

UNDER EMBARGO TILL 7.00PM

Media Information

3 November 2011

The all-new BMW 1 Series. Unique driving pleasure in the premium compact segment.

Singapore. BMW Asia today announced the official launch of the new BMW 1 Series which will be available in two variants; BMW 116i and BMW 118i.

This second generation entry-level BMW model has achieved maturity, offering an even better balance between sportiness and driving comfort, improved functionality, and numerous driver assistance systems previously available only in higher segments.

“The premium compact BMW 1 Series is already synonymous with driving pleasure. Now, the all-new BMW 1 Series offers state-of-the-art engine and suspension technology, further improvements in fuel efficiency, significantly more space and an innovative range of features and equipment. By building on the strengths of its predecessor which has already sold more than one million units worldwide, we are confident that the new BMW 1 Series will be just as well received,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

The body of the new BMW 1 Series is 85 millimetres longer than its predecessor at 4,324 millimetres, while the wheelbase has widened by 30 millimetres to 2,690 millimetres. The car also looks more powerful because its overall width has increased by 17 millimetres to 1,765 millimetres, while its height remains unchanged at 1,421 millimetres. The rear seats have 21 millimetres more legroom, and the luggage compartment has expanded by 30 litres to 360 litres.

The design of the new generation is a powerful expression of the latest technological advances. The model’s fresh, youthful image has been stylishly updated, using the

latest BMW design language. The BMW 1 Series is also the first model to be offered with the BMW Sport Line and BMW Urban Line, providing exclusive opportunities for personalization.

The new BMW 1 Series features the new generation 4-cylinder petrol engine with the BMW TwinPower Turbo technology. Not only does this new generation petrol engine offer a sporty feel, but it also has exceptionally low fuel consumption and CO₂ emissions. The new BMW 1 Series also comes with the wide range of BMW EfficientDynamics technology such as Brake Energy Re-generation, electromechanical servo-assisted steering, as well as the unique-in-its-class features including the Eight-speed automatic transmission with the Automatic Start / Stop function and ECO PRO mode.

“Apart from its sporty new look, the new BMW 1 Series remains a leader in fuel economy thanks to BMW EfficientDynamics technology. It is also the first time that a BMW car is available with a 1.6-litre engine capacity, which effectively qualifies us for the small-car COE category (Category A). This enables us to extend our existing outreach to an even greater target audience, specifically those in search of a small premium car capable of the sheer driving pleasure that BMW is so famous for,” added Mr Fiorentinos.

The new generation of petrol engines: dynamic power delivery and outstanding fuel efficiency thanks to BMW TwinPower Turbo technology.

The 1.6-litre petrol engines making their debut in the BMW 116i and BMW 118i models use BMW TwinPower Turbo technology, consisting of a twin-scroll turbocharger, High Precision Injection, VALVETRONIC and Double-VANOS. The forced-induction system uses the twin-scroll principle, with separate ducts both in the exhaust manifold and the turbocharger itself, each serving one pair of two cylinders. Output is also boosted by VALVETRONIC variable valve control, which is fully integrated into the cylinder head, and Double-VANOS variable camshaft control

on the intake and exhaust sides. The new petrol engines are also unusually fuel-efficient, thanks mainly to High Precision Injection.

The four-cylinder engine of the new BMW 118i, which has an all-aluminium crankcase, has a maximum output of 170 hp at 4,800 rpm, and a maximum torque of 250 Nm at between 1,500 and 4,500 rpm. It is exceptionally responsive, accelerating the car from 0 to 100 km/h in 7.5 seconds and on to a maximum speed of 222 km/h. Improved efficiency is reflected in combined-cycle fuel consumption of 5.8 litres per 100 kilometres and CO₂ emissions of 134 grams per kilometre (EU combined test cycle).

