the first test drives of the BMW i3 to media **on Wednesday, November 20th from 10:00 a.m. – 4:30 p.m. PST and Thursday, November 21st from 9:00 a.m. – 2:00 p.m. at the BMW Pavilion (Staples Lot 6 on the corner of Figueroa Street and 12th Street) in Los Angeles.** The 20-minute test drives are for media only. To register a time to take a test drive of a BMW i3 vehicle, visit www.bmwi3testdriveslaia.com. Reservations are strongly encouraged in order to secure your spot.

The **BMW i3** is the first fully electric vehicle from BMW Group under BMW i's growing lineup of visionary vehicles constructed from the ground up primarily from lightweight carbon fiber. With 170 horsepower and 184 lb-ft of torque hybrid-synchronous electric motor, the BMW i3 is electrified by a 22-kWh lithium-ion battery, good for 80-100 miles of emission-free driving. The BMW i3 will offer interior space comparable to the legendary BMW 3 Series on a shorter overall body. Its 32.3-foot turning circle and a relatively long wheelbase make it agile and engaging to drive, yet ideally suited to driving in dense urban areas. Available in 2014 Q2, the BMW i3 will have a base MSRP of \$41,350 and the range-extender model will have a starting MSRP of \$45,200, excluding destination and handling. [BMW i3 Press Kit](#)

The BMW i3 is radically different from any other EV on the market due to the intelligent lightweight design and the innovative use of materials. The BMW i3, previously known as the "megacity vehicle," is compact for congested city driving featuring "coach" style doors, allowing for easy entry and exit to rear seats, and no transmission tunnel and low console, allowing passengers a slide through experience and giving them the ability to exit from either side. The BMW i3 is made with sustainable, renewable materials, the dashboard wood trim is crafted from responsibly-forested eucalyptus.

Consumer test drives for the BMW i3 will begin on Friday, November 22 through Sunday, December 1 at the BMW Pavilion. A schedule of the test drive hours are:

- Friday, November 22: 10:00 a.m. – 5:00 p.m.
- Saturday, November 23 and Sunday, November 24: 9:00 a.m. – 5:00 p.m.
- Monday, November 25 – Wednesday, November 27: 11:00 a.m. – 5:00 p.m.
- Thursday, November 28 – Sunday, December 1: 9:00 a.m. – 5:00 p.m.

BMW i also brings together a wide range of innovative products and services that make electric driving a comfortable and pleasing experience with **360° ELECTRIC** – from simple home charging to a continually expanding network of public charging stations. Other benefits include fully connected navigation and the option of using conventional cars for vacation trips with BMW Add-on Mobility. BMW will make an exclusive announcement about 360° ELECTRIC before the Los Angeles Auto Show and BMW as well as partner experts will be on hand at the BMW i Pavilion of the BMW i3 test drive event (at the Staples Lot 6 on the corner of Figueroa Street and 12th Street) to provide more details about the program.

BMW will also be participating in the Green & Advanced Technology Ride & Drive event on Thursday, November 21 during the Los Angeles International Auto Show. The BMW Advanced Diesel 328d and BMW 535d Sedans will be available for test drives.

For more information on what BMW has available at the 2013 Los Angeles International Auto Show, please visit <http://www.bmwusanews.com/newsrelease.do?id=1870&mid=>. For updates on Twitter, follow the conversation with the hashtag **#BMWLAAS**.

DATE: **Wednesday, November 20, 2013**
 Thursday, November 21, 2013

TIME: **10:00 a.m. – 4:30 p.m. PST (Wednesday)**
 9:00 a.m. – 2:00 p.m. PST (Thursday)

PLACE: **Staples Lot 6**
 Corner of Figueroa Street and 12th Street

Registration Link: www.bmwi3testdriveslaiaas.com

BMW Experts available for interviews include:

- **Oliver Walter, Project Manager BMW i, BMW AG**
Oliver Walter is available to discuss the individual details of the BMW i3 as well as the overall brand vision and strategy for BMW i.
- **Robert Healey, Electric Vehicle Infrastructure Manager, BMW of North America**
Robert Healey is available to discuss the BMW i3, planning and executing the electric vehicle charging infrastructure strategy for the US market as well as the announcement regarding 360° ELECTRIC.
- **Julian Lienich, e-Mobility Rollout Manager, BMW AG**
Julian Lienich is available to discuss 360° ELECTRIC from a global perspective.

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