



Media Information

April 23, 2010

## **The new BMW 325i – the definitive Compact Sports Sedan hits the streets of Indonesia.**

**Jakarta.** PT BMW Indonesia introduces the new BMW 325i in the **“Are You a Real Driver?”** driving program on April 23-24, 2010, at Sentul International Circuit. The BMW 3 Series is the creator of the Compact Sports Sedan segment and is the most popular premium car in the world, a position it has maintained for over 30 years.

The launch of the BMW 325i complements the line-up of the 3 Series sedan model range as the BMW 320i Business and 320i Executive were introduced in Indonesia in May 2009.

“The introduction of the new BMW 325i strengthens our portfolio in Indonesia. Our customers will now have a wider option of 3 Series models that fit with their needs and lifestyle. Similar to BMW 320i, the new BMW 325 is assembled locally in our partner’s plant in Sunter. We are pleased to expand our CKD models in Indonesia,” said Ramesh Divyanathan, President Director of BMW Indonesia.

**“Are You a Real Driver?”** program focuses on showing the superior performance of the new BMW 325i. Participants are taken to the track to experience the outstanding power of the engine. The handling and precision of the steering is to be experienced in the slalom circuit. Participants are also offered opportunity to experience one of BMW’s unique safety features, Run Flat Tyre technology as well as to experience the car in a normal road condition.

The new BMW 325i sedan offers outstanding performance, handling, fuel efficiency, safety, comfort and entertainment features that are unmatched by other cars. Powered by a smooth and **efficient six-cylinder inline engine**, the BMW 325i is capable of

producing a maximum output of **218 hp at 6,500 rpm** and a peak torque of **250 Newton-metres at 2,750 rpm**. With a power ratio of **87 hp per liter**, the 325i is the most efficient engine in its class, while at the same time also being the most refined due its in-line 6 cylinder configuration. It accelerates from a standstill to 100 km per hour in **7.7 seconds** on average fuel consumption of **9.1 liter per 100 km** with **CO<sub>2</sub> emission of 212 grams per km**, the engine also complies as **EU 5** standard.

Combined **with real-wheel drive, near perfect 50:50** weight distribution, **outstanding steering precision and highly sophisticated chassis technology**, the BMW 325i sedan delivers unrivalled driving dynamics in its segment. To reflect its sporty attributes, the new BMW 325i sedan is equipped with a **sports leather steering wheel with gearshift paddles**. **Other unique** features include a **glass electric roof and adaptive headlights** that swivel in the direction that a car is turning to cast light on the road ahead even in a bend.

On top of its sportiness and performance, the new model also offers the best-in-class entertainment and communication system. Passengers enjoy a theater-quality sound system with **the Harman/ Kardon Surround Sound System** with 13 loudspeakers, 420W amplifier and multi-channel **LOGIC7**. The new iDrive system includes On-board monitor with TV and DVD function with **8.8 inch high-resolution display, Bluetooth interface, USB audio interface** and a 13 GB hard drive capable of storing up to 100 personal CDs.

BMW 325i features safety equipment for its passengers with **Run Flat Tyres** on its 225/45 R17 wheels. BMW is the only manufacture in Indonesia to introduce RFT as a standard feature in its models due to road safety and security reason. In the event of a puncture, the driver is generally able to continue driving without having to stop the car the change the wheel. The distance of 150 km can be covered at the speed of 80 km/h, despite tire damage and/or completely deflated tires.

Other safety features include airbags for driver and front passengers; curtain head airbags for all passengers, side airbags for front passengers, active headrest for front seats, Antilock Braking System (ABS), Electronic Brake Force Distribution (EBFD), Cornering Brake Control, Brake Assists, Dynamic Stability Control (DSC) and Dynamic Traction Control (DTC).

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The unique BMW's driving pleasure is combined with an awareness of economizing and minimized pollutant emissions. **BMW EfficientDynamics** cover all BMW technology innovations developed with the purpose of reducing fuel consumption and emissions while produce high performance. In the new BMW 325i, it includes intelligent light weight technology, Valvetronic and aerodynamics.

The less a car weights, the less fuel it requires. The body-shell of the new BMW 3 Series comes with an extremely precise balance of low weight on the one hand and high strength on the other. This is made possible by **intelligent lightweight construction**, appropriate use of high and ultra-high strength steel providing an extremely stable body structure and the use of aluminium on numerous components such as front axle and multi-link rear axle to reduce the overall weight of the car while enhancing passive safety at the same time. **At 1,445 kg, the new BMW 3 Series is the lightest** car in its segment.

**Valvetronic** controls the amount of lift of the individual intake valves on each cylinder and precisely regulates the quantity of air entering the cylinders. Valvetronic produces fuel savings up to 10%. It also lowers exhaust emissions and provides smoother, more immediate power. The new BMW325i has the best aerodynamics in its segment with **drag coefficient value of 0,26**. A low drag coefficient value results in less fuel consumption.

The new BMW 325i is available in all BMW authorized dealership, offering five body colors - Alpine White, Black Sapphire, Space Grey, Titanium Silver and Monaco Blue - and two interior colors – Beige and Black. All BMWs purchased at dealerships have a 2-year warranty and 5-year BMW Service Inclusive package for peace of mind.

### **BMW 3 Series price list – off the road Jakarta.**

The new BMW 325i Rp. 659,000,000.-

BMW 320i Executive Rp. 589,000,000.-

BMW 320i Business Rp. 519,000,000.-

### **Note:**

### **Gerry Nasution, the first BMW Certified Driver Instructor from Indonesia.**

BMW Indonesia announced that BMW Instructor Academy in Munich has qualified

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Gerry Nasution as a BMW Certified Driver Instructor, joining a group of 200 BMW Driver Instructors worldwide, and one of 30 Certified Driver instructor in Asia. BMW Instructor Academy, organized by BMW M GmbH, develops worldwide instructors to design and deliver driver trainings according to the BMW Group standard.

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### **The BMW Group**

The BMW Group is the world's leading premium car manufacturer since 2005 with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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 five years.

### **BMW in Indonesia**

PT. BMW Indonesia is a wholly-owned subsidiary of Munich-based Bayerische Motoren Werke (BMW) AG in Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia and its commitment to maintaining and extending BMW's leading position in the premium market segment. PT. BMW Indonesia's activities cover the wholesale of BMW cars, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 11 new car dealers and 1 used-car dealer spread out in various cities in Indonesia. Selected models of the 3 and 5 Series sedans are also assembled in Indonesia by a local partner. More information about BMW Indonesia may be found online at [www.bmw.co.id](http://www.bmw.co.id).

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