



The Ultimate
Driving Machine



THE i8

 COUPÉ
ROADSTER

Best viewed in
landscape mode



THE BMW i8 COUPÉ AND ROADSTER.

RETURN BY CLICKING 
SELECT A TOPIC BELOW TO EXPLORE:



FEATURED MODELS.

BMW i8 COUPÉ:

Plug-in hybrid drive [electric motor at the front, 143hp (105kW) / BMW TwinPower Turbo three-cylinder petrol engine at the rear, 231hp (170kW)], 20" BMW i light alloy Radial-spoke style 516 wheels in Jet Black with mixed tyres, exterior colour in BMW Donington Grey with Frozen Grey accent, BMW i interior design Accaro with seats in Exclusive Natural leather E-Copper / Amido with Anthracite E-Copper fabric accent, interior trim finisher in Amido metallic, Anthracite headlining.

BMW i8 ROADSTER:

Plug-in hybrid drive [electric motor at the front, 143hp (105kW) / BMW TwinPower Turbo three-cylinder petrol engine at the rear, 231hp (170kW)], 20" BMW i light alloy Radial-spoke style 516 wheels in Bicolour with mixed tyres, exterior colour in E-Copper with Frozen Grey accent, BMW i interior design Accaro with seats in Exclusive Natural leather, E-Copper / Amido with Anthracite E-Copper fabric accent, interior trim finisher in Amido metallic.



ONLY THOSE
WHO GO BEYOND
THE FAMILIAR
MAKE NEW DISCOVERIES.



ONLY THOSE
WHO SEEK THE
EXTRAORDINARY
CAN CREATE SOMETHING UNIQUE.





ONLY THOSE WHO
HAVE AN
EXTRAORDINARY
DRIVE
CAN ACCELERATE THE FUTURE.



ONLY THOSE
WHO ARE
PREPARED TO LEAD

CAN BLAZE NEW TRAILS.



THE BMW i8 COUPÉ.

STANDARD EQUIPMENT, INCLUDES:

BMW i PURE IMPULSE

- BMW i Pure Impulse Card
(refer to [BMW i Pure Impulse Experience Programme](#) for further information)

ENGINES AND TRANSMISSION

- Automatic transmission, six-speed
- BMW TwinPower Turbo three-cylinder in-line petrol engine, rear
- Drive Performance Control with ECO PRO and Comfort modes
- eDrive mode for pure electric driving
- Electric motor, front, with two-speed transmission
- Larger-capacity fuel tank

SAFETY AND TECHNOLOGY

- Adaptive LED headlights
- BMW Display key
- Comfort Access
- Cruise Control with braking function
- Driving Assistant with Surround View, Speed limit display and High-beam Assistant¹
- Electronic display of drivetrain information, battery range and temperature
- Park Distance Control (PDC), front and rear
- Rain sensor with automatic headlight activation
- Windscreen washer jets, heated

EXTERIOR EQUIPMENT

- Black High-gloss finisher – door frame and roof fin
- Carbon-fibre reinforced plastic (CFRP) roof
- Coupé designation on B-pillar
- Dihedral doors
- Metallic paint with contrast accent

INTERIOR EQUIPMENT

- Ambient interior lighting
- Armrest, front
- Automatic air conditioning with auxiliary function and extended features
- Extended storage
- Instrument panel, leather
- Interior and exterior mirrors with automatic anti-dazzle function
- Interior trim, Carbon Fibre
- Interior world, Carpo
- Power sockets, 12V, two
- Sport multi-function leather steering wheel with gearshift paddles, Black with Satin Silver accent
- Tailgate release button
- Velour floor mats
- Welcome lights, LED
- Windows, heat-insulated, green-tinted all round

SEATS

- BMW i Spheric Full leather upholstery, perforated
- Child seat ISOFIX attachment, two in rear
- Seat adjustment – front, electric
- Seat heating, front

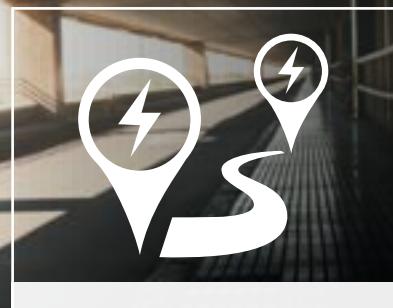
AUDIO AND COMMUNICATION

- 20GB Hard Disc Drive (HDD) memory
- Apple CarPlay® preparation
- Auxiliary input for auxiliary playing devices
- BMW ConnectedDrive Services comprising:
 - BMW Apps
 - BMW Emergency Call
 - BMW Online Services
 - BMW TeleServices
 - Concierge Services
 - Connected eDrive Services
 - Real Time Traffic Information (RTTI)
- BMW Professional radio without CD player
- 8.8" Touch Control display

