

AUTOMOTIVE

BMW teases new electric dispenser for i3 as EV competition grows

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Future i3 models may feature an electric dispenser. Image credit: BMW

By SARAH RAMIREZ

German automaker BMW is hinting at new capabilities for its all-electric i3 in a video promoting a simple but fulfilling lifestyle.

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Electric vehicles have become more appealing to luxury buyers, but brands need to continue to show drivers how these models combine innovation and power. As more luxury automakers begin to introduce their own EVs, it is important for BMW to continue to improve its models and demonstrate these advances to consumers.

The simple life

The film opens with a man enjoying his morning cup of coffee outside his mountaintop cabin with an i3 parked nearby.

As the camera zooms in on the protagonist, his clothing flashes from casual to work attire. In the next scene, he is shown in a busy office answering phones and working on a computer, giving a brief glimpse at his past, corporate life.

BMW examines how to live the simple life with help of the i3

In the next scene, the man is seen in his new line of work: milking cows and making small batches of his own cheese. He loads the backseat of the i3 with fresh cheese and then drives along the gravel road into town, showing the off-roading capabilities of the EV.

Once in town, the protagonist sets up a small stand to sell his cheeses. With no wall outlets in sight, he instead plugs his appliances into the electricity dispenser in the trunk of his i3.



Image credit: BMW

The film closes as the man returns home after a fulfilling day of work. He is surrounded by a beautiful mountain landscape, an enviable scenario for most who experience hectic daily lives.

Many campaigns for electric vehicles also show an appreciation for natural beauty. Even without automakers blatantly touting their cars' more sustainable features, they instead focus on convenience, technology or power.

Electric evolution

BMW's i3 has been on the market for several years, and was an early example of luxury automakers investing in more sustainable technology.

The 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. Earlier campaigns have shown how the all-electric hatchback fits into active lifestyles ([see story](#)).

Rival automaker Mercedes-Benz is hoping the all-electric hatchback will be on the market, as well as another at least nine models, by 2022 in a new initiative to usher in sustainability. The EQA is likely to be released following the availability of its EQ ([see story](#)).

Recently, Jaguar has also made its all-electric SUV a top priority. The automaker is hoping a new mobile initiative will motivate more drivers to consider the I-Pace.

The Go I-Pace mobile application captures journey data to calculate potential cost savings for would-be drivers of Jaguar's all-electric SUV. Jaguar is also looking to help clarify misconceptions some drivers may have about electric vehicles, paving the way for the upcoming release of the I-Pace ([see story](#)).

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