

ADVERTISING

## BMW touts sustainable i3 models through lifestyle video

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BMW i3

By STAFF REPORTS

German automaker BMW is displaying the ways in which its new all-electric i3 fits into an active lifestyle with a launch film.

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The new i3 was designed to be both sustainable and a joy to drive, with the introduction of a 94Ah battery extending the distance a driver can go before charging to around 195 miles. As environmentally conscious consumers warm to the idea of electric vehicles, owning a car that took sustainability into account from production is likely to appeal.

### Environmental impact

Along with the reduction of emissions, the i3 is produced at BMW i plants that use regenerative energy, resulting in 50 percent less water use and 70 percent less energy. Suppliers for the vehicles also keep the carbon footprint down through the use of wind turbine or hydroelectric power.

In various scenes, the i3 is shown with its different owners, who range from bicyclists to busy families.

At the start, a group of men are shown in a garage, working on bicycles. All but one of them hops in the car for a drive, becoming a follow car for a single biker.

Two girls lie on a driveway coloring in monsters with sidewalk chalk. Their parents load up the hatchback trunk and they climb in.

A woman loads up a cart at a farmer's market and heads out through a city.

The video then checks back in with the passengers as they are journeying, depicting the "driving pleasure" of the vehicle with laughing children or amused friends. Aspects of the car, including the ease of recharging and mobile connectivity, are shown.

At the end, the tagline "I am born electric" appears.

Consumers can help decide if an i3 is right for themselves through a showroom page of BMW's Web site. There, they can read stories from other people who have gone electric and read more about the idea and design behind the models.

While growing in popularity, electric vehicles will not make up the majority of the market for at least two more

decades, according to a new report by Lux Research.

Currently, electric powertrains are limited in the class of vehicles they serve and are primarily limited to the luxury market and high price points. Luxury electric vehicles will eventually have a trickle-down effect, but there are still untapped markets to take advantage of in the electric vehicle segment ([see story](#)).

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