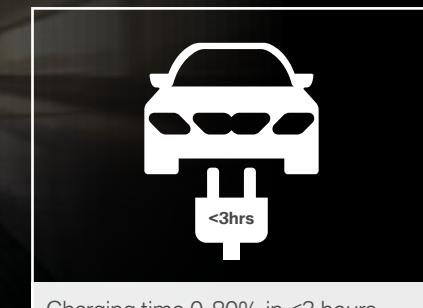
- DAB tuner
- Digital Cockpit
- Enhanced Bluetooth telephone preparation with USB audio interface and Voice Control
- Head-up Display including telephone and entertainment lists iDrive Touch Controller, with shortcut buttons
- Loudspeaker system – harman/kardon
- Navigation system – BMW Professional Multimedia
- Online Entertainment

WHEELS AND CHASSIS

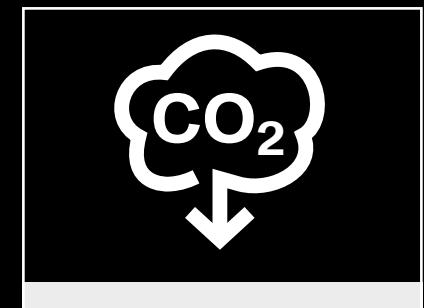
- 20" light alloy BMW i W-spoke style 470 wheels
- Brake callipers, High-gloss Black with BMW i Blue accent
- Electric Power Steering
- Electro-mechanical parking brake
- Locking wheel bolts
- Mobility tyre sealing system
- Tyre Pressure Monitoring
- Variable Damper Control (VDC)



Pure electric range of up to 32.3 miles[^]



Charging time 0-80% in <3 hours
(based on a current of 16A)*



Low CO₂ emissions from 49g/km[^]

The BMW i8 Coupé is shown here in BMW Individual Donington Grey metallic paint with Frozen Grey accent and optional 20" BMW i light alloy Radial-spoke style 516 wheels in Jet Black. * = Dependent on the local electricity infrastructure. Charging time corresponds to a charge of 80% of maximum capacity and based on a single-phase supply current of max 32A. ^ = These figures were obtained using a combination of battery power and fuel. The BMW i8 Coupé is a plug-in hybrid vehicle requiring mains electricity for charging. There is a new test for fuel consumption, CO₂ and electric range figures. The electric range shown was achieved using the new test procedure. Figures shown are for comparability purposes. Only compare fuel consumption, CO₂ and electric range figures with other cars tested to the same technical procedures. These figures may not reflect real life driving results, which will depend upon a number of factors including accessories fitted (post-registration), variations in weather, driving styles and vehicle load. The CO₂ figures have been determined according to the WLTP test. WLTP has been used as the applicable CO₂ figure from 1 April 2020 for first year vehicle tax (VED) and from 6 April 2020 for company car tax (BIK). The CO₂ figures were previously based on the NEDC equivalent. CO₂ figures shown correspond to weighted combined figures. ¹ = Driving Assistant includes: Rear view camera, Surround View including top view and side view, High-beam Assistant, Forward Collision Warning, Pedestrian Protection, City Collision Mitigation and Speed-limit information.

■ Standard equipment □ Optional equipment

THE BMW i8 ROADSTER.

STANDARD EQUIPMENT, INCLUDES:

In replacement / addition to i8 Coupé

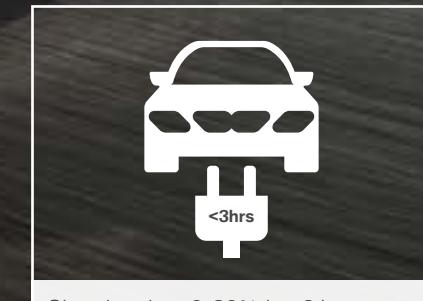
- Enhanced Bluetooth with wireless charging
- i8 logo projection with open doors
- Retractable soft-top roof
- Roadster designation on B-pillar
- Seat adjustment – front, electric with driver memory
- Travel package
- Two seat configuration
- WiFi hotspot preparation



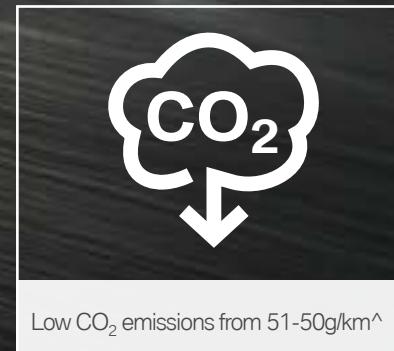
The BMW i8 Roadster is shown above in E-Copper metallic paint with Frozen Grey accent and optional 20" BMW i light alloy Radial-spoke style 516 wheels in Bicolour. * = Dependent on the local electricity infrastructure. Charging time corresponds to a charge of 80% of maximum capacity and based on a single-phase supply current of max 32A. ^ = These figures were obtained using a combination of battery power and fuel. The BMW i8 Roadster is a plug-in hybrid vehicle requiring mains electricity for charging. There is a new test for fuel consumption, CO₂ and electric range figures. The electric range shown was achieved using the new test procedure. Figures shown are for comparability purposes. Only compare fuel consumption, CO₂ and electric range figures with other cars tested to the same technical procedures. These figures may not reflect real life driving results, which will depend upon a number of factors including accessories fitted (post-registration), variations in weather, driving styles and vehicle load. The CO₂ figures have been determined according to the WLTP test. WLTP has been used as the applicable CO₂ figure from 1 April 2020 for first year vehicle tax (VED) and from 6 April 2020 for company car tax (BIK). The CO₂ figures were previously based on the NEDC equivalent. CO₂ figures shown correspond to weighted combined figures.



