



Media Information

June 21, 2011

The new BMW 325i Convertible appears at the premiere of 'Catatan Harian si Boy'

Jakarta. BMW Indonesia introduced for the first time the new BMW 325i Convertible at the premiere of 'Catatan Harian si Boy'. The new BMW 325i Convertible features new front and rear lights, a revised kidney grille and a new front air dam. Its face has been subtly restyled by adding a twisted chrome band around the kidneys, new Bi-Xenon lights with corona rings, indicators and side repeaters and an 'eyebrow'.

At the rear, all-red light clusters feature LED light bars and the re-styled rear bumper visually reduces the perception of height, giving a more dynamic stance. In profile the BMW 3 Series Convertible is slightly longer than the previous model.

The new BMW 325i Convertible features an electronically controlled retractable hard-top roof that can be automatically opened in 22 seconds. Inside, Dakota Leather and Black high-gloss trim offers a fresh and modern feeling. The new Convertible offers Dakota leather upholstery with SunReflective technology that allows the surface of the seats and interior to stay cool even in direct sunlight.

This new 3 Series Convertible also offers the best-in-class entertainment and communication system, completed by the Harman/ Kardon Surround Sound System with 11 loudspeakers and 420 W amplifier. The new iDrive system includes on-board monitor with TV and DVD function with 8.8 inch high-resolution display and USB audio interface. Optimal connectivity is ensured with the Bluetooth interface for mobile phone and Voice control system.

The new BMW 325i Convertible 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 2.5-litre six-cylinder inline

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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. It accelerates from a standstill to 100 km per hour in 8.4 seconds and thanks to EfficientDynamics measures, such as Brake Energy Regeneration and Electric Power Steering, the average fuel consumption shows 1 liter for 11.4 km with CO₂ emission of 204 grams per km.

Price off the road Jakarta

BMW 325i Convertible Rp. 988.000.000,-

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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.

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