



There will be zero compromise.

Electric cars were never meant to thrill us.

They were never meant to break land-speed records.

And goosebumps? Forget about it.

Electric cars were just supposed to do their quiet job of changing the world.

But that was before we made an electric car.

Earlier this month, on the famously arduous German racetrack, The Nürburgring, the fully electric MINI E ran a record-setting lap for electric vehicles.

And everything changed.

Now BMW will build on that technology and launch the BMW 1 Series ActiveE in the United States next summer.

Building fully electric vehicles worthy of bearing the badges of MINI and BMW takes time. And while we knew we wouldn't be the first, we were hell-bent on being the first to do it right.

And now, we officially declare that zero emissions can mean zero compromise.

Limited vehicles will be available in select markets so sign up to be one of the first to experience BMW like never before at bmwusa.com/activeE.



BMW Group

