



Media Information

March 4, 2014

- Check against delivery -

Dr. Norbert Reithofer
Chairman of the Board of Management of BMW AG

Dr. Herbert Diess
Member of the Board of Management of BMW AG, Development

BMW Group Press Conference

84th International Geneva Auto Show
Geneva, March 4, 2014

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Dr. Norbert Reithofer, Chairman of the Board of Management, BMW AG

Ladies and Gentlemen, Welcome to the BMW Group!

Geneva is a very special show for us.

- In 2007, I presented our Efficient Dynamics fleet to you here.
- In 2011, I showed you Connected Drive, the next step toward networked driving.
- In 2014, we are introducing a vehicle that is a completely new concept in the history of BMW.

This is the world premiere of the BMW 2 Series Active Tourer!

This model demonstrates how versatile and customer-oriented BMW is.

So, what is new and special about this BMW?

1. The concept: It is an Active Tourer, a type of functional vehicle that has not been offered by BMW before.
2. The engine: Besides our high-efficiency 4-cylinder engines, this model will also be available with 3-cylinder engines.
Both engine ranges are the first of a new generation of drivetrains – and fully in line with Efficient Dynamics.
3. The front-wheel drive: A front-wheel drive is the ideal solution for this functional vehicle concept. It is targeted at customers with greater demands for space, who have not found a suitable offer at BMW before.

Decisively: The BMW 2 Series Active Tourer is a true BMW. BMW stands for sheer driving pleasure. And this will never change. This holds true, whether a rear-wheel drive, a front-wheel drive, or our intelligent all-wheel drive system BMW xDrive.

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When it comes to the centerpiece of every BMW – the engine – we also guarantee BMW's signature driving pleasure. And this includes our electric drives. We deliver on our brand promise – every time, with each BMW.

For the Active Tourer, we focused in particular on the following characteristics:

1. An elevated seating position.
2. An extraordinarily variable rear-seat bench.
3. A gradually expandable trunk volume.
4. Generous legroom in the second row of seats.

One could say, the BMW 2 Series Active Tourer is the most functional BMW ever. This model is our entry into a new segment in the premium compact class. It is the most recent example of how we are extending our portfolio by introducing innovative concepts. Our customers appreciate that. And it is what they expect of the leading car company in the premium segment.

No other premium car company delivered more vehicles in 2013 than the BMW Group. We are aiming for a new sales record this year. We expect to deliver more than two million cars. In the first two months of the year, we have sold over 270,000 cars. This has been the best start to a new year we have ever had.

Customers trust us and our three brands – BMW, MINI and Rolls-Royce. This is also true of our customers here in Switzerland. In January and February we delivered over 3,100 BMW and MINI vehicles to Swiss customers – more than in the same period last year.

I am positive that our second world premiere will also delight our customers.

Please welcome the BMW 4 Series Gran Coupé!

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Dr. Herbert Diess, Member of the Board of Management of BMW AG,
Development

With coupés, design plays a very special role. The assignment to our designers was to focus on striking a balance between elegance and sporting flair. This is what we aim to achieve with every BMW. But with this one, we have done an exceptionally good job: This car is clearly a typical BMW Coupé. It looks fast even when it is not moving; at the same time, it is very elegant, just like the 6 Series Gran Coupé.

With the brand's characteristic short overhangs, the long engine hood and the retracted passenger compartment, the vehicle imparts an air of power and presence. And typical for a coupé, the four doors are frameless. At a volume of 480 liters, the trunk holds 35 liters more than that of the two-door model. The trunk space is accessible via a large, automated rear lid. This is a very practical feature considering the car is a coupé. The trunk's maximum volume, with the rear-seat bench completely folded down, is 1,300 liters.

At market launch, five engine variants will be available: three petrol and two diesel engines.

Let me give you two examples:

- The super athlete is the 435i Gran Coupé. It accelerates from 0 to 100 km/h in 5.2 seconds.
- The Efficient Dynamics champion is the 418d Gran Coupé. Its average fuel consumption is 4.5 liters per 100 kilometers. This corresponds to 119g CO₂ per kilometer.

At the model launch, two engine variants will also be offered with BMW xDrive. The 4 Series Grand Coupé will become a key element in our model portfolio.

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It complements our 4 Series, currently consisting of the 4 Series Coupé and the Convertible. And furthermore there is the M4 Coupé. It also underscores that the segment of four-door coupés, which we began with our 6 Series Gran Coupé, is also an attractive addition to this vehicle class.

We have another world premiere for you today:

The model update of the BMW X3.

Since we launched the X3, it has been the benchmark in its segment.

Customers love the X3. All in all, we have sold more than one million BMW X3 vehicles since 2003. Now we have taken its high quality even one step further, especially in the interior. The entire car has been refined even further.

Plus, our completely new 2-liter diesel engine – another member of our new engine module system – is premiered in the X3 model update. This engine sports 190 horsepower and reduces fuel consumption of the X3 by 7 percent compared to the predecessor. It has achieved new benchmark values for fuel consumption and carbon emissions in its class.

Ladies and Gentlemen, we have also brought our BMW i family along to Geneva.

Those who drive a lot in the dark appreciate state-of-the-art light technology.

In the BMW i8, we are presenting a world first in light technology.

The BMW i8 is the world's first series vehicle featuring laser light. Compared to the modern LED high beam, laser light doubles the headlight range.

Imagine this: On a highway, you will soon be able to see not just 300 meters, but up to 600 meters ahead. Laser light also increases energy efficiency by 30 percent. This is just one example of how we apply innovations to offer our customers added value time and again.



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And now, our Chairman Norbert Reithofer will join me again on stage.

Dr. Norbert Reithofer, Chairman of the Board of Management, BMW AG

Ladies and Gentlemen,

innovative strength and entrepreneurial courage are two of the inherent characteristics of our company. They are the key to ensuring our continuous development and to shaping our future.

We would like to invite you to join us on stage now and to see for yourself.

Thank you!