



Media Information.

May 31, 2011

The sparkling open top, all-new BMW 6 Series Convertible is launched in Indonesia.

Jakarta. The all-new BMW 6 Series Convertible that had its world premiere at North America International Auto Show in January this year, is now officially introduced for Indonesia market at the celebration of 10th anniversary of BMW Group in Indonesia.

The new BMW 6 Series Convertible fulfils the wishes of the most discerning automotive enthusiasts with its sheer driving pleasure, groundbreaking luxury and sparkling looks. In the premium convertible market, the new BMW 6 Series present the most advanced chassis technology and most innovative comfort, infotainment and safety features.

The convertible enthusiasts in Indonesia will have two options to choose from- the BMW 650i Convertible and the BMW 640i Convertible.

The BMW 650i Convertible is powered with 4.4 liter V8 engine with High Precision Direct Injection and TwinPower Turbo, developing a maximum 407 hp between 5,500 and 6,400 rpm, and makes peak torque of 600 Nm between 1,750 and 4,500 rpm. The spontaneous power and torque are the stand-out features of the V8 engine, combining sporting character with outstanding smoothness, linear power delivery, and exceptional efficiency. The engine is equipped with BMW's new 8-speed Sport Automatic transmission. The new BMW 650i Convertible completes the sprint from 0 to 100 km/hr in 5.0 seconds and top speed is electronically limited to 250 km/h. Average fuel consumption is 9,3 km/liter and CO₂ emissions of 249 grm/km.

The six-cylinder in-line engine under the bonnet of the new BMW 640i Convertible complements its BMW TwinPower Turbo technology and petrol direct injection with Valvetronic. The 3.0 liter engine develops a maximum of 320 hp at 5,800 rpm and reaches maximum torque of 450 Nm between 1,300 to 4,500 rpm. It can reach 100 km/hr from 0 in 5.7 seconds and top speed is limited to 250 km/hr. Average fuel consumption is 12,7 km/liter and CO2 emissions of 185 gm/km.

Design: Athletic elegance, natural sportiness.

The dynamic driving experience of the new BMW 6 Series Convertible is reflected by its athletic presence and sporty exterior design. A long hood, set back passenger compartment, long wheelbase and muscular profile create the proportions signature to a BMW Convertible. The precise interplay of eye-catching lines and meticulously sculpted surfaces help to give the model its show-stopping looks.

The new BMW 6 Series Convertible introduces its dynamic character through its front end design. The large, slightly forward-slanting BMW kidney grille – the “6 Series shark nose” as characterized by many enthusiasts – gives the car a sense of surging forward, while a broad air intake, strikingly contoured hood and muscular wheel arches hint at the powerful engine and athletic roadholding abilities. The LED foglamps for the 650i Convertible are placed in front of these chrome elements.

The standard Xenon headlights of the new BMW 6 Series Convertible pick up BMW’s familiar “twin round” headlamp appearance. An LED accent strip, completing the Adaptive headlights on the 650i, cuts across the top of them. The daytime running lights appear through familiar LED corona rings, whose bright white light illuminates the distinctive front end. A horizontal light strip below the corona rings, meanwhile, handles the turn signal duties.

Uninterrupted, flowing lines lend the silhouette of the BMW 6 Series Convertible a sweeping elegance. Powerful curves mimic the natural movement of waves. The hallmark BMW character line at door handle level is spawned in the front wheel arch gill – which houses the side indicator lamp – and extends all the way back to join the rear lights.

Wide and flat surfaces define the rear of the new BMW 6 Series Convertible. distinctive V-shape is created by lines including the side edges of the trunklid, the license plate surround and the contours of the reflectors positioned in the bumper. The automatic opening and closing operation for the roof is activated as standard using a button on the centre console. Opening the roof takes 19 seconds, the closing process takes 24 seconds. Both operations can be activated while on the move at speeds of up to 40 km/h.

