



Media Information
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BMW named as greenest premium manufacturer.

BMW has the lowest average CO₂ emissions of any premium car manufacturer for the second year in a row according to new independent research. Courtesy of its award-winning EfficientDynamics programme, BMW records a UK fleet average of 159.4g/km based on all BMWs sold in 2008.

By comparison the research by www.cleangreencars.co.uk found BMW's premium rivals wanting when it came to cutting CO₂ emissions. The volume weighted CO₂ emissions figure for Audi is only 173g/km, while Mercedes-Benz records 189.9g/km, Jaguar 198.3g/km, Land Rover 251g/km and Porsche 271.7g/km. The total industry volume average for 2008 is 158.7g/km.

It was a similar story in 2007 when BMW recorded a segment leading average of 177.5g/km – itself a substantial improvement from the 190.3g/km 2006 figure. Currently 21 BMW models on sale in the UK emit less than 140 grams of CO₂.

BMW first offered EfficientDynamics as standard in 2007. A raft of models received Auto Start / Stop, Brake Energy Regeneration, Active Aerodynamics, low rolling resistance tyres, Electric Power Steering, on-demand of ancillary systems and optimum gearshift indicator features. These built on the existing lightweight engineering principles and direct injection engine technology introduced over the previous few years.

News of a record low in BMW car emissions comes as the impact this technology is having on the environment has been revealed. EfficientDynamics-equipped BMWs sold in the UK during the last two years have been responsible for an approximate 58,000 tonnes reduction in CO₂ emissions.* Models graced with the new technology since 2007 recorded improvements in fuel consumption by up to 24 per cent with emissions down by up to 21 per cent compared to 2006 models.

BMW's online vehicle comparator, which uses independent data to compare potential new car purchases, helps consumers compare BMW's figures to its rivals. The site measures engine output, performance, fuel consumption, emissions, Vehicle Excise Duty

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and running costs to get a true picture of ownership.

To use the online vehicle comparator general access can be gained by going to www.bmw.co.uk and clicking through the EfficientDynamics link. Alternatively, the following link to www.bmw.co.uk/bmwuk/efficient_dynamics/bc/carcomparator provides instant access. Further information on EfficientDynamics technology can be gleaned from www.bmw-web.tv

*Figure based on comparison between volume weighted sales of pre-EfficientDynamics model range in 2006 and subsequent model ranges in 2007 and 2008.

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