



Media Information

May 31, 2010

## **BMW offers Advanced Diesel engine for new X1 in Indonesia.**

### **Pre-launch orders exceed 150 units.**

**Jakarta.** Amid surging customer interest in BMW Clean Diesel technology, BMW Indonesia is officially introducing diesel models in Indonesia. The new BMW X1, the much-anticipated first compact Sport Activity Vehicle in the world, will be launched in the market in July 2010 with both gas and diesel engines.

“This is another milestone for BMW in Indonesia,” said Ramesh Divyanathan, President Director of BMW Indonesia. “In continuing its commitment to bringing world firsts to customers, BMW Indonesia is leading the way by introducing the most efficient and environmentally friendly engine among its peers.”

The supremacy of BMW Clean Diesel technology is acknowledged worldwide, and the majority of BMW cars sold in Europe today use diesel engines. This trend has been picked up locally in recent times, thus accounting for the new BMW X1’s strong demand.

“Without any official communication to the public about the introduction of the model, we have already received orders for more than 150 units for the new BMW X1, about half of which are for the diesel model,” Mr. Divyanathan said.

Every BMW diesel engine delivers superb fuel efficiency, low CO2 emissions, generous torque at low engine speeds and the typical BMW characteristics of superior smoothness and refined engine acoustics.

Through BMW EfficientDynamics, the company's umbrella term for all environmentally-friendly technologies in its cars and its superior range of diesel engines, the BMW Group has been able to cut its European fleet emissions by 25% in 2008 compared to 1995 levels. In acknowledgement of its commitment to a sustainable environment, for the fifth consecutive year BMW has been rated the world's most sustainable automobile manufacturer in Dow Jones Sustainability Index.

The new BMW X1 has been awarded the 2010 red dot award for outstanding design and achieved the highest score of 5 stars at the stringent Euro NCAP crash test. This premium compact SAV is much anticipated by young urban Indonesians, as the car is in keeping with their character as well as road conditions in the market.

The new BMW X1 comes with all the features typical of a BMW X model, and at the same time offers a new interpretation of BMW Sheer Driving Pleasure. The youngest member in the wider range of BMW X models stands for versatile sportiness and supreme agility in a confident, elegant and modern style. Young and sporty in design, the interior combines superior variability with equally superior flexibility. The higher seating-position and driver-oriented design of the cockpit enhance the emotional driving experience to an even higher standard.

The new BMW X1 sets new standards for driving pleasure in the premium compact segment. BMW was the pioneer in introducing the premium Sport Activity Vehicle X5 in 2001, and now the family extends to the compact segment where there remains no competitor as yet. BMW EfficientDynamics technology in the X1 offers the best balance of performance and fuel economy throughout its entire segment.

The smooth-running 2.0 liter four-cylinder diesel that uses **the latest-generation Common Rail injection system and a turbocharger will be introduced for the new BMW X1 sDrive20d**. The engine delivers a perfect combination of dynamic performance and exceptional efficiency. BMW diesel technology has gained its reputation as having best performance and most efficient fuel consumption and lower emissions. Capable of producing **177 hp at 4,000 rpm**, the engine offers maximum torque of **350 Nm from 1,750 to 3,000 rpm**. The extraordinary drive system accelerates from 0 to 100 km/h in **8.3 seconds**, top speed stands at **205 km/hour** and average fuel consumption is an efficient **6.1 l/100 km** and **CO<sub>2</sub> level at 160**

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**g/km.** The engine meets EU3 standards, therefore Pertadex, Shell Diesel, Performance from Total and Dynamic Diesel from Petronas fulfills the fuel quality requirement. This ensures that customers have full mobility throughout Indonesia.

In addition, BMW Indonesia will introduce the **new BMW X1 sDrive18i** to the market. The model is powered by a **150 hp four-cylinder gasoline engine featuring Valvetronic**. Producing maximum torque of **200 Nm at 3,600 rpm**, it accelerates from 0 to 100 km/h in **10.4 seconds**. Its top speed reaches **200 km/hour** with an average fuel consumption of **8.4 l/100 km** and **CO<sub>2</sub> level at 195 g/km.**

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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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