Pure electric range of up to 31.7-32.3 miles[^]



Charging time 0-80% in <3 hours (based on a current of 16A)*



Low CO₂ emissions from 51-50g/km[^]

■ Standard equipment □ Optional equipment

DRIVE AND DRIVING DYNAMICS IN THE BMW i8 ROADSTER AND COUPÉ.

SPECTACULAR APPEARANCE WITH STRONG ACCELERATION.

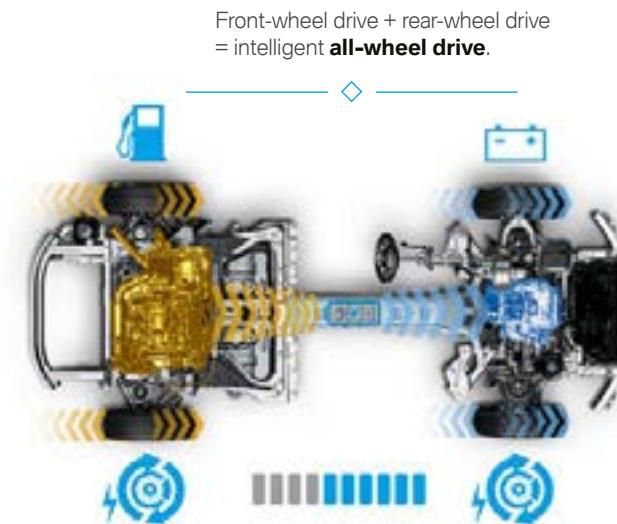


Sports cars designed for dynamics and agility - the BMW i8 Roadster and Coupé. The powertrain with powerful electric motor, BMW TwinPower Turbo three-cylinder petrol engine, including six-speed automatic transmission, makes excellent acceleration values possible with low fuel consumption. The suspension also contributes to BMW's driving pleasure with its intelligent all-wheel drive and interchanging

suspension. The innovative LifeDrive vehicle architecture separates the passenger compartment from the chassis – lowering the centre of gravity, as well as reducing the weight with carbon-fibre elements. Stability and safety increased thanks to innovative driving dynamics.

DRIVE MODULE: The Drive module in the BMW i8 Roadster and Coupé is made of lightweight aluminium and includes all suspension components: the structural and impact-absorbing elements, the drivetrain and lithium-ion high-voltage battery.

LIFE MODULE: Solely developed by BMW i, the Life Module represents a revolution in production technology. Previously, the manually manufactured carbon-fibre passenger cell caused great expense. Ensuring a more cost-effective approach, BMW i redefined the automotive production. Now, the use of carbon-fibre accounts for a 50% reduction in weight when compared to steel and up to 30% as measured with aluminium.



Rear-wheel drive. The BMW TwinPower Turbo petrol engine delivers power to the rear wheels.

Front-wheel drive. The electric motor delivers power to the front wheels.

THE BEST OF BOTH WORLDS: The BMW i8 Roadster and Coupé combine the high-torque acceleration of the electric motor on the front axle with the power of the combustion engine on the rear axle, which is efficiently brought to the road by a six-speed automatic transmission. The concept thus allows the optimum drive configuration to be made available depending on the situation.

Although the BMW i8 Roadster and Coupé can drive purely electrically, the particular attraction lies in the combination of both engines, which play to their advantages and complement each other perfectly. Thanks to BMW EfficientDynamics with eDrive, the BMW i8 Roadster and Coupé plug-in hybrid sports cars deliver exceptional

dynamic ability as well as efficiency. The situation-specific load control system, for example, while going on a curve, varies the ratio between the drive torques acting on the front and rear wheels in favour of a rear-mounted design, thus increasing the precision of steering. On dry and wet roads, for example, the driver has maximum traction over all four wheels when accelerating, which allows even better directional stability right up to the limit. Therefore, the BMW i8 Roadster and Coupé offer you a highly dynamic acceleration experience.

EXTERIOR DESIGN.

AN ATHLETIC SPORTS CAR THAT SHINES WITH ITS INDIVIDUAL STYLE: the exterior colours E-Copper and Crystal White Pearl Effect have been exclusively developed for the BMW i8 Roadster and Coupé. Each metallic paint highlights the contours and flowing lines of the car, creating the ultimate impression of the progressive sports car. With the choice of BMW i Blue or Frozen Grey metallic to

accentuate the distinctive Kidney grille and sill areas, for Crystal White Pearl Effect and Sophisto Grey metallic paints, there is sure to be a design to reflect your personality. E-Copper and Donington Grey benefit from a Frozen Grey metallic accent that highlights the Kidney grille and sill areas, communicating a pure sense of power. The future is yours to drive – the BMW i8 Roadster and Coupé.



