

# New BMW i3s Traction Control System For All Future BMW And MINI Models

MUNICH: The BMW i3 sets standards worldwide for driving pleasure in a purely electrically-driven vehicle. Key factors here are not only the increased output of the motor in the new BMW i3s, but also the innovative traction control system adapted specifically to the instantaneous power deliver of the BMW eDrive system.

Presented for the first time in the new BMW i3s (270 Nm at 0 rpm, 135 kW / 184 HP, power consumption combined in European NEFZ test-cycle\*: 14.3 kWh/100 km; CO2 emissions combined: 0 g/km), the system improves traction and driving stability in adverse weather and road conditions when pulling away, in active Brake Energy Regeneration phases and when accelerating out of tight corners. At the heart of this innovation is the control system's 50-times-faster routine, made possible because – unlike conventional driving stability systems – the control



process is now calculated directly in the powertrain instead of in a remote unit requiring long signal paths. This development provides further evidence of BMW i as a pioneer of innovative technology within the BMW Group.

“With their high levels of torque and instantaneous responses to every movement of the accelerator, electric motors already make significantly higher

demands on driving stability systems than conventional power units,” explains Peter Langen, Head of Chassis Development at BMW.

That’s why the BMW engineers developed a new type of system geared squarely to the demands of electric mobility.

The positive impact of these shorter control cycles is not reserved for purely electrically

driven cars; indeed, this innovative traction control system also optimises traction, driving stability and driving dynamics in vehicles with combustion engines. It will therefore be fitted in BMW and MINI models with front-, rear- and all-wheel drive to deliver noticeably greater assurance and driving pleasure when road conditions make pulling away difficult.

### About BMW i

BMW i is a BMW Group brand focusing on visionary vehicle concepts, connected mobility services and a new understanding of premium strongly defined by sustainability. BMW i is represented in 54 countries with the BMW i3 electric car for urban areas, BMW i8 plug-in hybrid sports car and plug-in hybrid BMW iPerformance Automobiles.

BMW i opens up new target groups for the company and serves as an incubator for innovations. Technologies which have debuted successfully in BMW i cars are carried over to parent brand BMW's other models.

BMW i is also associated with enterprises including DriveNow (car sharing), ReachNow (car sharing 2.0), ChargeNow (easy access to the world's largest network of charging points), ParkNow (straightforward location, reservation and payment of parking spaces) and venture capital company BMW i Ventures.



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\* \*\* Rebate amount varies with models. ▲ 0% APR Purchase Financing is available on select new 2017-2018 Mazda models. Excludes 2017 CX-5, MX-5, CX-9, 2018 CX-3 and CX-9 models. Terms vary by model. Based on a representative agreement using an offered pricing of \$17,714 for the new 2018 Mazda3 GX (GX350S/M20) with a financed amount of \$18,000, the cost of borrowing for a 60 month term is \$0, monthly payment is \$300, total finance obligation is \$18,000. Offer includes freight and P.D.E. of \$1,695, \$10 OMVIC fee, \$17.75 Tip/Stewardship and \$90.95 PPSA. Offer excludes HST. \* Mazda's Year End Extra offers are applicable to qualified retail purchasers/lessees who: (i) are residents of Canada (each, an "Eligible Customer"), and (ii) finance, lease or cash purchase a new (and previously unregistered) 2017 or 2018 Mazda model (excluding Certified Pre-Owned, fleet and demonstration vehicles) (the "Vehicle") from an authorized participating Mazda dealer in Canada (each, a "Qualifying Transaction") between November 1, 2017 and January 2, 2018. Eligible consumers who complete a Qualifying Transaction will get their choice of either: (i) one (1) SoundWear Companion Speaker or (ii) one (1) year of Bose QuietTune™ 35 headrests or (iii) one (1) SoundLink Bluetooth® speaker with charging cradle (the "Gift"), subject to availability. There is a limit of one Gift per Qualifying Transaction. Gift must be redeemed through the Mazda Canada Gift Delivery Online Gift Platform (the "Platform") at [www.mazdashop.ca](http://www.mazdashop.ca) or [www.lease2ownmazda.ca](http://www.lease2ownmazda.ca). Platform access will be made available after vehicle delivery. In the event a particular Gift is out of stock, the applicable Gift may be provided at a later date. No substitutions or cash surcharge value. Conditions apply. See Platform for full terms and conditions. Bose, QuietTune, SoundWear and SoundLink Bluetooth are trademarks of Bose Corporation registered in the U.S. and other countries. See dealer for complete details. † Bluetooth is a registered trademark of Bluetooth SIG, Inc. ‡ No Payments for 50 Days (payment deferral) offer is available on all new in-stock 2017 and 2018 Mazda models, and only applies to purchase/finance offers on approved credit in Ontario. No interest fees will accrue during the first 50 days of the finance contract and the contract will be extended consequently. After this period, interest fees will begin to accrue and the purchaser will repay the principal after the 50th day and interest monthly over the term of the contract. Customers are responsible for the down payment (if applicable), license, and insurance payment upon contract signing. Deferral is not available on 96-month contracts. Offer period November 1-30, 2017. See dealer for details. † Offer available on retail leases of new 2018 Mazda3 GX (GX350S/M20) with a lease APR of 1.00% and 150 bi-weekly payments of \$89 for 60 months, the total lease obligation is \$13,725 (including down payment (or equivalent trade-in) of \$1,595. As shown. Offered Pricing for new 2018 Mazda3 GX (GX350S/M20) with a lease APR of 1.00% and 150 bi-weekly payments of \$89 for 60 months, the total lease obligation is \$13,725 (including down payment (or equivalent trade-in) of \$1,595. NOTE: 2018 Mazda3 offers include \$1,200 lease cash. Lease payments include freight and P.D.E. of \$1,695, \$10 OMVIC fee (all models), \$17.75 Tip/Stewardship fee (all models), \$100 Air Conditioning charge (where applicable), \$150 (cash Dealer Service Fee (all models) and PPSA of \$90.95. First monthly payment is due at lease inception. 20,000 km per year mileage allowance applies, if exceeded, additional fee per km applies (12¢ per km for CX-9 models). Offers exclude HST, License, insurance, taxes and down payment (where applicable) are extra and may be required at the time of purchase. Dealer may seek lease for less. Dealer order/trade may be necessary on certain vehicles. Offers valid November 1-30, 2017, while supplies last. Lease and finance on approved credit for qualified customers only. Offers subject to change without notice. Visit [mazda.ca](http://mazda.ca) or see your dealer for complete details.