The new BMW 116i's four-cylinder engine provides significantly improved driving dynamics compared to the predecessor model. It has an output of 136 hp at 4,400 rpm and a maximum torque of 220 Nm between 1,350 and 4,300 rpm. The car takes 9.1 seconds to reach 100 km/h from a standing start, and has a maximum speed of 210 km/h. The new BMW 116i's fuel consumption over the combined cycle is 5.6 per 100 kilometres, and its CO₂ emissions are 131 grams per kilometre (EU combined test cycle).

Efficient Dynamics technology Class leading in fuel-efficiency.

The all-new BMW 1 Series continues to embody the concept of fuel-efficiency like no other premium car via a comprehensive array of consumption and emission-reducing technologies. BMW EfficientDynamics technologies fitted as standard include Brake Energy Regeneration and electromechanical servo-assisted steering, and tyres with reduced rolling resistance. The Automatic Start/Stop function comes as standard also with the automatic transmissions. Using the driving experience switch, drivers can activate ECO PRO mode, which is designed to facilitate a particularly economical driving style.

The all-new BMW 1 Series is also standard with eight-speed automatic transmission

– the only car in the compact segment to offer this. Its principle benefits are faster, smoother gear changes, and superior fuel-efficiency.

Perfect handling and increased comfort: high-quality suspension technology, even weight distribution and improved stability control.

The new BMW 1 Series boasts best-in-class suspension technology, with a double-joint cross-strut front axle with MacPherson struts and sway bars, and a five-link rear axle. It has a wider track than its predecessor at both front and rear, and the almost perfect 50:50 weight distribution helps to translate the dynamic advantages of the rear-wheel drive layout into an exciting responses and a more comfortable ride compared with the predecessor model.

The electromechanical power steering of the new BMW 1 Series combines typical BMW precision with very low energy consumption. The standard Servotronic function provides speed-dependent power assist. The instant responses of the new BMW 1 Series are due to the combination of a powerful, reliable braking system and DSC (Dynamic Stability Control), which is fitted as standard. Proven features such as ABS (anti-lock braking system), DTC (Dynamic Traction Control), CBC (Cornering Brake Control) and DBC (Dynamic Braking Control) are now augmented with braking assistance, fading compensation, brake drying, hill assist, and, in DSC Off mode, an electronic rear axle differential locking system.

Meanwhile, the driving experience switch, fitted as standard on the centre console, adjusts the car's set-up to suit the driver's personal preferences. All models offer a choice of three modes, COMFORT, SPORT and ECO PRO. On the BMW Sport Line models, when fitted with the optional Variable Sports Steering, there is furthermore a fourth mode, SPORT+.

**Intelligent Lightweight Construction
More agility, more safety**

The lightweight body of the new BMW 1 Series makes it more agile and improves

passenger safety, with high-strength steel being used to increase the torsional resistance and strength of the passenger safety cell while minimizing weight. The advances made in this area are reflected in the car's dynamic responses and its improved power-to-weight ratio compared with its predecessor.

Crumple zones and clearly defined load paths absorb the force of an impact and deflect it away from the passenger cell. The standard safety package comprises front airbags, side airbags built into the seatbacks, front and rear head airbags, three-point automatic belts in all seats, front seatbelt tension limiters and pre-tensioners, and ISOFIX child seat mountings in the rear.

Exciting, elegant, innovative design

This innovativeness, elegance and responsiveness of the new BMW 1 Series are all reflected in its compact bodywork. Its overall proportions follow an instantly recognizable BMW template, with an elongated bonnet, long wheelbase and set-back passenger cell. The front of the car is dominated by the large BMW kidney-shaped radiator grille, boldly shaped headlight units and three-section air intake. The double-round headlights have an accent trim across their tops, while for the first time on a BMW model, the side indicator lights are built onto the exterior mirrors.

