



Media Information

March 8, 2011

New BMW 520d a clean fit with low-carbon lifestyle.

- **Launch showcases environmentally friendly celebration.**

Jakarta. The launch of the new BMW 520d on Tuesday is also a celebration of the growing support for a low carbon lifestyle along Indonesian consumers. The BMW 520d is the latest in the line of BMW Advanced Diesel-powered models from BMW that answers the needs of consumers for the ultimate environmentally friendly driving experience.

“The BMW 520d continues BMW’s unmatched commitment to making our internationally acclaimed EfficientDynamics technology part of every BMW driving experience,” said Mr. Ramesh Divyanathan, President Director of BMW Indonesia.

“BMW customers can savor the joy of driving these remarkable models with the added peace of mind that they are choosing a car with the best combination of performance and environmental credentials in Indonesia. The green lifestyle has arrived and is here to stay,” Mr. Divyanathan added.

“Today’s event fully illustrates that going green does not mean sacrificing the joy of living, or driving, and BMW models are the ideal fit with this essential environmental consciousness.”

As well as featuring testimonials from BMW customers about how using diesel-powered models has enhanced the joy of their driving experience, the event’s various elements – from location to food and entertainment – showed how consumers can make changes for the betterment of the environment.

Advanced Diesel technology.

Rudy Karimun, Managing Director of PT Robert Bosch Indonesia, BMW's partner in producing the Advanced Diesel technology, discussed the advantages of adopting this technology.

- Diesel consumes in average 30% (more economical) less fuel , produces 25% less emissions and is with 50% higher torque more fun to drive than a comparable gasoline vehicle;
- Use of clean diesel translates into less fuel consumption – and thus contributes to preserving energy and reduces the total costs of ownership;
- Diesel is the more economical option, because it allows coverage of a greater distance compared to gas. The fuel-efficiency ratio applies not only to individual consumers, but also corporations which will realize significant reductions in expenses by switching to diesel.

Refreshment.

Jenny Poespita from White Lotus caterer devised a delicious low-carbon menu that reduces CO2 emissions from the production, packaging, processing, transport, preparation and food waste.

- Ingredients consisting of vegan (soya based) ingredients to substitute for red meat, organic chicken and organic vegetables, locally caught fish and seasonal fruits;
- Use of natural and fresh seasonings instead of processed ones;
- Portion sizes based on the nutritional needs of diners.
- Use of reusable and/or biodegradable packaging/serving materials.

Jenny notes that making the choice to eat at least one plant-based meal out of every five meals may cut gas emissions by the equivalent of switching from a standard vehicle to an environmentally friendly one.

“At this event, we want to show that being environmentally friendly doesn’t mean compromising our pleasure. To be environmentally friendly is a class of its own,” Jenny said.

Entertainment.

DJ Anton conceptualized ingenious ways to keep guests full entertained without increasing their carbon footprint:

- Use of an efficient, low powered sound system. To add volume and excitement for an event such as this launch without using bigger speakers, DJ Anton is incorporating live instruments into his performance.
- DJ Anton acquires nearly all of his music by digital delivery. This means that there is no usage of the harmful plastic that is used to produce the CDs and the high carbon footprint associated with shipping them, especially imported ones.
- Use of a full LED lighting set up for the par and moving lights. LED lighting uses 70-80% less energy and the bulbs can last up to 15 years compared to short-life normal bulbs and lighting systems.

Location

The minimalist Ciputra Marketing Gallery Building incorporates many features that are energy efficient, especially its use of natural light.

- Predominant use of glass in most of the building for greater sunlight infiltration and reduction of electricity usage;
- Use of plants as glass layers instead of window tint to reduce heat and sunlight;
- Exclusive use of natural fertilizer for plants surrounding the building.

BMW EfficientDynamics.

BMW EfficientDynamics technology has been developed to bring outstanding performance, fuel efficiency and low emissions. Through BMW EfficientDynamics, 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 sixth consecutive year BMW has been rated the world's most sustainable automobile manufacturer in Dow Jones Sustainability Index.

###

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.

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

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