The paintwork and interior colors for the BMW 6 Series Convertible can be suited to the customer's individual request. The soft top comes– in Black, while Beige is optional. For the exterior, color options include Black Sapphire, Alpine White, Space Grey, Titanium Silver, Vermilion Red, Havana Brown and Orion Silver.

Interior with BMW's traditional driver-oriented cockpit.

The new BMW 6 Series Convertible is designed to be a 2+2-seater. High-quality materials, carefully coordinated colors and, once again, meticulously formed surfaces combine to produce an ambience defined by luxury, sweeping style and Teutonic functionality. A hallmark BMW element of the interior design is the driver-oriented cockpit layout.

The front passenger area is bordered by a surface curving elegantly from the armrest over the side edge of the center console, upwards and outwards into the instrument panel and then horizontally into the door trim. This provides a harmonious surround for the front passenger area, creating a feeling of exclusive security. The contour of the rear waistline surface, which extends slightly into the interior between the head restraints, highlights the individual seat layout of the rear. In the 650i Convertible, the controls are covered with ceramic surround.

The interior of BMW 650i Convertible features the exclusive Nappa leather, while the BMW 640i Convertible is equipped with fine Dakota leather. Both leather options come with SunReflective Technology to keep occupants pleasantly cool.

Premiere: Freestanding Central Display with flatscreen design.

The black-panel instrument cluster of the new BMW 6 Series Convertible combines the traditional sports car circular instruments with state-of-the-art display technology.. The on-board monitor takes the form of a freestanding display for the first time in the new BMW 6 Series Convertible. The standard 10.2 inch screen with TV function features a high-quality galvanized chrome surround.

The new arrangement of the Central Display – which now reaches further into the passenger compartment -influences the architecture of the instrument panel, which rises steeply in front of the driver and front passenger.

Driving Dynamics Control.

The driver can choose settings of NORMAL, SPORT and SPORT+ modes using the large rocker switch on the center console. Affected parameters include the tuning of the throttle response, power steering assistance, suspension and automatic transmission shift characteristics.

In SPORT+ mode, the Dynamic Traction Control mode of the standard Dynamic Stability Control system is activated, raising the thresholds for stability intervention in the most sport-oriented driving circumstances.

Unmatched chassis technology works with the cutting-edge engine to provide the driver with greater dynamic capability and improved ride comfort compared to the previous-generation 6 Series Convertible.

New lightweight technology, comprehensive safety equipment.

The new BMW 6 Series Convertible is fitted with newly developed lightweight seats with an integrated seatbelt system, while the 650i comes standard with 20-way multi-contour adjustability and adjustable lumbar support. All seats come with crash-activated anti-whiplash head restraints.

The range of standard safety equipment also includes front airbags, head-thorax side airbags integrated into the seat frame, three-point automatic belts for all seats, belt force limiters and front belt pre-tensioners, ISOFIX child seat mounts in the rear and a standard Roll-Over Protection System.

The Roll-Over Protection System developed for the new BMW 6 Series Convertible consists of two high-strength aluminum roll-bars hidden behind the rear head restraints. If the integrated safety electronics register a risk of the car rolling over, the pyrotechnic release mechanism is activated, causing the high-strength aluminum roll-bars to rise from their stowed position in a fraction of a second.

Carefully researched advances in materials and development of the car's load-bearing structure have significantly enhanced the body's construction in terms of the agility and safety it offers. Its static torsional rigidity is about 50 percent greater than that of its predecessor. In the interests of perfect balance, the doors, hood and front spring mounts are all aluminum, while the front side panels, roof lid and trunklid are made from reinforced composite.

This weight optimization has been combined with an improvement in passive safety; the car's mean body strength is 29 percent greater than its predecessor. This has been achieved primarily through the use of high-strength multi-phase steels, high-strength hot-molded steels and aluminum

Rear-View, Top View, and Side View Cameras.

