

Publish Date: September 03, 2014
From: National Automotive Sales
Expiration Date: October 03, 2014

Subject: **BMW i8 Start of Sales**

DCSnet Message
Reference 

Next week on Monday the 8th, we will remove the release blocks on the 2014 BMW i8 ('14iC). This begins the start of sales, post-Pebble Beach Concours d'Elegance event. This vehicle represents the pinnacle of our innovation and we share in the collective excitement of this launch.

Please consider that processes for the i8 generally take longer versus typical vehicles. For example this includes manufacturing, distribution, and VDC prep. Continue to work with your customers to ensure we can properly manage expectations. We will continue to keep you informed of updates in a timely manner on this revolutionary and thrilling vehicle.

Regards,

The BMW i Team

Attachments:
No Attachments

Recipients: BMW i, All Offerings, All Regions, All Areas, All Departments, All Personnel
BMW Passenger Cars, All Offerings, All Regions, All Areas, All Departments, All Personnel

 