

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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Track stars and wheeler dealers: how to move ahead in the world

A 32-page high-speed **MONOCLE REPORT** looking at the transport players out to improve everything from your daily commute to weekend cruise



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The schemes, frames and accessories to get you elegantly across town



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Bosphorus boys (and girls): an Istanbul summer fashion cruise



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Berlin's new airport is ready for take off. But will anyone love it?

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The cars we'd have in our drive and the new generation of designers



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BMW i × MONOCLE

**SUSTAINABLE
PERSONAL
MOBILITY**

Moving ahead

Balancing the needs of the environment and the individual in growing urban environments is a challenge. In developing vehicles and services that explore sustainable mobility solutions and redefine common concepts of premium personal mobility, BMW i offers cutting-edge solutions. We speak to leaders in design, property and architecture to see how electric cars and other new forms of transport are contributing to the sustainable growth of cities across the globe.





CHRISTOPH B. ROESSNER
CO-FOUNDER, EIGHT
STUTT GART

EIGHT's Point.One solar charging station integrates beautiful urban design with state-of-the-art technology to provide a CO2-free source for electric cars in a convenient, sheltered parking space.

How important is sustainability to notions of quality?

For many people sustainability is already a key factor when deciding what to buy and where to consume products and services. In the near future, I am sure that it will become even more crucial. That's why companies who already spent money,

time and other resources on finding sustainable alternatives to today's products - and who are able to communicate their effort to the public - will leave their competitors behind in the future.

How important are personal mobility vehicles in cities today?

In the past, most cities have focused on shifting to public transport by investing a lot of money in railways, buses and underground trains. However, in developed cities we no longer see huge growth in numbers of people using public transport on



a regular basis. To me that makes one thing obvious: there is a massive desire in people for individual mobility and this need will have a huge impact on tomorrow's urban infrastructure. Hence, it is absolutely necessary to find answers that combine the demand for individual mobility with sustainability.

How important is good design to attracting people to new modes of transport?

Design always pursues a clear aim, represents values, communicates messages and awakens emotions. Hence, design is an essential communications channel when introducing new technologies and getting people excited about new ideas. We followed this approach with the design of Point. One. It embodies modern mobility, sustainability, technology and a responsible lifestyle.

How will electric vehicles change the way we live in our cities?

The changes we are expecting to happen come with a huge number of new opportunities on how we live together in the cities of the future. The face of the city will change as new infrastructures will have a massive impact. These infrastructures are essential to establish a new green lifestyle. With our solar charging station Point. One we want to amplify this development with an exciting symbol. The intelligent and unique production process enables us to match the architecture of the solar charging station to any environment as well as to any public and corporate design. By employing modern communications technologies Point. One not only becomes a visual element of the city but also part of a holistic system that connects people, mobility and infrastructure.

07|07
BMW i3 AND BMW i8
BORN ELECTRIC



BMW i3 Concept: the Megacity Vehicle

The Concept

The BMW i3 Concept with eDrive is an uncompromisingly sustainable vehicle driven purely by electric power and purpose-built to meet the demands of emission-free mobility. It embodies an intelligent form of urban transportation and commuting.

The features

With a punchy zero to 60kmph and a small turning circle, the i3 makes tricky parking and tight city manoeuvres a breeze. The electric motor generates output of 125kW/170 hp and reaches a range of 160km. Wide-opening doors allow easy access for passengers and shopping. Connectivity plays an important role in the BMW i3 Concept. With three large displays acting as interfaces between the vehicle and the outside world, the BMW i3 Concept helps you park and find charging stations.

The BMW i8 Concept: the most progressive sports car

The Concept

The BMW i8 Concept with eDrive offers the performance of a sports car but the fuel consumption of a small car. The design is not just emotional, with its layered panels and dramatic winged doors – it is also redefining sports car design.

The features

As a plug-in hybrid, the BMW i8 Concept combines an electric drive train, which can be charged at a standard socket, with a turbo charged combustion engine. The result is acceleration from zero to 100kmph in under five seconds, while retaining a fuel efficiency of around three litres per 100km. But the BMW i8 Concept can also run purely on electric power for about 35km. The battery can be charged in two hours and U-shaped laser headlights use half the energy of normal LEDs.

All about energy

Every stage in a BMW i product's life is engineered to reduce energy consumption. The cars are manufactured with Carbon Fibre Reinforced Plastic—light enough to increase the range of travel and being much safer than any other material. The chassis are built in BMW i's hi-tech factory in Leipzig that is powered by four wind-turbines. Natural materials are used for the interiors and 25 per cent of the car's plastic product comes from recycled or renewable sources. But the car's greatest sustainability credential is its highly efficient yet dynamic BMW eDrive technology consisting of an agile electric motor developed and built by BMW, innovative battery technology and an intelligent engine management system.

The way forward

BMW i stands for visionary vehicles and mobility



services, inspiring design and a new understanding of premium that is strongly defined by sustainability. Available in 2013 and 2014 respectively, the BMW i3 and BMW i8 will change how we move around our cities. The combination of premium design and technology offers a completely new driving experience. Providing convenience, comfort and control for drivers while lowering emissions and increasing efficiency, BMW i's vehicles and services are leading the way in personal mobility of the future.