

Press Days: Presentation to Media of Work-In-Progress BMW E2 Concept Electric Automobile

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VISIBLE ACTION:

SPOKEN:

(P) = presenter action on turntable.
(S#)= slides on overhead monitors
hanging above turntable.

On turntable: BMW E2 Shell Prototype
Windows blacked-out; no interior.

Presentation begins.

(S1) BMW LOGO on monitor.

Presenter (P) steps onto turntable
as it stops, with E2 side parallel
to press group. (P) is wireless-
miked.

(P) faces press group and speaks.

GOOD MORNING (AFTERNOON) LADIES AND GENTLE-
MEN. I'M [NAME], AND ON BEHALF OF BMW,
WELCOME TO THE PRESS INTRODUCTION OF THE
BMW E2 CONCEPT ELECTRIC AUTOMOBILE.

GROWING ENVIRONMENTAL CONCERN HAS LED CALI-
FORNIA TO REQUIRE THAT TWO-PERCENT OF ALL
CARS REGISTERED HERE BE ZERO-EMISSION
VEHICLES. THE NEW E2 BEHIND ME IS THE
CULMINATION OF 20 YEARS OF ELECTRIC VEHICLE
DEVELOPMENT BY BMW SCIENTISTS AND ENGINEERS.

(P) indicates E2.

(P) presents E2.

ACTUALLY, THE E2 CONCEPT PROTOTYPE IS THE
"SECOND-GENERATION" OF BMW ELECTRIC VEHICLE
STUDIES. IT COMBINES THE FIRST BODY DESIGN
CONCEPT BY DESIGNWORKS/USA, BMW'S NEW,
CALIFORNIA STUDIO, WITH ELECTRIC DRIVE AND
SODIUM/SULFUR BATTERY TECHNOLOGY DEVELOPED
FOR IT AND OUR E1 CONCEPT ELECTRIC VEHICLE
BY OUR EUROPEAN SUBSIDIARY, BMW TECHNIK

(S2) PHOTO: 3/4 FRONT: E1.

THE BMW E1, OUR FIRST-GENERATION ELECTRIC CAR,
MADE ITS DEBUT AT THE FRANKFURT AUTO SHOW. THE E1
WILL BE OFFICIALLY INTRODUCED
TO THE U.S. AT THE DETROIT AUTO SHOW, NEXT
WEEK.

(S3) BMW LOGO.

WHILE THE E1 WAS DESIGNED WITH EUROPEAN
TRAFFIC AND PARKING CONDITIONS IN MIND, THE E2
IS DESIGNED FOR AMERICA'S ENVIRONMENT. IT STRESSES
RANGE, PERFORMANCE, SIZE AND HANDLING THAT FIT THE
NEEDS OF AMERICAN DRIVERS. IT'S A COMFORTABLE

FOUR-SEATER THAT WILL WEIGH TWENTY-TWO-HUNDRED-AND-FIVE-POUNDS IN FULL ROAD TRIM.

E2 IS YOUTHFUL; DISTINCTIVE; ELEGANT, WITH A CALIFORNIA INFLUENCE IN ITS LOOK. THERE'S A MODULAR ROOF THAT ALLOWS A SOLAR PANEL OR SUN ROOF. DOORS THAT SEEM TO EASE ENTRY AND EXIT.

IT'S EASY TO DRIVE AND EASY TO SERVICE. AND IT'S UNMISTAKABLY "BMW". IN FACT, THE FRESH, EXCITING STYLING OF THE E2 COMBINES "AMERICAN FLAIR" WITH TRADITIONAL BMW VALUES LIKE SAFETY. IT'S A TOP-PRIORITY AT BMW. THE STANDARD OF SAFETY OFFERED BY OUR ELECTRIC VEHICLES IS EXACTLY THE SAME AS THAT OF BMW'S LARGER MODEL SERIES. SO, E2 REPRESENTS THE BEST FROM EUROPE AND AMERICA:

(S4) Build words: Quality, Comfort, Style, Safety, Fun

QUALITY, COMFORT, STYLE AND SAFETY, ALL IN A ZERO-EMISSION ELECTRIC CAR THAT'S NOT JUST "PRACTICAL," BUT FUN TO DRIVE!

(S5)PHOTO: SIDE VIEW OF E2.

THE E2 IS FOURTEEN INCHES LONGER AND TWO INCHES LOWER THAN THE E1 CONCEPT ELECTRIC.

(P) outstretches his arms.

E2 EXTERIOR DIMENSIONS ARE 150 INCHES IN LENGTH AND FIFTY-SEVEN-POINT-SIX INCHES IN HEIGHT. IT'S TALLER THAN OTHER BMW MODELS.

(P) indicates "height."

BUT E2 IS JUST SIXTY-THREE INCHES WIDE.

(P) alters arm positions to indicate "width."

(P) gestures naturally.

SO, IT'S EASY TO MANEUVER, EASY TO PARK, YET ROOMYINSIDE AND STYLISH OUTSIDE.

S6) PHOTO: SIDE VIEW OF E2.

(P) points as he speaks.

THE ENTIRE FLOOR ASSEMBLY IS MADE OF ALUMINUM. BODY PANELS ARE FABRICATED FROM A RECYCLABLE MATERIAL THAT INCLUDES SOME RECYCLED MATERIAL FROM OTHER VEHICLES.

(S7) PHOTO: ELEC MOTOR DRIVE

THE SPECIALLY DESIGNED, 45-BRAKE-HORSEPOWER, 32-KILOWATT ELECTRIC MOTOR DELIVERS ONE-HUNDRED-AND-ELEVEN-FOOT-POUNDS OF TORQUE.

(S8) PHOTO: BATTERY ALONE.

ITS POWER SOURCE IS A 120-VOLT SODIUM/SULFUR BATTERY THAT IS HEAVIER THAN THE 440-POUND BATTERY OF THE E1, GIVING THE E2 MORE ZIP AND RANGE. TOP-SPEED ON A FOUR-PERCENT UPHILL GRADE IS PROJECTED AT 75 MILES-PER-HOUR.

(P) walks toward back seat area, pointing to the E2 body

THE BATTERY IS LOCATED HERE, BENEATH THE REAR SEAT, WHERE ITS WEIGHT HELPS TRACTION. THE MOTOR ALSO MOUNTS ON THE REAR AXLE AND DIRECTLY DRIVES THE REAR WHEELS.

(P) returns to center.
(S9) BMW LOGO

TYPICAL DRIVING RANGE OF THE E2 IS PROJECTED AT 161 MILES, WITH A MAXIMUM OF 267 MILES. PERFORMANCE IS PROJECTED TO BE ZERO TO 31 MILES-PER-HOUR IN 6.5 SECONDS...AND ZERO TO 50 MILES-PER-HOUR IN 15.6 SECONDS.

DEVELOPMENT WORK CONTINUES HERE AND IN EUROPE, TO REFINE AND PERFECT OUR ELECTRIC VEHICLES THROUGH LABORATORY WORK AND ON-THE-ROAD TESTING. THESE CONCEPTS DEMONSTRATE BMW'S COMMITMENT TO MAKING THE PROMISE OF ELECTRIC-POWERED CARS NOT ONLY A REALITY...BUT, A PLEASURE TO OWN AND DRIVE!

FOR ALL OF US AT BMW, THANK YOU FOR BEING WITH US TO SEE THE E2 PROTOTYPE TODAY.

(E2 presentation ends]
(P) Exits gracefully.
Monitors go to program.
Turntable starts.

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