Metallic C1U
E-COPPER
with Frozen Grey accent¹



Metallic B97 / B96
CRYSTAL WHITE
PEARL EFFECT
with BMW i Blue or Frozen
Grey accent¹



Metallic 490
BMW INDIVIDUAL,
DONINGTON GREY
with Frozen Grey accent¹



Metallic C23 / C22
SOPHISTO GREY
with BMW i Blue or
Frozen Grey accent



[01] 20" BMW i light alloy Turbine style 444 wheels.¹
[02] 20" BMW i light alloy Turbine style 625 wheels.¹

[03] 20" BMW i light alloy Radial-spoke style 516 wheels, bicolour.¹



[04] 20" BMW i light alloy Radial-spoke style 516 wheels, Jet Black.¹ **[05]** 20" BMW i light alloy W-spoke style 470 wheels.^{2,3}

² = Standard for BMW i8 Coupé
³ = Standard for BMW i8 Roadster.

¹ = Available as optional equipment.

INTERIOR WORLDS & INTERIOR TRIM.

CARPO

- Amido Black BMW i Spheric Full leather, perforated or Ivory White BMW i Spheric Full leather, perforated
- Black leather steering wheel with Satin Silver contrast accent

Includes:

- Door panels – Amido Black or Ivory White Walknappa leather
- Door sill finishers – grained surface, Black
- Headlining, Carum Grey

STANDARD

Not with Halo or Accaro interior world



ACCARO

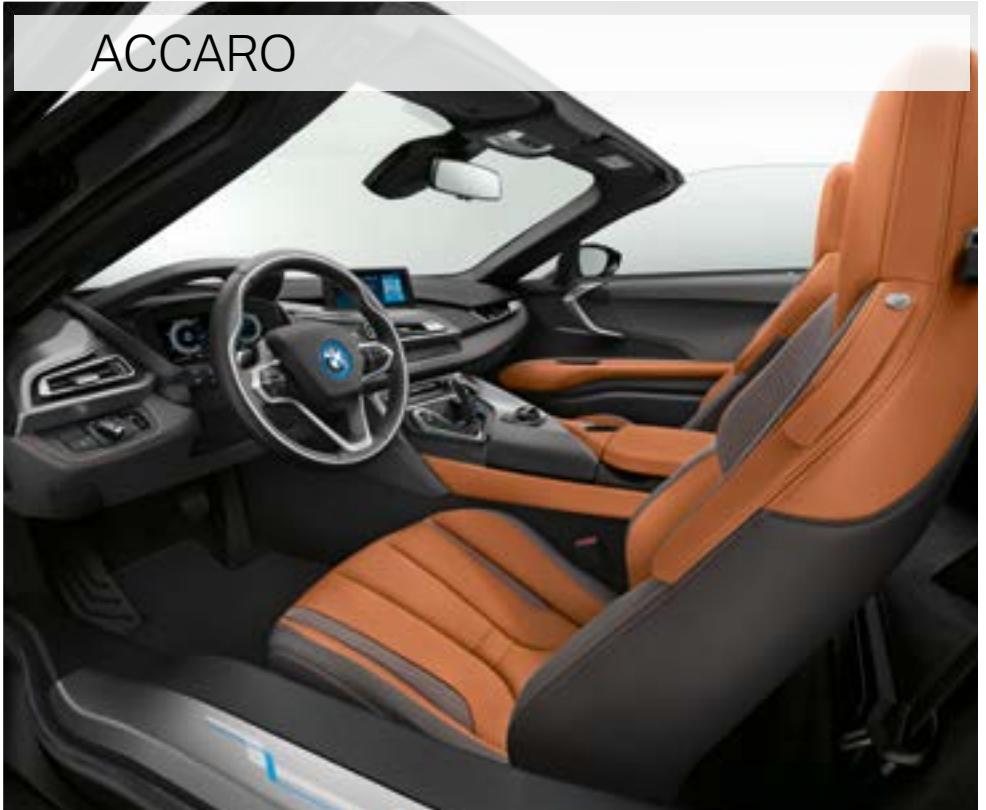
- E-Copper BMW i Exclusive natural leather, with cloth accent
- Black leather steering wheel with Satin Silver contrast accent
- Interior trim – Amido Black, metallic

Includes:

- Door and side trim – Exclusive Amido natural leather
- Door panels – Amido Black Walknappa carbon
- Door sill finishers – Amido metallic with i8 designation
- Headlining, Anthracite¹

£2,750

Not with BMW i Blue seat belts



HALO

- Dalbergia Tan BMW i Exclusive natural leather with cloth accent
- Dalbergia Brown leather steering wheel with BMW i Blue contrast
- Interior trim, Amido Black, metallic

Includes:

- Door and side trim – Exclusive Dalbergia Brown natural leather
- Door panels – Carum Spice Grey Walknappa leather
- Door sill finishers – Amido metallic with i8 designation
- Headlining, Anthracite¹

£2,150



CARBON FIBRE INTERIOR TRIM

Six-piece open-poured fibre interior trim set with a matt silk protective finish. Trim set comprises of:

- Dashboard inlay
- Door handles
- Centre console

STANDARD

¹ Only available on Coupé.

