



Media Information

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BMW World Singapore – Experience BMW Like Never Before

Asia's largest showcase of BMW innovation, design and heritage opens its doors today.

Singapore. In celebration of its 25th anniversary, BMW Group Asia presents BMW World Singapore, Asia's largest showcase of BMW innovation, design and heritage, which will be open to the public from 9 to 14 November 2010 in Hall B of Sands Expo and Convention Centre, Marina Bay Sands.

Covering nearly 50,000 square feet of exhibition space, BMW World takes inspiration from the iconic BMW Welt in Munich. This showcase offers a look at BMW's illustrious history as a German engineering icon, and includes the Asian premiere of the all new BMW X3, as well the much awaited debut of BMW M3 GTS in Singapore. It also offers a glimpse into the future with BMW concept cars and a preview of the 2011 BMW Lifestyle Collection.

Asia premiere: The all-new BMW X3

The all-new BMW X3 is the successor to a top seller and will add a new dimension to the pleasure of driving a Sports Activity Vehicle of this class. The innovative design of the new BMW X3 combines the typical BMW X character with a dynamically stretched silhouette. Thanks to a generous amount of space and a high degree of variability in the interior, it is possible to adapt travel comfort as well as transportation capacities to suit each personal requirement.

More significantly than ever, the all-new BMW X3 establishes benchmarks in driving dynamics, agility and efficiency, whilst at the same time convincing through

noticeably increased driving comfort. Four-wheel drive technology BMW xDrive not only optimises traction, but has also been specifically harmonised to ensure enhanced driving dynamics.

The all-new BMW X3 offers fascinating qualities with uncompromising diversity, combining both driving pleasure and efficiency with comfort and functionality, sportiness and elegance.

Asia Premiere: M3 GTS

For the genuine motorsport enthusiast, the M3 GTS is ideal for Clubsport events – exactly the right car for the truly discerning customer demanding the very utmost in terms of power and performance. The BMW M3 GTS is largely hand-built by the most skilled craftsmen at BMW M GmbH as a perfectly harmonised package of outstanding modifications, with production exclusively to the customer's personal order. Focused on motorsport, the modifications are most evident in the drivetrain, the suspension and the body of the car, as well as its interior. .

Efficiency without compromising on performance: The BMW Concept 5 Series ActiveHybrid

A new generation of fuel efficiency, the BMW Concept 5 Series ActiveHybrid is an integration of BMW ActiveHybrid in a sedan to reduce fuel consumption and emissions by more than 10 per cent. Allowing all-electric, zero-emission motoring in city traffic, the electric motor offers a boost function, supporting the gasoline engine to produce a sporting driving experience that is intelligent, efficient and optimized for comfort.

The future is here: GINA

Look out for the BMW GINA Light Visionary Model, a car completely clad in a flexible fabric skin, an optical expression of creative freedom to revolutionise the way we think about automobiles.

M1 Hommage

To mark the 30th anniversary of the BMW M1 super sports car, BMW Group Design presented a homage to this legendary model as part of the Concorso d'Eleganza Villa d'Este in 2008. Designed by Giorgio Giugiaro, the BMW M1 was a car of superlatives and a highly emotive vehicle that was uncompromisingly primed for the race track. Spawning this development was the BMW Turbo by Paul Bracq, a revolutionary concept car which, in addition to its groundbreaking functional design, also boasted a raft of technical innovations. It is from these two unique vehicles that the BMW M1 Hommage takes its cue – a design study that pays tribute to its forerunner models and an embodiment of the competence, creativity and potential of the BMW Group Design team.

Mapping out the Roadster heritage

BMW World also tracks the BMW Roadster journey, from BMW 507 in the 1950s to the present-day BMW Z4.

Premiere: BMW 5 Series M Sports Package and BMW Performance Accessories

Following its world premiere at this year's Paris Motor Show, BMW World unveils the M Sports package, available for the new BMW 5 Series Sedan, for the first time in Asia. Exhibition-goers can also look forward to viewing BMW Performance Accessories developed with factory-backed enhancements for sheer driving pleasure.

Unveiled: 2011 Lifestyle Collection

Style, fashion, accessories and more – be among the first to preview and own the 2011 Lifestyle Collection that are perfect complements to your BMW life. The 2011 collection includes style items to go with BMW Golfsport, Motorsport, Sailing and BMW M.

Entertainment: Fun activities for the whole family

There's a whole load of fun-filled activities with state-of-the-art golf simulators, challenging drives with drive simulators, and for the young, the BMW KidsWorld where children can discover the joys of BMW at a specially designed kiddietrack and junior workshops.

The event is open to the public on November 9 from 2pm to 9pm and from November 10 to 14, 10am to 9pm. Admission is free. For more information and to pre-register, visit www.bmwworld.com.sg.

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About BMW Group Asia

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the East Asia region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

The BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world 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. Revenues for 2009 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.