

FROM: BMW of North America

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Request for Coverage

BMW X2 and 2019 BMW i8 Coupe to make World Debuts at North American International Auto Show in Detroit.

- **Additional featured vehicles include the BMW i8 Roadster, BMW i3s, BMW X7 Concept, BMW X3, BMW M3 CS, and the BMW M5.**



The all-new 2018 BMW X2

One year after the BMW X2 Concept appeared in Detroit, the all-new **BMW X2** will make its world debut at the **2018 North American International Auto Show on Monday, January 15, 2018. The BMW press conference will be held at 9:35 a.m. EST at the BMW stand at COBO Center, One Washington Boulevard Detroit, MI 48226.** In addition, the 2019 **BMW i8 Coupe** will also make its world debut at the show and will be featured alongside a number of electrified BMW vehicles. English- and German-speaking BMW representatives will be available for interviews throughout press days on Monday, January 15 and Tuesday, January 16 at the BMW Stand.

The all-new **BMW X2** is the latest addition to the BMW X family. The first-ever BMW X2 has a distinctive exterior design that combines the fast-moving body language and low-slung proportions of a coupe with the robust construction of a BMW X model. The cutting-edge 2.0-liter BMW TwinPower Turbo 4-cylinder engine together with the 8-speed automatic transmission propel this emotional sports activity coupe from 0-60 mph in just 6.3 seconds, yielding 228 hp and a peak torque of 258 lb-ft. The BMW X2 will arrive in dealerships in spring 2018. Pricing will be announced closer to market launch. [BMW X2 Press Kit.](#)

The 2019 **BMW i8 Coupe** also makes its world debut at the North American International Auto Show. The enhanced hybrid 2+2 seater has increased power and range over its predecessor and has been the world's best-selling hybrid sports car since 2014. Using optimized BMW eDrive technology, and with hybrid-specific all-wheel drive, combustion engine driving the rear wheels and the electric motor driving the front wheels, the BMW i8

Coupe achieves 369 hp (12 hp more than its predecessor), a peak torque of 184 lb-ft, and accelerates from 0-60 mph in just 4.2 seconds (preliminary) with a top speed of 155 mph. The lithium-ion battery, located centrally in the car's underbody, and its cell capacity has been increased from 20 to 34 Ah and a gross energy capacity from 7.1 to 11.6 kilowatt hours. Also showcased alongside the all-new BMW i8 Coupe will be the **BMW i8 Roadster**, which made its world debut at the Los Angeles Auto Show in November 2017. The BMW i8 Roadster takes the BMW i8's combination of locally emission-free mobility and high-caliber performance and adds a top-down driving experience. The BMW i8 Roadster features a retractable, all-season fabric soft-top which can open and close in less than 16 seconds and while the vehicle is in motion at up to 31 mph. The two-seat BMW i8 Roadster stows its soft-top in the perpendicular position in the rear of the vehicle when opened and takes up very little space, maximizing storage capacity. The new BMW i8 Coupe and BMW i8 Roadster will be available in spring 2018. Pricing will be announced closer to market launch. [BMW i8 Coupe and BMW i8 Roadster Press Kit.](#)

The new **BMW i3s** is a sportier and more powerful variant of the BMW i3, the best-selling compact battery-electric vehicle in the premium compact segment worldwide since it launched in 2014. The first ever BMW i3s provides an even sportier interpretation of silent mobility with zero emissions and features a high output 184 hp electric motor that generates peak torque of 199 lb-ft. The BMW i3s accelerates from 0-60 mph in 6.8 seconds and has a top speed of 100 mph. The BMW i3s uses a lithium-ion high-voltage battery developed by the BMW Group with a cell capacity of 94-ampere hours (Ah). Like the BMW i3, the BMW i3s applies the concept of sustainability throughout the interior and exterior of the vehicle, incorporating recycled plastics, renewable raw materials, natural fibers, and open-pored, unbleached eucalyptus wood in the design. [BMW i3s Press Kit.](#)

The **BMW X7 iPerformance Concept** introduces a new model concept for the premium segment that utilizes BMW eDrive technology with a BMW TwinPower Turbo engine creating an exceptionally efficient and dynamic plug-in hybrid powertrain that excels in all driving situations, including running with zero local emissions. With a generously-sized, six-person interior, the BMW X7 iPerformance Concept offers an interior with a state-of-the-art infotainment system brimming with connectivity that provide an unmatched experience by any BMW past or present. As a result of the interplay between precise, pared-down forms and an open sense of space, the driver and passengers are immersed in a unique, modern setting. The production model of the BMW X7 will debut in 2018. [BMW X7 iPerformance Concept.](#)

The first-ever **BMW M3 CS** made its world debut at the Los Angeles Auto Show in November 2017. It is a special-edition model and delivers a blend of high performance and complete everyday practicality. The extensive use of carbon fiber-reinforced plastic has kept the BMW M3 CS extremely light and lowered the overall weight by approximately 110 pounds less than a standard BMW M3. The M TwinPower Turbo technology 6-cylinder inline engine produces 453 hp generating a peak torque of 443 lb-ft and accelerates from 0-60 mph in just 3.7 seconds, making it the quickest BMW M3 to date. The BMW M3 CS will be available to order in the U.S. starting in May 2018. Pricing will be announced closer to market launch. [BMW M3 CS Press Kit.](#)

