



Press Release
30th August 2013

The new BMW X5 M50d, BMW Individual, and Original BMW Accessories: Dynamic, exclusive, versatile.

Third generation of the Sports Activity Vehicle, including M Performance model BMW X5 M50d, in the showrooms from 16 November 2013 – Model-specific products from BMW Individual and the Original BMW Accessories range available from launch.

Munich. The new BMW X5 is due to arrive in the showrooms on 16 November 2013. The launch of this third generation of the most successful Sports Activity Vehicle in the world will also introduce the BMW M50d M Performance Automobile. Boasting the world's most powerful six-in-line diesel engine, suspension technology with hallmark M precision-tuning and aerodynamically honed exterior features, the BMW X5 M50d combines superior dynamics on the road with unimpeachable traction off the beaten track. The other character facets of the new BMW X5, moreover, can be explicitly highlighted: model-specific options offered by BMW Individual provide exclusive elegant touches, while new products in the Original BMW Accessories range – likewise specifically designed for the Sports Activity Vehicle – serve to underline its versatility and practicality.

BMW X5 M50d: enthralling dynamics thanks to trademark M precision.

A compelling combination of sportiness, exclusivity and everyday utility distinguishes the new BMW X5 M50d. Its six-cylinder in-line diesel engine boasts detailed refinements and comes with three-stage turbocharging and common rail direct injection. From a 3.0-litre displacement it develops output of 280 kW /381 hp and a peak torque of 740 Newton metres (546 lb-ft). BMW BluePerformance technology as standard means the M Performance Automobile is also EU6-compliant. The diesel unit's power is transferred to the road by an eight-speed automatic transmission and BMW xDrive all-wheel drive.

The new BMW X5 M50d comes as standard with Adaptive M suspension including Dynamic Damper Control and air suspension at

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-56097

Internet
www.bmwgroup.com



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the rear axle, as well as Electric Power Steering. The optional Dynamic adaptive suspension package comprises Dynamic Performance Control and Dynamic Drive active roll stabilisation, while the exterior features standard 19-inch M light-alloy wheels in double-spoke design fitted with mixed tyres. Noticeably enhanced agility and a quicker time of 5.3 seconds for the 0 to 100 km/h (62 mph) sprint go hand in hand with fuel economy improved by more than ten per cent compared with the predecessor model. Average fuel consumption for the new BMW X5 M50d is 6.7 litres per 100 kilometres (42.2 mpg) in the EU test cycle, with CO₂ emissions of 177 g/km.

Special touches add exclusivity and style: the BMW Individual range for the new BMW X5.

The BMW Individual range specifically created for the new BMW X5 turns an even brighter spotlight on its elegant design, luxurious ambience and exclusive character. Factory-fitted exterior and interior equipment options play their part in imbuing the Sports Activity Vehicle with a highly distinctive charisma. The manufacturing processes behind the BMW Individual products developed for the new BMW X5 are underpinned by precision craftsmanship and longstanding experience in working with choice materials. The design and finish of these products reflect a striving for perfection and style that embraces every detail.

BMW Individual paintwork guarantees an impression of exclusivity at first glance. The application of up to seven layers of paint and the addition of special colour pigments make for intriguing iridescent effects, exceptional brilliance and unmatched depth. The BMW Individual finishes available for the new BMW X5 comprise the luxurious shades Ruby Black metallic and Pyrite Brown metallic. The intense lustre of these paintwork options derives from reflections triggered by red or gold pigments beneath the surface. Likewise adding an elegantly sporty touch to the exterior are the 20-inch BMW Individual light-alloy wheels in V-spoke design, fitted with mixed tyres.



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The judicious selection of materials and careful processing help create the unique quality of the fine-grain full Merino leather trim from BMW Individual. To this end, carefully selected, entirely unblemished leather undergoes an elaborate tanning process before being precision-tailored. Its natural, open-pore structure as much as the soft, fine-grain surface and characteristic stitching render this leather truly distinctive.

The BMW Individual fine-grain full Merino leather option with extended features is available for the new BMW X5 in the shades Amaro Brown and Criollo Brown. The contrast-colour seams and piping in finest leather are exquisite details that reflect the high levels of craftsmanship. Stylish design and consummate workmanship also sum up the quality of the BMW Individual interior trim strips, with a choice of Piano Finish Black and Sen Light Brown available for the new BMW X5. Their surfaces display both the high quality of the material and a perfectly executed finish.

The BMW Individual range will be available from December 2013.

Original BMW Accessories: tailor-made for greater variability and comfort.

The versatility of the new BMW X5 has also been further enhanced thanks to products from the Original BMW Accessories range that are literally made-to-measure. Floor and luggage compartment mats, along with transport bags whose contours are precisely shaped to fit the interior dimensions of the Sports Activity Vehicle, serve as ideal accessories for everyday use and on longer journeys. Their eye-catching design, moreover, cites the lines of the car while accentuating the hallmark sturdiness of BMW X models. All-weather floor mats made of particularly hard-wearing non-slip material and textile floor mats with a rubber surface integrated in the foot area are each offered in sets of two. A characteristic design feature of both variants is an eye-catching, brushed stainless steel insert with BMW



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lettering. The trunk-mat for the new BMW X5 is in matching style and has a non-slip, dirt-repellent surface.

The new transport bags from the Original BMW Accessories range were developed for leisure, travel and sporting activities and boast a design that is visibly geared to the new BMW X5. They are distinguished by high-quality leather and textile as well as optimal functionality. The collection includes a Storage Bag Fond that can be attached to the seat by means of the centre seatbelt and offers not only extra stowage space but two thermally insulated cupholders as well.

Even more space for travel accoutrements is provided by the seat organiser likewise designed specifically with the new BMW X5 in mind. It can be attached to the driver or front passenger headrests, has two large storage compartments, and can be conveniently used outside the car as well. An ideal companion for winter sports is the ski and snowboard bag that extends from the luggage compartment through to the rear of the car. It has room for up to four pairs of skis or three snowboards and features integrated rollers, handles and a shoulder strap for convenient transportation beyond the car. To complement this, a sturdy transport bag for ski boots, helmets and gloves is also available.

All products in the Original BMW Accessories range comply with the extremely high standards of the BMW Group in terms of their design, quality and safety and conform to BMW's comprehensive terms of warranty. When retrofitted, they do not in any way affect the warranty terms for the relevant vehicle. Sales and installation are via the BMW and BMW M dealer network, BMW branches and BMW service partners.



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For further questions please contact:

Christophe König, Product Communications BMW Automobiles
Phone: +49-89-382-56097, Fax: +49-89-382-20626

Ralph Huber, Head of Product Communications BMW Automobiles
Phone: +49-89-382-68778, Fax: +49-89-382-20626

E-Mail: presse@bmw.de
Internet: www.press.bmwgroup.de

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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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