

BMW ActiveE

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Sheer
Driving Pleasure



THE NEW BMW ACTIVE E.

DEVELOPED TO ELECTRIFY.

BMW EfficientDynamics

Less emissions. More driving pleasure.

International version. Please contact your local dealer for country specific information.



Editorial

EVERY MOVEMENT NEEDS A ROLE MODEL.

The new BMW ActiveE ushers in a new age of mobility. Not only does its innovative drive concept bring a new form of dynamics to our streets, it also paves the way for a future of emission-free driving. And today, we are closer than ever to making this future a reality.

Read how 100% electric power is transformed into pure driving pleasure. Find out how the vehicle interacts with the outside world thanks to intelligent networking. And take a look at the fascinating details that move the new BMW ActiveE in silence. Also, along with insight into the history of BMW electric drive systems, you'll find an exclusive preview of the forthcoming innovations and the visions of BMW engineers. As for the mobility issues that lie ahead, a hand-picked group of global thought-leaders on sustainability, economics and design answer the questions.

Travel with us through exciting times – in the new BMW ActiveE.

To experience the new BMW ActiveE online, go to

➤ www.bmw.com/activee

➤ www.bmw.com/activee/thoughtleaders

Equipment of model shown: new BMW ActiveE

Motor:	BMW electric synchronous motor	Exterior colour:	Alpine White
Peak output:	125 kW (170 hp) ¹		non-metallic
Wheels:	17" light alloy wheels Streamline 370 with mixed tyres ²	Upholstery:	Dakota leather Pearl Grey
		Interior trim:	Alpine White

¹ Average power consumption, 0.12 kWh per km.

² Available from Original BMW Accessories on www.bmw.com/accessories

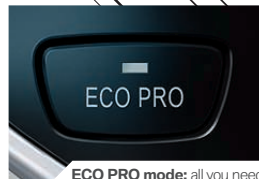
BUILT TO LEAD THE CHARGE.

With the new BMW ActiveE, we are making a new promise: 0% emissions and 100% driving pleasure¹. Its newly developed electric drive concept, eDrive, combines the joy of driving with the future – without relinquishing classic BMW features such as rear-wheel drive. Consisting of three modules, eDrive provides maximum efficiency and outstanding dynamics like never before in a BMW.

With peak output of 125 kW (170 hp)¹ and 250 Nm torque, a compact electric synchronous motor on the rear axle delivers impressive forward thrust – just what you'd expect from a BMW. The new BMW ActiveE, in fact, can accelerate from zero to 60 km/h in 4.5 seconds almost silently. The energy for this performance is provided by specifically designed lithium-ion high-voltage batteries cleverly positioned to ensure perfect weight distribution and neutral handling. In addition, an intelligent engine control system enables the batteries to be charged while the car is braking. Consequently, the range of the new BMW ActiveE increases by up to 20%. So, depending on your driving style and use of air-conditioning or heating, you can cover up to 160 kilometres in everyday use absolutely emission-free.¹

A simple touch of a button makes the new BMW ActiveE even more efficient. ECO PRO mode, using the on-board computer, helps the driver adopt the most economical style. Should the high-voltage batteries reach their minimum power level, recharging from any 230-volt power point or public charging station is child's play. Additionally, a convenient wall box charging system can be installed in your garage on request. After only four to five hours of charging time at the wall box, the new BMW ActiveE is once again ready for another exciting day. Jump in and enjoy electrifying, sustainable and pure driving pleasure.

➤ www.bmw.com/activee/edrive



ECO PRO mode: all you need to do is press a button and the energy reserves of the new BMW ActiveE are used in the most intelligent way. The on-board computer, for instance, modulates the comfort functions to optimise power use. Also, tips on energy-efficient driving, such as maintaining an optimum speed, are shown on a display.

¹ CO₂ emissions generated through the production and delivery of the fuel or other energy sources were not accounted for in determining the CO₂ emissions. Average power consumption, 0.12 kWh per km.

Mr Wrage, what role will alternative power mechanisms play in the future?

I have been greatly impressed and inspired by the books "The Limits to Growth" by Dennis Meadows and "Factor 4" by Ernst Ulrich von Weizsäcker. They illustrate how important sustainability and resource efficiency are these days. Alternative vehicle power mechanisms naturally have a central role to play here. Should there one day be no more oil, then alternative methods would be indispensable. Cars, buses and lorries will become electric, powered by hydrogen or bio-diesel, and ships would again rely on wind power. And crucially, the energy must come 100% from regenerative sources to achieve maximum efficiency.

STEPHAN WRAGE, INVENTOR OF THE SKYSAIL





Mr Alt, do we have to sacrifice good design for the sake of sustainability?