The BMW Connected App.

Your personal mobility assistant.

The BMW Connected App learns your mobility routines, reads your calendar and knows when you need to leave, providing you with a personal experience that is integrated into your everyday life. The App allows you to fully unleash the capabilities of BMW's innovative technologies intuitively through your smartphone.

■ Learned destinations

BMW Connected learns your most frequently travelled routes and provides them as 'learned destinations' for future suggestions. If destinations are repeatedly visited, they are automatically listed at the usual time.



□ Amazon Echo

BMW Connected Skill now available for the Amazon Echo. Lock your BMW by simply asking, check the status of your car or when to leave for your next meeting without lifting a finger.



■ Remote Services

enables customers to use a smartphone to locate where their BMW is parked, to lock and unlock the car remotely and much more.^{1, 2, 3}

amazon echo

■ Estimated time of arrival

Never be late again with detailed updates of your regular routes and alternative options so you can manage your journey and avoid delays.

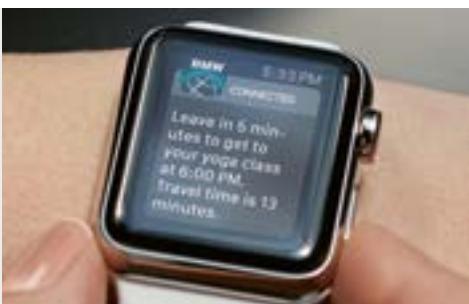


□ Door to door guidance

Get detailed walking directions from your parking spot to your destination. A map with a location pin also shows where you last parked once you're ready to head back to your car.

□ Time to leave

A notification on your Apple iPhone®, compatible Android phone, your Apple Watch® or Samsung Gear S3® watch will recommend a time to leave in order to arrive on time.



BMW ConnectedDrive.

In touch with your world.

The BMW ConnectedDrive Services & Apps are on hand to make sure you have more time for the important things in life. Various innovations by BMW make things more convenient for you every day – whenever you want.



■ Real Time Traffic Information (RTTI)

(RTTI) collects current traffic information about motorways, main and country roads and the most important urban routes. It relays information about delays and dangers almost instantly and suggests the best alternative routes.^{1, 4}



■ Concierge Services

connects the driver to a BMW Call Centre agent who acts as their personal assistant at the touch of a button. The agent can locate a particular restaurant, for example, and send the address directly to the BMW's navigation system.^{1, 4}

□ BMW Connected+

provides a more extensive level of integration of the BMW Connected App in your BMW. You can enjoy seamless connectivity between all BMW Connected touchpoints and your BMW and thus benefit from the personalised services supported by the BMW Open Mobility Cloud.⁵



■ BMW Emergency Call

automatically establishes a voice connection with the local emergency services without the use of a mobile phone. It transmits information about the vehicle's current location and can be triggered manually in case other road users require help.²



■ BMW TeleServices transmits vehicle service data to BMW and supports the planning and processing of servicing appointments. In the event of a breakdown, help can be requested from a BMW Centre allowing some malfunctions to be resolved remotely.²



■ BMW Online Services

forms the basis for using the BMW ConnectedDrive functions. In addition, selected smartphone apps can be used in the vehicle and the BMW ConnectedDrive Store can be accessed.^{1, 4}

BMW SERVICE INCLUSIVE & TRACKSTAR.



BMW SERVICE INCLUSIVE.

The BMW i8 Coupé and i8 Roadster come with Service Inclusive as standard¹ for a period of 3 years / 36,000 miles, whichever comes first and covers the following service items:

- Oil service
- Renew air filter
- Renew brake fluid
- Renew microfilter

Standard

BMW SERVICE INCLUSIVE BENEFITS.

- Inflation proof service pricing
- Official BMW Service history provided
- Only trained BMW Technicians will operate on your vehicle
- Only genuine BMW parts used



BMW TRACKSTAR.

Locate and recover your vehicle if it is stolen with BMW Trackstar.

BMW Trackstar S7
price from: £399²

BMW Trackstar S5
price from £549²

BMW Trackstar S5 Advance
price from: £649²

BMW TRACKSTAR BENEFITS.

- 24/7 Trackstar Monitoring Centre
- Thatcham accredited
- Integrated motion sensor
- Pan-European protection



¹ = Terms and Conditions apply, please contact your preferred Retailer for more information. The BMW i8 Coupé and i8 Roadster come with Service Inclusive as standard. Customers can opt-out and in this event there will be a deduction of £350 off the Retail price. ² = Price excludes subscription. Please consult your local BMW Retailer for further details.

