



Media Information  
November 5th 2010

### **A vision becomes reality: BMW announces serial production of sports car with plug-in hybrid technology.**

**Munich/Leipzig.** It was the star of the Frankfurt international motor show IAA in 2009: a four-seater sports car with charismatic design, fascinating performance figures and unsurpassed efficiency, powered by BMW ActiveHybrid technology and presented under the title BMW Vision EfficientDynamics. With its wide range of completely or virtually production-ready components, this concept study met with an overwhelming response. There was a widespread desire to put the car on the road, and the realisation of this desire is moving considerably closer. At the Leipzig trade fair centre BMW is presenting a fully road-ready technology showcase vehicle based on the BMW Vision EfficientDynamics concept study. This presentation will give media representatives their first ever opportunity to find out what it is like to drive the 2+2-seater car powered by an innovative hybrid system.

The concept study BMW Vision EfficientDynamics represents the future of driving pleasure. Since its world premiere at the IAA 2009 it has received several awards both for its futuristic design and its ground-breaking engine technology. Just 1.24 metres high, the 2+2-seater takes up the characteristic BMW shaping style, geared consistently towards aesthetic appeal and dynamic performance. Wing doors facilitate entry to both rows of seats, while extensive aerodynamic measures reduce the drag coefficient to 0.22. The combination of a 3-cylinder turbo diesel with a hybrid synchronous motor at the front axle and a full-hybrid engine at the rear axle enables an overall system output of 241 kW/328 bhp. The innovative design of the BMW ActiveHybrid technology allows performance figures at the level of a sports car, with just 4.8 seconds required for the sprint from zero to 100 km/h - with an average fuel consumption in the EU test cycle (KV01) of 3.76 liters/100 kilometers, equal to 75.1 mpg imp, and a CO<sub>2</sub> emission rating of 99 grams per kilometer (1,3 l/100km and 33g CO<sub>2</sub>/km; EU-PHEV ECE-R101).

This unique relation between dynamic performance and efficiency derives from the high level of efficiency of all engine components as well as intelligent linking

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of the power output of the three engines, as well as precisely controlled energy management including brake energy regeneration. What is more, the study BMW Vision EfficientDynamics is conceived as a so-called plug-in hybrid. The lithium-polymer rechargeable battery housed centrally in a longitudinal chassis element and designed specially for this hybrid sports car can be fully charged at a conventional power socket within just two and half hours. The use of electrical energy alone permits zero-emissions motoring with a range of some 50 kilometres, while a 24-litre diesel tank extends the total action radius of the vehicle to up to 700 kilometres.

By developing a sports car based on the BMW Vision EfficientDynamics concept study for serial production, the Munich-based premium automobile manufacturer underscores its position as a global leader in the production of sporty vehicles with exemplary efficiency. All current models are fitted as standard with extensive measures for the reduction of fuel consumption and CO<sub>2</sub> emissions. The innovations used for this purpose are based on the development strategy BMW EfficientDynamics, which also includes BMW ActiveHybrid technology as well as purely electrical drive systems. With the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6, two serial production vehicles have already been launched in which a BMW-specific combination of combustion and electric drive results in an especially efficient increase in the driving dynamics so characteristic of the brand.

The BMW Group is also undertaking extensive field tests in regular traffic, which after the MINI E will soon include the BMW ActiveE, so as to prepare for serial production of a purely electrically powered model which is to be produced at the BMW plant in Leipzig from 2013 as the Megacity Vehicle.

At the same time, the current technology showcase vehicle being presented to mark the expansion of the BMW Leipzig plant not only demonstrates the consistent further development of BMW ActiveHybrid as a drive concept. It also highlights the expertise of the BMW Group in the integrated development of

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vehicle concepts which are geared towards the principles of BMW EfficientDynamics in every detail. Like the Megacity Vehicle, the sports car based on the BMW Vision EfficientDynamics study is an example of how future-oriented mobility opens up fascinating perspectives in combination with the driving pleasure characteristic of BMW.

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### **The BMW Group.**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion.

At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.