

The are worried  
about driving  
responsibly and

[Business](#), [Marketing](#)



The BMW i8- “ Born Electric” is a plug-in hybridsports car developed by BMW group, it was first introduced in 2014. Being goodfor the environment and belonging to the generation of supercars which made itone of the best option in the market.

The structure is mainly made by hybrid aluminum, thermoplastic and carbonfiber. The i8 is a silent electric driving sports car. It’s a \$150, 000 supercartuned for fuel efficiency and sporting a mere three-cylinder engine with afuturistic look. The i8 falls under the BMW’s mission “ The BMW group is theworld’s leading provider of premium products and premium services forindividual mobility.” The i8 will be marketed as a Porsche 918Spyder, Ferrari, Lamborghini, Audi R8, Jaguar and Tesla Model S rival disputefuel efficiency; BMW planned to make the i8 product visible in approximately 50countries in which it is expected for the U. S to be the biggest sales market; As for Europe, the United Kingdom, France and Germany to be top markets. As forthe United States of America the company in North America created a nationalcampaign called “ BMW Innovations” which started on 1 September 2014.

“ Innovationis at the core of everything we do.” Trudy Hardy, vice president of marketingat BMW of North America, said in a statement about the campaign. “ Lookingforward” was the first TV ad to start the campaign. The i8 is part of BMW’s electric fleet “ Project i” being marketed as a new sub-brand, BMW i. Over the past century, BMW group has provento be a smart marketer. Worldwide, i8 campaigns were based on superior andinnovative technological advantages, the design and the luxurious experience.

BMW i8 is targeted at those who are aged from 35 and over, mostly men who are tech fanatics and that are worried about driving responsibly and not only for the ultimate driving experience and also want a sense of thrill. These people are from the upper-class and are able to afford and appreciate a \$150,000 masterpiece. The main segmentation of the car is luxury sports coupe for elite class. Customer who would like to own this car will mainly have a \$125,000 annual salary based on a 5-year loan. Therefore, the ideal customer profile would be:

- Income: \$125,000 per year or more
- Marital status: Any
- Household: Any
- Education: Bachelor degree and higher
- Age: 35+
- Gender: Mostly men
- Race: Any
- Occupation: Wealthy businessman and high ranking professionals
- Geographic: North America, Europe and Asia

As for the psychology that was used for this BMW product, the 'i8' has a luxury, emotional and sporting appeal to attract new customers.

It has a luxury appeal because when the car was launched, Louis Vuitton created a series of carbon-fiber luggage's for the car which are described as "Exceptional luggage for an exceptional automobile". As for the emotional and sporting appeal, the 'i8' with its iDrive option, is an open-top two plus two seater representing a form of individual mobility with identical sporting and emotional appeals. The benefits and features of the 'i8' are:

- Silent electric driving sports car with 374 Horsepower with a top speed of 250km/h
- From 0 to 100 in 4.4 seconds, usually a supercar with a fuel engine will need 4.6 seconds
- It has a clever navigation
- Iconic and futuristic design with aluminum frame with reinforced plastic which makes it safer
- Frontal crash warning system that flash and will hit the brakes for

you if they determine you're going to hit something. iDrive (on-board driver information system) with touch controller and handwriting recognition, BMW navigation professional with touch controller and handwriting recognition, and an 8.8-inch color display. You can upload a video directly from the car to YouTube because of a collaboration between the two companies. Excellent transmission. Two electrical motors. Parking assistance. Traffic Jam assistance. Scissor doors. The car runs on battery for day to day use, the engine kicks only when there is a high performance. You can integrate it with your phone, which means you can use your phone to find your car, lock, unlock, make it honk and flash its light and you can know from your phone how much battery the car has left. In conclusion, the marketing methods used for the BMW i8 are clever.

Because 'i8' is a luxurious car, their collaboration with Louis Vuitton increased their value and made it more luxurious. Their slogan "Born electric" describes the car perfectly, because the car is fully electric and will only use fuel if the engine needs a high performance. As for the target gender, the car is mostly targeted for men, in my opinion whether its luxury or the 'i8' car no company should differentiate between the sexes especially since the world is moving into women equality; let's take for example Saudi Arabia allowing women to drive.

Moreover, a supercar is usually known for their thrilling engine sound. The 'i8' being a sport three-cylinder supercar and not having the thrilling engine sound decreases its supercar image. As we can see, the BMW 'i8', in fact, is

more than just a car with its futuristic look and technology; the i8's eye-catching styling is straight out of a sci-fi glance. It has a low running cost and a great performance. It was the first hybrid supercar in the market and BMW's most striking car ever, it is indeed high priced but this 'ultimate driving machine' as the company describes it, is definitely worth every penny. The most beneficial feature in this car is that it is sustainable. Since the launching, BMW sold over than 10, 000 cars by early November 2016, exceeding the combined figures of all other hybrid sports cars produced by competitors; so, we can assume that if BMW's continue to deliver the quality promised, their BMW i series will take over the market.

The car got many awards which some of them are Autoguide's 2015 Reader's Choice Green Car of the Year, 'world green car of the year' at fame India Eco Drive 2015 and the World Car of The Year organization declared it as the winner of the 2015 World Green Car.