



Media Information

June 21, 2011

BMW 325i with ConnectedDrive launched at premiere of 'Catatan Harian Si Boy'.

Jakarta. The latest version of the BMW 325i, now with new BMW ConnectedDrive and BMW EfficientDynamics, was launched at the premiere of Catatan Harian Si Boy at Studio XXI Epicentrum today.

An updating of the iconic series of Catatan Si Boy movies of the 1980s for today's audiences, the film features the main character of Satrio driving the BMW 325i and M3. The presence of BMW models continues the company's long association with the "Boy" movies. The BMW 3 Series, the creator of the compact sports sedan segment and the most popular premium car for more than 30 years, first gained popularity in Indonesia in the early 1980s. Its status among the Indonesian public was bolstered by the Catatan Si Boy romantic comedies that explored the lives of affluent young adults.

Actor Ario Bayu, who plays Satrio in the movie, also drives the BMW 325i in his personal life.

BMW 325i is equipped with one of the **BMW ConnectedDrive** features – **Bluetooth Office**, including **Bluetooth Audio Streaming**. **Bluetooth Office** allows customers to check their contact list, messages and calendar in their smart phones directly from the on-board monitor display. With **Bluetooth Audio Streaming** feature, music from an audio player or mobile phone can be easily transmitted to the vehicle's stereo system – without the need for cables. The title of the song currently streamed from the music player or phone appears in the display. The system also features **Album Cover Display** where the album cover of the currently playing song will be displayed on the high-resolution monitor with 1280 x 480 pixels. Customers can access www.bmw.com/bluetooth to check the compatibility of the system with their personal mobile phone.

BMW ConnectedDrive is a concept developed by BMW Group to connect the driver to their vehicle and their world in an intelligent manner offering convenience, infotainment and safety. One of its features will allow the driver and passengers to access multimedia content en route, obtain information, communicate by phone or email and always remain up to the minute. More services of BMW ConnectedDrive will be introduced in Indonesia as soon as the infrastructure is ready.

The BMW 325i also introduced new **BMW EfficientDynamics** features such as Electric Power Steering with **Servotronic** and **Brake Energy Regeneration**. Thanks to Servotronic, driving the latest BMW 325i along narrow streets and parking becomes easier now as it requires minimum effort to turn the steering wheel. Servotronic adjusts the amount of steering assistance to suit the current speed, enhancing the driving comfort. Brake Energy Regeneration allows charging of the battery only when braking, coasting or decelerating. This EfficientDynamics technology improves fuel efficiency by up to three percent and ensures that the full power of the engine is available for acceleration.

The interior of the BMW 325i now comes with high-quality Dakota leather upholstery and Chrome Line exterior parts.

The BMW 325i also offers the best-in-class entertainment and communication system. Passengers enjoy a theater-quality sound system with the Harman/ Kardon Surround Sound System with 13 loudspeakers, 420W amplifier and multi-channel LOGIC7. The new iDrive system includes On-board monitor with TV and DVD function with 8.8 inch high-resolution display, Bluetooth interface, USB audio interface and a 13 GB hard drive capable of storing up to 100 personal CDs.

BMW 325i sedan offers outstanding performance, handling, fuel efficiency, safety, comfort and entertainment features that are unmatched by other vehicles in its class. Powered by a smooth and efficient six-cylinder inline engine, the BMW 325i is capable of producing a maximum output of 218 hp at 6,500 rpm and a peak torque of 250 Newton-metres at 2,750 rpm. With a power ratio of 87 hp per liter, the 325i is the most efficient engine in its class, while at the same time also being the most refined due its in-line 6 cylinder configuration. It accelerates from a standstill to 100 km per

hour in 7.7 seconds on average fuel consumption 1 liter for 11,9 km with CO₂ emission of 194 grams per km, the engine also complies as EU 5 standard.

During the first five months of 2011, sales of BMW grew 41% over the previous year to reach 596 units. The brand's shares in the premium segment has increased from 19.% to 28.3% during the same period. BMW 3 Series contributed 45% of BMW sales in Indonesia. A total of 272 units have been delivered to customers, an increase of 27% compared to last year.

BMW 3 Series price list – off the road Jakarta.

BMW 325i	Rp. 659,000,000.-
BMW 320i Executive	Rp. 589,000,000.-
BMW 320i Business	Rp. 519,000,000.-

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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 more than 1.43 million automobiles and over 101,000 motorcycles for the 2008 financial year. Revenues for 2008 totalled EUR 53.2 billion, with earnings before interest and taxes (EBIT) of EUR 921 million. The company employed a global workforce of approximately 98,000 associates on 30 September 2009.

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 Group in Indonesia

PT. BMW Indonesia is a wholly-owned subsidiary of Bayerische Motoren Werke (BMW) AG, the world manufacturer of BMW vehicles based in Munich, Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia.

PT. BMW Indonesia's activities cover the wholesale of BMW and 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 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

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Page 4 of 4

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