



Media Information

June 17, 2010

## **All-new BMW 5 Series debuts in Indonesia.**

### **• Three engine versions for the premium executive saloon.**

**Jakarta.** PT BMW Indonesia today unveiled the sixth generation of the BMW 5 Series at the Fountain Area, Plaza Senayan. As one of the most successful luxury cars in history, with more than 5.5 million cars sold during a near 40-year lifetime, the BMW 5 Series Sedan has defined the executive saloon segment. It is renowned for providing superior handling and performance, combined with elegance and luxury.

“Our new BMW 5 Series has been a hit with customers since it was launched a few months ago in Europe and has won numerous accolades,” said Ramesh Divyanathan, President Director of BMW Indonesia. “In addition to the Red Dot Award 2010 for best design quality, the model also was named the best designed car of the year in the 2010 Auto Bild Design Award conducted among 40 million readers in Europe. In the area of safety, the new 5 Series just received the maximum 5 stars from the stringent Euro-NCAP crash test and scored more points than its competitors.”

“The traditional strength of the 5 Series in engine, transmission and chassis, is now combined in the new 5 Series with increased comfort and space in the rear cabin to create an outstanding product that is the best in its class. We have great expectations of this new model and we are confident that it will be a winner in Indonesia”.

Customers in Indonesia have the option to choose from the three six-cylinder gasoline engines – the BMW 535i, BMW 528i and BMW 523i Executive. The 3.0 liter engine in BMW 535i is the first to combine a turbocharger and TwinPower technology with High Precision Direct Injection. The naturally aspirated six-cylinder engines on BMW 528i and 523i feature Double VANOS and Valvetronic valve management with a greater focus on efficiency.

The new BMW 535i is a pure sports executive sedan featuring 8-speed sports automatic transmission with Steptronic and shift paddles on the sports steering wheel. The closer spacing of gear ratios makes for enhanced ride comfort and smoother, faster gearshifts. Additional highlights include Adaptive headlights, Comfort access system and Dynamic Driving Control that enable drivers to set the driving response according to their wishes.

The new BMW 535i is also equipped with high quality HiFi system professional LOGIC7, featuring 16 loudspeakers and 600 W amplifier power, and Dolby Pro Logic. USB Audio interface and Bluetooth interface are also standard in this model.

The BMW 528i features a rear-seat entertainment system with two 8" high resolution monitors and DVD drive, HiFi loudspeaker system with 12 loudspeakers and 205 W digital amplifier, on-board monitor with TV function and 10.2" display, USB Audio interface and electric rear sub-blinds for the side and rear windows. Meanwhile, the BMW 523i is equipped with a HiFi loudspeaker system with 12 loudspeakers and 205 W digital amplifier, high resolution 7" display monitor and USB Audio interface.

All new BMW 5 Series models have a keyless start and electric glass roof as comfort features, cruise control with braking function, Bi Xenon headlight with LED light rings, Servotronic steering assist and are driven by refined in-line 6-cylinder engines mated to 8-speed automatic transmissions. Safety features which won the model its 5-star crash test rating are provided by front, side, head airbags, an array of advanced electronic stability systems and Dynamic Brake Lights that flash in emergency hard braking situations.

The new BMW 5 Series Sedan is equipped with BMW EfficientDynamics technologies. Innovations include Brake Energy Regeneration, electromechanical steering and low rolling-resistance tires. Intelligent lightweight construction is found in the design of the doors, engine compartment lid, front side panels and suspension components made of aluminum.

The wheelbase of the new BMW 5 Series is now the longest in its class, at 2,968 mm, while the new model is 58 mm longer than the outgoing model to provide greater

interior comfort. The new double wishbone front axle and multilink rear axle ensure that occupants are provided with a composed, smooth ride while maintaining supreme driving dynamics.

The near perfect 50-50 weight distribution, an advanced rear-wheel-drive chassis and the development of class-leading and award winning engines, now offer higher power and increased efficiency. The new BMW 5 Series is the first to feature an eight-speed automatic transmission and double-wishbone front suspension and aluminum integral rear-axle.

With its long wheelbase and short overhangs, long bonnet, dynamic lines, athletic body and the coupe-like, sleek roofline, the new model is a distinctive BMW 5 Series – designed and built to ensure the sixth generation retains the legacy created by the first 5 Series. High-quality materials and superior finish in top craftsmanship underline the premium ambience of the new BMW 5 Series Sedan. The rear area offers the utmost comfort to its passengers with bigger leg room and head room compared to its closest competitor.

<b>Model</b>	<b>BMW 535i</b>	<b>BMW 528i</b>	<b>BMW 523i Executive</b>
Engine	Inline six cylinder with TwinPower Turbo, HPI and Valvetronic	Inline six cylinder VANOS Valvetronic	Inline six cylinder VANOS Valvetronic
Capacity	2979	2996	2497
Power - HP/RPM	306/5800	258/6600	204/6300
Torque – Nm/RPM	400/1200	310/2600	250/2750
Acceleration 0-100km/h – Second	6.1	6.7	8.5
Fuel consumption – l/100km	8.4	8	8
CO2 emission – g/km	195	187	187
Price off the road Jakarta	Rp 1.188.000.000,-	Rp. 958.000.000,-	Rp. 818.000.000,-
Color options			
Exterior	Alpine White, Black Sapphire, Imperial Blue, Sophisto Grey, Space Grey, Titanium Silver		
Interior	Black, Cinnamon Brown, Beige, Oyster		

# # #

## Media Information

Date June 17, 2010  
Topic All-new BMW 5 Series debuts in Indonesia.  
Page 4 of 4

### **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).

### **For further information please contact:**

Helena Abidin  
Corporate Communications Director  
Tel: +62-21-2992 3003  
Mobile: +62-816-968 450  
Email: [maria.h.abidin@bmw.co.id](mailto:maria.h.abidin@bmw.co.id)

Roberto Sumabrata  
Corporate Communications  
Tel : +62-21-2992 3009 ext 21724  
Mobile : +62-818-306 307  
Email : [roberto.sumabrata@partner.bmw.co.id](mailto:roberto.sumabrata@partner.bmw.co.id)