Sustainability is in the nature of good design. And good design is becoming more and more influenced by our understanding of the environment. For four billion years, nature has shown us how perfectly formed design looks and functions, we just have to follow its example. We are at the beginning of a new era of uncompromising development, in which sustainable design will become a functional and aesthetic pleasure.

MARC ALT, SUSTAINABLE DESIGN
THOUGHT-LEADER.

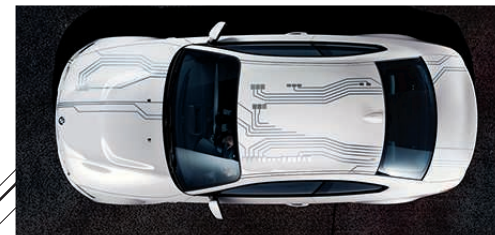


SWITCHED ON TO THE CITY.

Anyone who claims that environmental awareness is purely a rational matter is mistaken. The new BMW ActiveE, with dynamic lines that will excite you at the very first glance, is proof to the contrary. The distinctive shoulderline emphasises the long wheelbase and the perfect proportions, from the muscular front through to the powerful rear. Similarities with the new BMW Series 1 Coupé, which the BMW ActiveE is based on, are clear to see.

As are the differences: the silver-blue shimmering lines on the gleaming white bodywork stand out as a particularly distinctive feature. While emphasising the car's dynamic image, they also hint at the electrifying power of its drive system. Last but not least, the optional 17" light alloy wheels with their Aero design further enhance the sporty looks of this thoroughbred coupé, making the new BMW ActiveE a real eye-catcher in town.

➤ www.bmw.com/activee/production



Exterior design: based on the electrical circuits at the heart of the new BMW ActiveE, the streamlined exterior graphics flow with the aerodynamically optimised bodywork. As you glide through town, the silver-blue lines glint with a metallic shimmer, underlining the innovative and sporty character of the car.



Mr Van der Ryn, to what extent is sustainable thinking influencing the functionality and ergonomics of products?

Sustainability means that we are directing our thoughts and actions to the long-term interests of our health and that of our habitat. Accordingly, functionality and ergonomics must be approached practically; they need to be solutions-orientated. A sustainable product can be designed to be thoroughly comfortable and user-friendly – regardless of whether it's a car, a piece of furniture or a modern building.

SYM VAN DER RYN, INVENTOR AND VETERAN OF SUSTAINABLE ARCHITECTURE

MORE SPACE. MORE ENERGY. EVERY DAY.

It's clear from the moment you get inside: this is a BMW through and through. The door sill finishers with ActiveE lettering offer a very personal reception and the leather seats in Pearl Grey with blue ornamental seams invite you to make yourself at home.

You can't help but be captivated by the well-defined, sporty character of the interior with its Alpine White trims. It's practical, too. As a fully-fledged coupé, the new BMW ActiveE has four seats and provides sufficient space for day-tripping with friends or extended shopping trips in town. The luggage compartment volume of 200 litres adds to the great sense of versatility. What's more, the new BMW ActiveE provides a truly unique form of comfort because the eDrive system makes very little noise. And that means there are practically no distractions when you drive. Just close the door and leave your everyday cares behind.

➤ www.bmw.com/activee/comfort



PROGRESS KNOWS NO RESISTANCE.

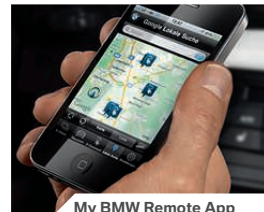
Besides the emission-free benefits of the new BMW ActiveE, you also enjoy optimum connectivity.¹ Thanks to a host of BMW ConnectedDrive* innovations, everyday life is even more convenient and relaxed and you remain connected with the outside world whenever and wherever you wish. The smart navigation system, for instance, can pinpoint at any time the nearest charging stations. A special app for smart phones has also been developed to show the charge level of the high-voltage battery and its range while additionally enabling remote control of the charging function. Communication between the new BMW ActiveE and your smart phone is made possible by an integrated wireless card, fitted as standard. For even greater comfort, the auxiliary heating or air conditioning can be controlled by your smart phone too. That way you can anticipate perfect interior conditions – and unique driving pleasure.

➔ www.bmw.com/activee/edrive



BMW ConnectedDrive*:

while the new BMW ActiveE is being driven, BMW ConnectedDrive displays data about the high-voltage battery, such as temperature and charge status plus remaining charging time and range. The BMW Online Menu also allows you to search for the nearest charging station and set it as your target destination.



My BMW Remote App

by BMW Assist*: for receiving BMW ConnectedDrive information everywhere and always first-hand. In addition, the app provides an exclusive feature that displays fuel consumption details in graphics, allowing you to monitor your own efficiency and compare it with other drivers. Operation of the auxiliary heater and climate control along with remote control of the charging function are also possible.