To supplement the standard Park Distance Control, which uses ultrasonic sensors to monitor distance from objects in front or behind, the new BMW 650i Convertible also features a standard rear-view camera. The camera is integrated in the trunklid under the BMW "roundel" badge, which protects it from dirt. When the rear-view camera is activated, the roundel badge pivots up out of the way to expose the camera lens. The perspective-corrected color images are relayed to the Central Display. Superimposed on the images are interactive tracking lines which indicate the optimal steering angle for parking, as well as the tightest turning circle.

Parking Assistant.

The new BMW 650i Convertible is equipped with Parking Assistant, a unique BMW ConnectedDrive feature. This system helps the driver perform parallel parking maneuvers safely and conveniently. It starts by checking for suitable parking spaces, using ultrasound sensors integrated in the side indicator surrounds. While driving at

speeds of up to 35 km/hr, these sensors continuously scan the length and width of potential roadside parking spaces.

If the Parking Assistant is activated, it informs the driver of suitable parking spaces – which must be at least 1.20 meters longer than the vehicle itself – as he drives past. When a space has been chosen, the maneuver can be performed as soon as the driver comes to a stop and shifts to reverse. If the system is not activated, scanning still takes place in the background. Should the driver shift to reverse and a suitable parking space is available, the relevant information will then be shown in the Control Display. The driver confirms that he wishes to use the Parking Assistant by pressing the iDrive Controller. Now all he has to do is operate the accelerator and brake pedals and monitor his surroundings, leaving the Parking Assistant to take care of the steering. Throughout the reverse parking maneuver, audible and visual signals from Park Distance Control, the rear-view camera and the Surround View system help the driver keep his distance from other vehicles or objects.

BMW EfficientDynamics features – Automatic Start/stop and Brake Energy Regeneration.

The new BMW 640i Convertible comes with Automatic Start/Stop function as standard.

This system prevents unnecessary fuel consumption by reducing the amount of time the engine spends at idle when the driver stops at a junction or in a traffic jam. As soon as the car comes to a standstill, the engine automatically switches off. When it is clear to move off again, all the driver has to do is take his foot off the brake pedal and the engine springs back into action without delay. This Auto Start-Stop function can be switched off.

Both BMW 640i Convertible and BMW 650i Convertible are equipped with Brake Energy Regeneration. The system uses intelligent energy flow management to ensure that the generation of energy for the on-board power supply is concentrated during phases when the car is coasting or braking. This lightens the load on the engine and allows electricity to be generated largely without burning any fuel.

Entertainment and communication system.

The new BMW 650i Convertible is equipped with the best-in-class entertainment HiFi system Professional consisting of 12 loudspeakers with 500 Watt amplifier, with a 205 Watt HiFi system for the 640i Convertible. The high-resolution 10,2" on-board monitor enables displaying analogue and digital TV reception and DVD, while the hard disk drive has capacity of 12 GB to store music collection. The USB/audio interface supports Cover Art display while Bluetooth Audio Streaming enables wireless music transfer from an audio player or mobile phone.

	BMW 640i Convertible	BMW 650i Convertible
Price off the road	1,598,000,000	2,098,000,000,-
Engine	In-line 6-cylinder TwinPower Turbo, twin-scroll turbocharger, Double VANOS, VALVETRONIC	V8 TwinPower Turbo, bi-turbo, Double VANOS
Capacity	2,979	4,385
Output HP/RPM	320/5,800-6,000	407/5,500-6,400
Torque - Nm/RPM	450/1,300-4,500	600/1,750-4,500
Transmission	8-speed Sport automatic transmission, Steptronic	8-speed Sport automatic transmission, Steptronic
Acceleration 0 - 100 km/hr	5.7	5.0
Top Speed km/hr	250	250
Fuel Consumption km/l	12.7	9.3
CO2 Emission gr/km	185	249

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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 and

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Page 8 of 8

MINI 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