EQUIPMENT HIGHLIGHTS.



[01] Exclusively for the BMW i8 Roadster, the standard ambient interior lighting features the i8 logo projection. When entering the vehicle, the i8 logo is effectively projected onto the ground - illuminating the area in front of the iconic dihedral doors. **[02]** The exclusive ceramic surround of the gear lever and border around the iDrive Controller including i8 engraving. **[03]** Exclusively for the BMW i8 Roadster, the travel package offers a map holder

including i8 embossing as well as Alcantara separating elements in the storage compartments behind the seats. **[04]** Carbon Fibre interior trim finisher on the instrument panel, centre console and door handles. **[05]** BMW Laserlights include both LED and Laser technology for enhanced light intensity and illumination. **[06]** The full-colour Head-up Display projects information relevant to the journey directly into your field of vision.¹

¹ = The information in the BMW Head-up Display is not fully visible when viewed through polarised sunglasses. Content shown will depend on the equipment options chosen.

■ Standard equipment □ Optional equipment

PRICING & TECHNICAL INFORMATION.

Model	Basic price (excluding VAT)	VAT 20%	RRP (including VAT)	On the road price from ¹	P11d value	BIK tax rate (2020 / 2021)	VED rate	Insurance group	RDE2 Certified
i8 Coupé	£95,166.67	£19,033.33	£114,200	£115,105	£115,050	10%	£0 ¹	50	N
i8 Roadster	£105,166.67	£21,033.33	£126,200	£127,105	£127,050	13%-10%	£15-£0 ¹	50	N

Model	CO ₂ emissions (g/km)*	Fuel consumption – combined (mpg / l/100km)*	Pure electric battery range (miles)*	Electric energy consumption – weighted combined (kWh/100km / miles/kWh)*	0-62mph (secs)	Electric engine power (hp)	Petrol engine power (hp)	Combined system output (hp)
i8 Coupé	49	128.4 / 2.2	32.3-32.3	13.9 / 4.4	4.4	143	231	374
i8 Roadster	51-50	128.4 / 2.2	32.3-31.7	14.0 / 4.4	4.6	143	231	374

PRICES AND SPECIFICATIONS

BMW (UK) Limited reserves the right to alter prices and specifications without notice. BMW (UK) Limited has made every effort to ensure the accuracy of information but does not accept liability for any errors or omissions.



To find out more about the benefits of owning an ultra low emission vehicle, including the Government's grants for vehicles and charge points, visit www.GoUltraLow.com

¹ = On the road price includes: Delivery and BMW i Mobile Care (£825), Number plates (£25), Vehicle First Registration fee (£55) and Vehicle Excise Duty (£15-£0). ¹ = Standard annual VED rate (second year onwards) for alternative fuel vehicles is £140. Annual VED rate (second year onwards) for alternative fuel vehicles costing over £40,000 is £465 and is payable for five years.

* = These figures were obtained using a combination of battery power and fuel. The BMW i8 Coupé and Roadster are plug-in hybrid vehicles requiring mains electricity for charging. There is a new test for fuel consumption, CO₂ and electric range figures. The electric range shown was achieved using the new test procedure. Figures shown are for comparability purposes. Only compare fuel consumption, CO₂ and electric range figures with other cars tested to the same technical procedures. These figures may not reflect real life driving results, which will depend upon a number of factors including accessories fitted (post-registration), variations in weather, driving styles and vehicle load. The CO₂ figures have been determined according to the WLTP test. WLTP has been used as the applicable CO₂ figure from 1 April 2020 for first year vehicle tax (VED) and from 6 April 2020 for company car tax (BIK). The CO₂ figures shown correspond to weighted combined figures.

OPTIONAL EQUIPMENT PRICING.



i8 Coupé			
EXTERIOR PAINTWORK			
<input type="checkbox"/> Sophisto Grey, metallic with Frozen Grey accent	£0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Sophisto Grey, metallic with BMW i Blue accent	£0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> E-Copper, metallic with Frozen Grey accent	£645	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Crystal White, Pearl effect with Frozen Grey accent	£1,350	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Crystal White, Pearl effect with BMW i Blue accent	£1,350	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> BMW Individual, Donington Grey with Frozen Grey accent	£1,950	<input type="checkbox"/>	<input type="checkbox"/>
PACKAGES			
<input type="checkbox"/> Aerodynamics package Comprises: – Rear boot lip spoiler – Two-piece front splitter	£625	<input type="checkbox"/>	<input type="checkbox"/>
SAFETY AND TECHNOLOGY			
<input type="checkbox"/> eDrive exterior sound	£85	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> BMW Laserlights	£5,100	<input type="checkbox"/>	<input type="checkbox"/>
INTERIOR EQUIPMENT			
<input type="checkbox"/> Universal remote control ¹	£200	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Engine cover, leather	£1,075	<input type="checkbox"/>	-
<input type="checkbox"/> Headlining, Anthracite Included in Halo or Accaro interior world	£295	<input type="checkbox"/>	-
SEATS			
<input type="checkbox"/> Seat belts, BMW i Blue Not with Accaro interior world	£310	<input type="checkbox"/>	<input type="checkbox"/>
LIGHT ALLOY WHEELS			
<input type="checkbox"/> 20" BMW i Turbine-spoke style 444	£0	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 20" BMW i Radial-spoke style 516, Jet Black	£350	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 20" BMW i Radial-spoke style 516, Bicolour	£500	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 20" BMW i Turbine style 625	£500	<input type="checkbox"/>	<input type="checkbox"/>