* May not be available in all countries. Please consult your BMW partner.

¹ CO₂ emissions generated through the production and delivery of the fuel or other energy sources were not accounted for in determining the CO₂ emissions. Average power consumption, 0.12 kWh per km.



Ms Rian, to what extent can increased networking be advantageous and make daily life easier?

Information and knowledge are disseminated in fractions of a second. Email and Facebook enable us to stay in contact with relatives, friends and colleagues around the globe. Interactive maps allow us to explore the world from our homes. Networking changes our entire way of thinking and behaving. It means more responsibility but at the same time more freedom – because we are becoming quicker, more independent and more flexible. Consequently, we can plan better and go forward in a more structured way, which will ease our daily life enormously.

OUAFA RIAN, MANAGEMENT CONSULTANT FOR SUSTAINABLE PROCESS AND ORGANISATION OPTIMISATION.

VISIONS OF AN EXCITING FUTURE.

With its eDrive electric propulsion concept, the new BMW ActiveE not only brings future technology to the streets of today – it provides a prototype for the mobility of tomorrow, as seen in the BMW i3.

The concept of e-mobility has been electrifying BMW engineers for over four decades. During this time, they have developed many prototypes and test vehicles to gather experience with electric drive systems. As early as 1969, BMW presented its first purely electric prototype in the shape of the "1602 Elektro". In 1991, the BMW E1 was intended to highlight the pros and cons of the alternative drive system and provided important findings concerning everyday use. But not until 2004, with the development of lithium-ion high-voltage batteries, did electric drive for mass production come within reach. In the MINI E, the new perspectives could at last be brought to life. Since 2009, this BMW Group e-automobile has been successfully proving the suitability of its drive system for daily use and mass production with a test fleet of 600 vehicles covering more than 10 million kilometers.

In 2013, another vision will become reality: the BMW i3. This is a completely new concept for mobility in the urban environment from BMW i. The BMW i8 sports car, based on the concept study BMW Vision EfficientDynamics, will soon follow.



A new world of visionary mobility: the BMW i3 concept and the BMW i8 concept.

BMW is pursuing a holistic approach with vehicle concepts specifically made for electromobility, an emphasis on sustainability across the entire supply chain and a host of supplementary mobility functions. In this way, BMW has brought about a visionary change in the basic understanding of individual mobility. In line with the principle of BMW EfficientDynamics, the range and dynamics of electric drive powertrains are maximized by reducing weight. An example of this is the drivetrain of the BMW ActiveE, essentially the pre-production set-up for the BMW i3. Furthermore, the revolutionary LifeDrive architecture of the BMW i3 makes it light, safe, roomy and dynamic. At the core of the BMW i3 is the Drive module, an aluminium chassis that incorporates the high-voltage battery and the eDrive unit in a secure and space-saving fashion. The Life Module consists of a high-strength, specially stiffened passenger cell in carbon-reinforced plastic (CRP). The BMW i3, in fact, will be the first production vehicle composed largely of CRP. This innovative use of material combined with intelligent lightweight construction not only makes it possible to achieve long driving ranges and extremely high levels crash safety, it also contributes to excellent driving dynamics.

Additionally, and in the pursuit of sustainability, all steps in the production chain are checked right down to the smallest detail. The result: the unique opportunity to restructure the entire lifecycle of a car – for greater energy efficiency and environmental compatibility.

BMW is now taking a big step towards the future by bringing this trail-blazer for emission-free¹ mobility onto our streets: the new BMW ActiveE.

➔ www.bmw.com/activee/sustainability
➔ www.bmw-i.com

¹ CO₂ emissions generated through the production and delivery of the fuel or other energy sources were not accounted for in determining the CO₂ emissions. Average power consumption, 0.12 kWh per km.



POWER AND DYNAMICS, PERFECTLY BALANCED.

THE NEW BMW ACTIVE E: WHERE THE STREETS OF TODAY MEET THE TECHNOLOGIES OF TOMORROW.
HERE'S WHAT'S HAPPENING UNDER THE SKIN.

1.



1. High-voltage batteries.

The high-voltage batteries were developed by BMW specifically for the new BMW ActiveE. In addition to emphasising energy efficiency, the engineers focused on a space-saving and weight-optimised construction to guarantee the BMW-standard axle load distribution of almost 50:50 to support the vehicle's dynamics. Power output is increased thanks to an intelligent temperature control system via a combined heating/air-conditioning system.

2.



3.



2. Drive.

For ideal weight distribution and dynamics, the powerful electric motor is positioned on the rear axle. It supplies peak output of 125 kW (170 hp)¹ of dynamic power. The e-motor is also used as a generator and supplies the high-voltage batteries with power during deceleration or braking in the form of recovered kinetic energy. This increases the range by as much as 20%, or up to 160 kilometres.

