



Media Information

July 15, 2010

BMW Advanced Diesel arrives in Indonesia.

- **All-new BMW X1 sDrive20d and BMW X1 sDrive18i, the world's first compact Sports Activity Vehicles, introduced to young urban Indonesians.**

Jakarta. The all-new BMW X1 sDrive 20d has been unveiled in Jakarta, marking the official introduction of BMW Advanced Diesel Technology in Indonesia to meet the needs of environmentally-conscious young urbanites.

The President Director of BMW Indonesia, Mr. Ramesh Divyanathan, and an expert from BMW Diesel Engine Development Center, Dr. Ing. Erwin Kranawetter, officiated at the launching this morning.

“The era of old diesel has ended in Indonesia. Today marks the new era of modern premium diesel. BMW is setting a new trend on clean diesel in Indonesia. Driving BMW diesel is fun, smooth, clean and cool,” said Mr. Ramesh Divyanathan.

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.

“This is the beginning of a paradigm shift,” Mr. Divyanathan said. “We have chosen to introduce diesel engine on our all-new BMW X1 because the young urban Indonesians who are the target segment of this model are those with a stronger drive and the influence to change.” He added that half of the 150 pre-booked units of the all-new BMW X1 are the diesel model.

Earlier, in a technical workshop attended by delegates from the State Ministry of Environment, Indonesia's Agency for Assessment and Application of Technology (BPPT), various energy supply companies, BMW dealers and the media, Dr. Kranawetter presented BMW Group's sustainability strategy.

BMW Group aims to bring BMW EfficientDynamics technology, including the BMW Advanced Diesel engine, to all of its models. The benefits to the environment are much more substantial than developing a green car model. With BMW EfficientDynamics, 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 the Dow Jones Sustainability Index.

Mr. Klaus Landhaeusser, Diesel System Manager External Affairs ASEAN from BOSCH, the company which developed the diesel common rail injection system, discussed the advantage of diesel engines compared to gas and hybrid engines during the workshop. The diesel engine is proven to be more economical by reducing 30% of fuel consumption, cleaner by reducing 25% of emissions and more powerful by having 50% more torque compared to petrol engine, he said.

The smooth-running 1.995 liter four-cylinder diesel engine in the BMW X1sDrive20d uses the latest-generation Common Rail Injection system and a turbocharger. The engine delivers a perfect combination of dynamic performance and exceptional efficiency.

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 consumption is an efficient 6.1 l/100 km and CO₂ level at 160 g/km. The engine meets EU3 standards, and therefore Pertamina DEX, Dynamic Diesel from Petronas, Shell Diesel and Performance from Total fulfill the fuel quality requirement. This ensures that customers will have full mobility throughout Indonesia.

BMW Indonesia is also introducing the new BMW X1 sDrive18i petrol model to the market. The model is powered by a 150 hp 1,995 cc four-cylinder gasoline engine featuring Valvetronic and Double Vanos. 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 CO₂ level at 195 g/km.

The all-new BMW X1 has been awarded the 2010 red dot award for outstanding design and achieved the highest score of 5 stars in 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 all-new BMW X1 comes with all features typical of a BMW X model, while offering 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 succeed in enhancing the emotional driving experience.

The model is fitted with six-speed automatic transmission and safety features such as airbags for driver and passengers, head and side airbags, Dynamic Stability Control and Run Flat Tyres. The entertainment system features the Radio BMW Professional with CD, equipped with USB interface and AUX-IN connection.

The all-new BMW X1 sets new standards for driving pleasure in the premium compact segment. BMW is 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.

Model	BMW X1sDrive20d	BMW X1 sDrive18i
Engine	4 cylinder inline Diesel Common-Rail Injection	4 cylinder inline Petrol Valvetronic & Double Vanos
Capacity - CC	1,995	1,995
Power - HP/RPM	177/4000	150/6400
Torque – Nm/RPM	350/1750-3000	200/3600
Acceleration 0-100km/h – Second	8.3	10.4
Fuel consumption – l/100km	6.1	8.4
CO2 emission – g/km	160	195
Price off the road Jakarta	Rp. 688.000.000,-	Rp. 598.000.000,-
Color options		
Exterior	Alpine White, Black Sapphire, Cashmere Silver, Marrakesh Brown, Space Grey, Sparkling Bronze, Titanium Silver, Vermillion Red	
Interior	Black & Beige.	

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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

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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.

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