The **BMW M5** has been regarded as the quintessential high performance sports sedan since its initial iteration launched in 1984. The 2018 BMW M5 marks the debut of the first ever M-specific all-wheel drive system, M xDrive, which allows the BMW M5 to reach new heights of dynamic performance and delivers poise in all driving situations. Thanks to a 4.4-liter V8 engine featuring M TwinPower Turbo technology, the BMW M5 produces 600 hp and 553 lb-ft of peak torque, skyrocketing from 0 to 60 mph in just 3.2 seconds, making it the quickest and most agile to date. The 2018 BMW M5 will be available with a MSRP of \$102,600 plus \$995 Destination and Handling, appearing in U.S. showrooms in spring 2018. [BMW M5 Press Kit.](#)

The 2018 **BMW X3** is the third generation of the pioneering premium compact Sports Activity Vehicle. The dynamic handling qualities of the BMW X3 are linked to its ideal 50:50 weight distribution between the front and rear axles, its meticulously honed chassis, and xDrive, BMW's intelligent all-wheel-drive system which debuted in 2003 in the first generation of the BMW X3. The BMW X3 uses a 2.0 liter TwinPower Turbo 4-cylinder inline gasoline engine and an 8-speed Steptronic Sport automatic transmission yielding 248 hp and a maximum torque of 258 lb-ft, accelerating from 0-60 in 6.0 seconds with a top speed of 130 mph. The BMW X3 is available in U.S. showrooms with a MSRP of \$42,450 plus \$995 Destination and Handling. [BMW X3 Press Kit.](#)

Important social media links:

- Facebook: <https://www.facebook.com/BMWUSA>
- Twitter: <https://twitter.com/BMWUSA>
- Instagram: <https://instagram.com/bmwusa#>
- YouTube: <https://www.youtube.com/user/BMWUSA>
- Tumblr: <http://bmwusa.tumblr.com/>
- Google+: <https://plus.google.com/+BMWUSA/posts>

DATE: Monday, January 15, 2018

TIME: BMW Group Press Conference: 9:35 a.m. – 10:00 a.m.
Interviews: All Day

PLACE: COBO Center
BMW Stand
1 Washington Blvd.

BMW executives and experts available for interviews include:

- **Dr. Nicolas Peter, Member of the Board of Management, BMW AG**
Dr. Nicolas Peter is available to discuss BMW Group's global business and business strategy. Dr. Peter will have limited availability for interviews at the North American International Auto Show.
- **Bernhard Kuhnt, President & CEO, BMW of North America**
Bernhard Kuhnt is available to discuss overall company business and strategy in North America.
- **Adrian van Hooydonk, BMW Group Chief Designer, BMW AG**
Adrian van Hooydonk is available to discuss design elements for BMW Group's complete product portfolio, including BMW i, BMW, BMW M, MINI, Rolls-Royce, and Motorrad.
- **Alexander Kotouc, Head of BMW i Product Management, BMW AG**
Alexander Kotouc is available to discuss the global BMW i brand, overarching strategy of BMW i, as well as the entire BMW i product portfolio.
- **Ingo Lasslop, Head of Product Management Compact Class, BMW AG**
Ingo Lasslop is available to discuss the technical specifics of BMW Compact Class vehicles including the all-new BMW X2.
- **Jozef Kaban, Vice President of BMW Design, BMW AG**
Jozef Kaban is available to discuss design elements of featured BMW vehicles including the all-new BMW X2.
- **Trudy Hardy, Vice President of Marketing, BMW of North America**
Trudy Hardy is available to discuss BMW's marketing efforts in the United States.
- **Julius Schluppkotten, Project Director, BMW X2, BMW AG**
Julius Schluppkotten is available to discuss the product details of the BMW X2.
- **Stefan Juraschek, Head of Electric Powertrain, BMW AG**
Stefan Juraschek is available to discuss BMW's electric powertrain.

- **Ralph Mahler, Department Manager, Product Planning & Strategy, BMW of North America**
Ralph Mahler is available to discuss current and forthcoming product portfolios as well as BMW i and iPerformance products in the U.S. market.
- **John Kelly, Product Manager, BMW i and BMW M, BMW X1, BMW X2, and BMW 2 Series, BMW of North America**
John Kelly is able to discuss the current BMW X1, the first-ever BMW X2, the BMW 2 Series, and BMW i and BMW M products in the U.S. market.
- **Kate Alini, Product Manager, BMW X7, BMW 6 Series, BMW 7 Series, BMW 8 Series, BMW of North America**
Kate Alini is available to discuss the technical specifics and details of the BMW 6 Series, BMW 7 Series, BMW 8 Series.
- **Alanna Tracey-Bahri, Product Manager, BMW Z4, BMW X3, BMW X4, BMW X5, BMW X6, BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW of North America**
Alanna Tracey-Bahri is available to discuss overarching product strategy and technical specifics for BMW M vehicles, the BMW Z4, BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW X3, BMW X4, BMW X5, and the BMW X6 for the U.S. market.
- **Christian Voigt, Product Strategy Manager, BMW of North America**
Christian Voigt is able to discuss the technical specifics and details of the BMW product portfolio including BMW i, BMW M, and BMW Individual vehicles.

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