3. Charging.

The most convenient way to charge the battery is through a wall box in your garage at home. This system can be installed on request and enables a charge time of four to five hours, after which the BMW ActiveE is fully operational. In addition, a broad network of public charging stations is available around the clock.

¹ Average power consumption, 0.12 kWh per km.

² The figure quoted is 68 kg for the driver and 7 kg for luggage. Unladen weight applies to vehicles with standard specification. Optional equipment may increase this figure.

³ Field trial with a limited number of vehicles. For more information, visit www.bmw.com/activee

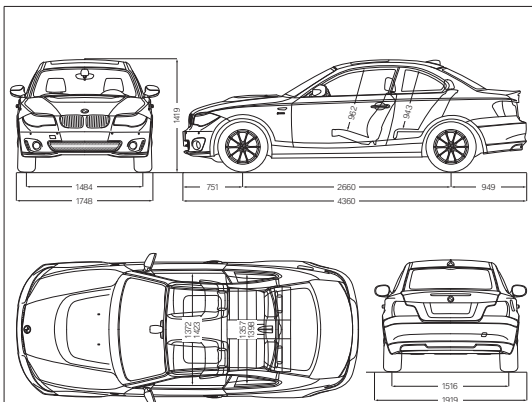
Exterior features	BMW ActiveE ³
BMW ActiveE design graphics	■
Exterior colour Alpine White non-metallic	■
Park Distance Control (PDC) rear	■
Wheels:	
– 16" light alloy wheels V-spoke 360, 7 J x 16 with 205/55 R 16 tyres	■
– 17" light alloy wheels Streamline 370 with mixed runflat tyres, 7 J x 17 with 205/50 R 17 tyres at the front, 7.5 J x 17 with 225/45 R 17 tyres at the rear	○
Xenon headlights for high and low beam , incl. daytime driving lights, headlight washing system and four light rings as well as automatic headlight range control	■

Interior features	BMW ActiveE ³
4-seater , standard seat with manual seat adjustment at the front, driver and front passenger seat height-adjustable	■
Automatic air conditioning with separate temperature control for driver and front passenger, incl. AAR, microfilter, fogging and solar sensor	■
My BMW Remote App from BMW Assist* among other functions, for querying charge status and locating charging stations	■
Climate comfort windscreen with grey shade band	■
Cruise Control	■
Door sill finishers with chrome inserts and "ActiveE" lettering	■
HiFi loudspeaker system	■
Interior trims Alpine White	■
Navigation system Professional with integrated mobile phone preparation Bluetooth, incl. BMW Assist* and BMW Online*	■
Rain sensor , incl. automatic driving lights control	■
Seat heating for driver and front passenger seat	■
Sport steering wheel with multifunction buttons and blue ornamental seam	■
Upholstery Dakota leather Pearl Grey	■
USB/audio interface (for an external MP3 player, incl. music interface for smart phones)	■

Safety	BMW ActiveE ³
Airbags:	
– Driver and front passenger airbag	■
– Head airbags front and rear (curtain) with splinter protection	■
– Side airbags for driver and front passenger, integrated in seat backrests	■
Anti-lock Braking System , incl. Brake Assistant and Cornering Brake Control (CBC)	■
Dynamic Stability Control (DSC, incl. DTC)	■
ISOFIX child seat attachment , rear	■

* May not be available in all countries. Please consult your BMW partner.

Technical data	BMW ActiveE ³	
Weight		
Unladen EU ²	kg	1800
eDrive		
Electric synchronous motor		
Peak output/motor speed	kW (hp)/rpm	125 (170)/4775
Max. torque/motor speed	Nm/rpm	250.0–4775
Performance		
Acceleration 60–100 km/h	sec	4.5
Top speed (limited)	km/h	145
Acceleration 0–60 km/h	sec	4.5
Acceleration 0–100 km/h	sec	9.0
Capacity, high-voltage batteries		
Range (approx.)	km	160
Charging time (comfort charging system)	h	4–5



All dimensions in the technical drawings are given in millimetres. Luggage compartment volume approx. 200 litres. Many standard equipment features in the BMW 1 Series Coupé can also be found in this vehicle. More detailed information is available on www.bmw.com/activee



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The models illustrated in this brochure show the specifications of vehicles produced by BMW AG for the German market. In part, they include optional equipment and accessories not fitted as standard. According to the specific requirements of other markets, alterations in models, standard and optional equipment, as described in this brochure, may occur. For more precise information about country-specific vehicle versions, please contact your local BMW partner. Subject to change in design and equipment. For information on returning and recycling your vehicle, please contact your local BMW dealer or visit www.bmw.com/recycling.

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