¹ = To confirm capability of devices please refer to www.homelink.com

READY TO TAKE THE NEXT STEP?



20" BMW i Turbine-spoke style 444



20" BMW i Radial-spoke style 516, Jet Black



20" BMW i Radial-spoke style 516, Bicolour



20" BMW i Turbine-spoke style 625

Standard equipment Optional equipment

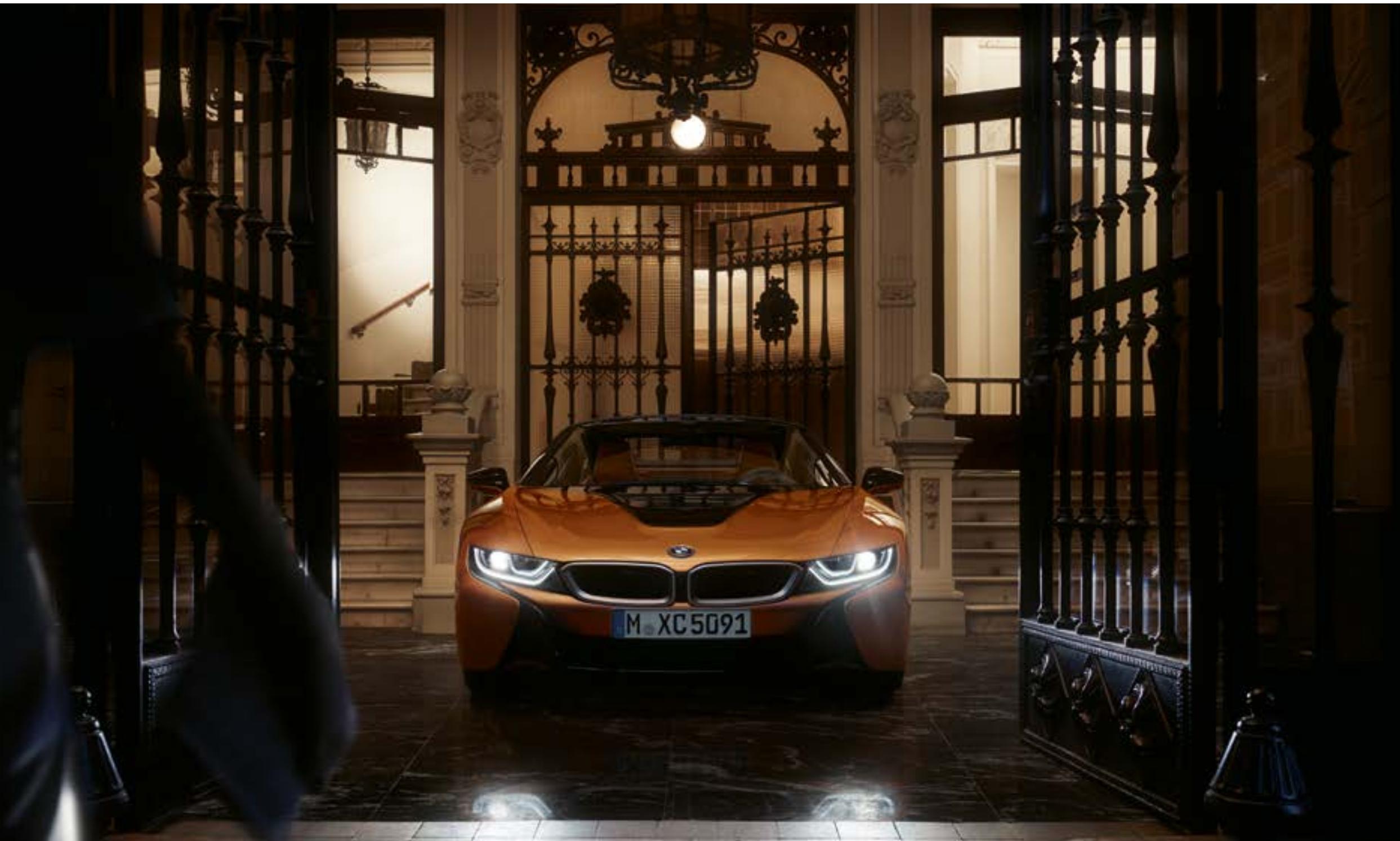
BMW i PURE IMPULSE EXPERIENCE PROGRAMME.



