



Press Release
January 2013

Top-seller in top form: BMW 5 Series remains the superior segment leader in 2012.

Munich. The BMW 5 Series has supremely defended its market leadership in the segment of business automobiles. 359,016 customers worldwide opted for a BMW 5 Series model in 2012. Whether an elegant Sedan, a dynamic Touring or a luxurious Gran Turismo, the BMW 5 Series thrills customers all over the world with its distinctive combination of design, technology, dynamic performance and comfort.

Drive. The modern 4, 6 and 8-cylinder engines provide an impressively high level of output, running smoothness and efficiency.

For example, the BMW 520d EfficientDynamics Edition makes do with an unsurpassed fuel consumption of just 4.5 litres of diesel per 100 kilometres. Even the extremely powerful BMW 535d with 230 kW/313 bhp and a maximum torque of 630 Newton metres is more economical than the competition, with an average fuel consumption of only 5.4 litres of diesel per 100 kilometres.

The top-of-the-range engine in the BMW M550d xDrive for the Sedan and Touring models is unique in the segment. The impressive performance figures for the in-line 6-cylinder diesel engine developed exclusively for the BMW M Performance automobiles with three turbochargers are as follows: 280 kW/381 bhp, maximum torque 740 Nm, maximum engine speed 5,400 rpm, average fuel consumption 6.3 litres per 100 kilometres.

The 4-cylinder petrol engines are fitted with BMW TwinPower Turbo Technology, likewise providing a high level of output at a low fuel consumption. The two 2-litre turbo engines in the BMW 520i and 528i feature a turbocharging system based on the twin-scroll principle, variable valve control VALVETRONIC and variable camshaft control double VANOS - as such they are based on the technology package of the multiple award-winning inline 6-cylinder engine with BMW TwinPower Turbo in the BMW 535i.

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Driving dynamics and comfort. The BMW 5 Series offers the perfect compromise between sporty flair and suspension comfort. Over and above the excellent standard suspension, numerous technologies are optionally available to further enhance Sheer Driving Pleasure.

For example, the integral active steering uses steered rear wheels and variable steering ratio on the front axle to subjectively shorten the wheelbase when driving slowly, thereby improving manoeuvrability and agility. When driving fast, the wheelbase is subjectively lengthened in the interests of driving stability and comfort.

AdaptiveDrive combines individually adjustable shock absorbers with active stabilisers at both axles so to achieve both a more comfortable and a more sporty ride.

The Driving Experience Control switch enables the character of the vehicle to be altered significantly at the press of a button - from very sporty through to highly efficient.

The intelligent all-wheel drive system xDrive is available for a total of 17 BMW 5 Series variants.

ConnectedDrive. The interconnection between driver, vehicle and the outside world is becoming increasingly important. The BMW 5 Series offers numerous innovations in this essential and fast-developing area.

Real Time Traffic Information (RTTI) provides traffic information in real time, suggesting appropriate alternative routes in the event of a traffic jam.

BMW Night Vision uses a thermal image camera to detect people and animals from a distance of up to 300 metres, warning the driver of potential collisions.



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The full-colour Head-Up Display projects relevant information into the driver's field of vision such as current speed, speed limits, navigation directions and warnings.

The new multifunctional instrument display shows instruments relevant to the current driving mode. For example, in ECO PRO mode the driver is given important tips for an economical driving style. Meanwhile in Sport mode the colour and graphics change, focusing on data relevant to a sporty driving style.

My BMW Remote App gives the driver access to numerous vehicle functions via smartphone, including locking the car or activating the headlamp flasher - so as to be able to find the vehicle more easily in large car parks, for example.

The BMW Connected App provides a range of functions inside the car such as web radio, Facebook, Twitter, RSS feeds, Wiki Local and personal calendar.

Bluetooth Office transforms the BMW 5 Series into a mobile office. The main smartphone office functions such as e-mail, appointments, contacts and notes are transferred directly into the vehicle and displayed on the screen.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues



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amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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