The slightly sloping roof line, sporty, angled rear windscreen and flat side windows give the car a coupe-like feel when seen from the side, while the Hofmeister kink – the low forward bend at the back end of the side windows – extends well into the C-pillar, making the door aperture wider and facilitating entry to an exit from the rear seats. The bold, characteristic BMW swage line gives powerful emphasis to the shoulder area. It starts at the front wing and rises continuously to the rear lights, with the door handle integrated neatly into it. The wide-set wheel arches reinforce the broad, powerful impression created by the rear of the new BMW 1 Series, and the rear light units too are set well apart. Each unit has a raised surround, and the different lights within it are structured horizontally.

Premium ambience and excellent use of interior space.

Inside, a combination of typical BMW design features and innovative details creates a fresh, youthful and contemporary ambience, with a focus on spaciousness and driving pleasure. High-quality materials further enhance the premium feel. Where an optional navigation system and the BMW Professional radio are fitted, the new BMW 1 Series also comes equipped with the BMW iDrive system. This comprises a controller on the centre console, favourites buttons and a freestanding flatscreen monitor.

The all- new BMW 1 Series also offers much more storage space, with large door pockets, two cupholders in the centre console, a roomy glove compartment, and a compartment under the armrest. The 360-litre luggage compartment expands to a maximum of 1,200 litres by lowering the 60/40 split-folding rear seats, giving a flat surface extending all the way to the front seats.

BMW Sport Line and BMW Urban Line make their debut.

The new BMW 1 Series is the first car to feature the new BMW Lines, opening up a whole new world of possibilities for personalization. An exclusive range of equipment options, colour schemes and materials for the interior and exterior equipment help to show off the dynamic design and technological sophistication of the new BMW 1 Series to best advantage. All the components of the BMW Lines are matched down to the last detail, and create a striking visual impact. Other individually customizable features include a choice of seat coverings, interior trims and accent strips and light-alloy wheels.

The new BMW 1 Series is also offered with numerous design and material options apart from those included in the new BMW Lines. There are currently three non-metallic and nine metallic exterior paint colours.

Media information: The New BMW 1 Series.

Additional information enclosed:

1. The new BMW 1 Series
2. The new BMW 1 Series price list.
3. The new BMW 1 Series variants and specifications.

-END-

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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 seven years

For more information:

BMW Asia Pte Ltd
Corporate Affairs Department
Sethipong Anutarasoti
Tel: +65 6838 9630
Email: sethipong.anutarasoti@bmwasia.com

Daniel Chan
Tel: +65 6838 9639
Email: daniel.chan@bmwasia.com

Media Website: www.press.bmwgroup.com

1. The new BMW 1 Series price list.

Model	Retail price (at press time)
BMW 116i	\$153,800
BMW 118i	\$173,800

- Warranty: 3 years unlimited or 100,000 km, whichever comes earlier
- Prices and equipment are accurate at press time. These are subject to change without prior notice.
- Package price includes 1st year road tax, number plates, in-vehicle unit (IU), registration fees, GST and Certificate of Entitlement (COE).

2. The new BMW 1 Series specifications.

BMW 116i

Four-cylinder in-line engine with BMW TwinPower Turbo with Twin-Scroll Turbocharger and high-precision injection and VALVETRONIC.

Capacity: 1,598cc, max output: 136 hp at 4,400 rpm

Max torque: 220 Nm from 1,350 – 4,300 rpm

Acceleration: 0-100 km/h in 9.1 seconds

Top speed: 210 km/h

Average fuel consumption to the EU standard: 5.6 ltr/100km

CO₂ emissions to the EU standard: 131 g/km,
full compliance with the EU5 emission standard.

BMW 118i

Four-cylinder in-line engine with BMW TwinPower Turbo with Twin-Scroll Turbocharger and high-precision injection and VALVETRONIC.

Capacity: 1,598cc, max output: 170 bhp at 4,800 rpm

Max torque: 250 Nm from 1,500 – 4,500 rpm

Acceleration: 0-100 km/h in 7.5 seconds

Top speed: 222 km/h

Average fuel consumption to the EU standard: 5.6 ltr/100km

CO₂ emissions to the EU standard: 131 g/km,
full compliance with the EU5 emission standard.