The BMW i Pure Impulse Card is your personal passport to a world of inspiration and privilege; the BMW i Pure Impulse Experience Programme. As a BMW i8 owner and cardholder, you will be presented with the most innovative ideas and trends across lifestyle areas ranging from travel to culture, gourmet dining, design and much more. All these ideas reflect a new vision of contemporary living, a lifestyle that is smart, luxurious, progressive and, above all, sustainable. This is a new understanding of premium – a responsible, affluent way of living for today's most discerning and original thinkers.

You will receive an exclusive member magazine (available in print and online), which will provide insightful reports on the latest trends from around the world, alongside details of a host of local, regional and global privileges. Whether a chance to attend a unique money-can't-buy event, experience a scenic new eco resort or be the first to sample an innovative new dining concept at a top restaurant, you will be presented with an unrivalled variety of world-class ideas and opportunities, tailored precisely to your interests and passions. This is the world of the BMW i Pure Impulse Experience Programme – the next level in premium.

Further information is available at
www.bmw-i-pure-impulse.com



BMW CONNECTED DRIVE SERVICES.

BMW ConnectedDrive keeps driver and vehicle connected with the outside world. Digital services, driver-focused technologies and driver assistance systems provide more comfort, more entertainment and more safety. Increase your driving pleasure – with BMW ConnectedDrive.

For further information on BMW ConnectedDrive and the General Terms and Conditions of Service for ConnectedDrive, please see: www.bmw.co.uk/connecteddrive-information

The BMW ConnectedDrive Hotline is available on: +44 (0) 800 561 0555
from Monday to Friday 8am – 7pm and Saturday to Sunday 9am – 5pm.

GENERAL INFORMATION

BMW (UK) Ltd, Summit ONE, Summit Avenue, Farnborough, Hampshire, GU14 0FB (hereinafter referred to as "BMW") provides the customer with certain vehicle-related information and assistance functions (hereinafter called "Services") under the name of "BMW ConnectedDrive".
BMW (UK) Limited is the data controller. BMW collects, stores or processes car-related data in compliance with applicable law and only to the extent necessary to provide the Services. BMW does not collect, store or process personal data in course of the Services – except where this is explicitly stated in the service description of the individual Services. In the case of Services that require personal data to be collected, stored and processed so that such Services can actually be provided, BMW informs customers of this in advance by providing this data protection notice.
The Services are provided by means of a SIM card installed in the vehicle.

CONNECTED DRIVE SERVICES DURATION

BMW Connected+	1 year
Online Entertainment (6FV)	1 year
BMW Online Services (6AK)	3 years
Concierge Services (6AN)	3 years
Connected eDrive Services (6AU)	3 years
Real Time Traffic Information (6AM)	3 years
Apple CarPlay® preparation (6CP)	Available and active without runtime limitations.
BMW Emergency Call (6AC)	Available and active without runtime limitations.
BMW TeleServices (6AE)	Available and active without runtime limitations.
Remote Services (6AP)	Available and active without runtime limitations.

AVAILABILITY OF THE SERVICE

The complete range of Services is only available for customers whose vehicles are approved in United Kingdom, and only within United Kingdom.

"BMW Emergency Call" (6AC) is available to customers in United Kingdom, Germany, Austria, Italy, San Marino, Vatican, France, Monaco, Switzerland, Liechtenstein, Belgium, Luxembourg, the Netherlands, Ireland, Spain, Andorra, Portugal, Sweden, Norway, Czech Republic, Poland, Turkey and Russia "TeleServices" (6AE), "Concierge services" (6AN), "Remote Services" (6AP) and "BMW Online" (6AK) can be accessed on any mobile communication network in Europe. When used abroad, the range and characteristics of the service may vary from the range and characteristics described above and may vary from country to country. "Real Time Traffic Information" (6AM) is available in United Kingdom, Germany, Austria, Italy, France, the Netherlands, Switzerland, Belgium, Republic of Ireland, Spain, Portugal, Sweden and Norway. "Online Entertainment" (6FV) is available for use in United Kingdom, Germany, France, Italy, Spain, Belgium, Luxembourg, the Netherlands, Austria and Switzerland.

DEACTIVATION

You can have the BMW ConnectedDrive services deactivated through an authorised BMW centre, a BMW subsidiary or a BMW authorised workshop at any time. This also has the consequence that aspects of the emergency call in the vehicle as well as all remaining Services will no longer function.

You can additionally arrange for the remaining Services to be deactivated via "My BMW ConnectedDrive".

If the vehicle is equipped with the legally required EU Emergency Call (as from April 2018) a deactivation of the BMW ConnectedDrive basic services will not deactivate the vehicle's built-in SIM card. It has to remain active, so that the EU Emergency Call is functional all the time.

Services that are available and active without runtime limitations, cannot be guaranteed for permanent usage due to potential future technical developments (of the Service availability and/or Smartphone compatibility/operating systems).