



Media Information

February 8, 2011

The new BMW 1 M Coupé premieres in Indonesia.

Jakarta. The new BMW 1 M Coupé was unveiled in Indonesia less than a month after its world premiere at the Detroit Auto Show 2011. The striking Valencia Orange 2-door compact sports car, displayed at the Trans Eurokars Indonesia Showroom, is scheduled for delivery in Indonesia in May 2011 at the same time as its market launch in Europe.

“It is the first time that BMW M has extended its range of high-performance sports cars into the compact car segment. Amid the strong demand of BMW high performance cars in Indonesia, we flew this new BMW 1 M Coupé from Germany to Indonesia,” said Ramesh Divyanathan, President Director of BMW Indonesia, during the media briefing.

“BMW M cars are so successful worldwide that competitors try to follow our lead. However, we are pleased to note that our M cars are still the best to cope both with the extreme demands of the race track and the diverse challenges of everyday traffic that we experience in Jakarta,” added Mr. Divyanathan.

The BMW 1 M Coupé extends the company’s model range, paving the way for younger target groups to be able to access the hallmark driving experience offered by an M car. It embodies the unmistakable M feeling with its in-line 6-cylinder 3 liter engine with M TwinPower Turbo and direct injection capable of boasting a maximum output of 340 hp at 5,900 rpm. This output is almost exactly the level of the third generation BMW M3, while in term of driving dynamics it is clearly superior to the latter model, which was replaced only a few years ago. The new BMW 1 M Coupé features 6-speed manual transmission that is operated using a very short M gearshift lever.

The M TwinPower Turbo technology in the BMW 1 M Coupé consists of two relatively small turbocharges which are active even at low engine speeds. This results in an

unusually spontaneous level of responsiveness. The engine produces its maximum torque of 450 Nm from 1500 rpm up to 4500 rpm. An electronically controlled overboost function is capable of increasing torque under full load by additional 50 Nm. The overboost function helps the 1 M Coupé hit 100 km/h from a standstill in 4.9 seconds. Fuel consumption is 1 liter/10.4 km and CO₂ emission level is at 224 gr/km and it fulfils EU5 standard.

The model features chassis technology derived directly from the motor racing track, a high power to weight ratio, athletic design with innovative aerodynamic features and an exclusive interior conceived for concentrated driving pleasure combined to form a harmonious overall concept. BMW 1 M Coupé is fitted as standard with a variable M differential lock that generates lock-up torque as required and is completely variably up to 100%, thus providing for optimum traction on all road surfaces. The model is also equipped with M-specific compound high-performance brake system that provides impressive stability even under extreme conditions.

BMW 1 M Coupé features M Drive mode. By pressing a button on the steering wheel, the response of the engine shows a much increased level of spontaneity. Even minimal thrusts of the accelerator pedal are rewarded with instant, massive increases in torque, making the power delivery of the 6-cylinder engine a defining quality of the driving experience.

The Driving Stability Control (DSC) of the BMW 1 Series Coupé includes elements such as Antilock Brake System (ABS), an anti-slip control function (ASC), the brake assistant (Dynamic brake Control (DBC), Cornering Brake Control (CBC), and anti-fading function and a dry brake function. The driver can also activate the M Dynamic Mode (MDM) by means of a switch in the instrument panel, to raise the intervention threshold of the driving stability control system. MDM enables specifically applied, dynamic over steering and controlled drifting on bends.

The exterior paint finishes of Alpine White non-metallic, Sapphire Black metallic and the exclusive Valencia Orange metallic are available for BMW 1 M Coupé. The standard 19 inch M light alloy wheels in Y-spoke design provide perfect road contact and a striking appearance. The BMW 1 M Coupé is fitted as standard with bi-xenon headlamps. The twin circular headlights as well as the L-shaped rear lights feature

LED-fed positioning light. The chrome twin tailpipes on the rear strengthen the M character of the car.

The M cockpit shows a sports car ambience with its color and material combination. The standard sport seats in Boston leather offer both driver and front passenger excellent lateral hold even when taking bends in dynamic style. The design, created exclusively for BMW 1 M Coupé, includes orange contrast stitching on the black surfaces of the seats and backrests as well as the M logo embossed in the front of the headrests.

The model features anthracite-colored BMW Individual roof liner and exclusive design of interior trim strips, door panels and cockpit scoop in dark Alcantara. These design elements also feature the orange-colored contrast stitching, as do the gearshift and handbrake lever gaiter. An M driver footrest and M entry sills round off the exclusive interior. M leather steering wheel also comes as standard with multifunction keys for operating the audio system. Maximum audio enjoyment is provided by the Harman Kardon Surround Sound System featuring digital amplifier technology and ten speakers.

All BMW M cars are produced by BMW M GmbH which is a 100 percent subsidiary of BMW AG. With its products and services in the four business areas of BMW M Automobiles, BMW Individual, M Sports Packages and Options and BMW Group Driving Experience, it is geared towards customers with particularly high aspirations in terms of the performance, exclusivity and individual style of their vehicle. Based in Munich, the company was founded in 1972 as BMW Motorsport GmbH. Since then, the letter M has become synonymous all over the world for success in motor racing and for the fascination of high-performance sports cars which can be used for everyday driving.

The production of BMW M automobiles is integrated in the manufacturing processes of the BMW plants. BMW M GmbH has the status of an independent automobile manufacturer.

Model	BMW 1 M Coupé
Engine	In-line 6 cylinder
	BMW TwinPower Turbo
	High Precision Injection
	Valvetronic
Capacity - CC	3,000
Power - HP/RPM	340/5,900
Torque - Nm/RPM	450/1,500 - 4,500
Acceleration	4.9
Fuel consumption - l/km	1:10.4
CO2 emission- g/km	224

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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. Total revenue was 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 six 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.

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