

Media Information

November 30, 2011

**BMW unveils the all-new 1 Series in Indonesia.
BMW 1 Series Urban Line and Sport Line offer greater
individuality combined with extraordinary performance and fuel
efficiency.**

Jakarta. The second generation of the BMW 1 Series has arrived in Jakarta. The award-winning premium compact hatch was introduced today at BMW Studio, Plaza Indonesia.

The all-new BMW 1 Series boasts more space, a state-of-the-art engine and suspension technology, enhanced fuel efficiency and customized lines of features that are a perfect fit for dynamic urban lifestyles. It was recently awarded five stars in the Euro NCAP crash test as well as the "Golden Steering Wheel" by Germany's Autobild magazine.

"The new BMW 1 Series is modern, extroverted, sporty and confident, and a symbol of the contemporary, urban lifestyle. I believe that this new luxury compact hatch is ideally suited for cosmopolitan cities in Indonesia such as Jakarta, Surabaya and Bandung," said Ramesh Divyanathan, President Director of BMW Indonesia.

The model's fresh and 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.

To underline the multi-faceted character of the new 1 Series, BMW is introducing a unique social media campaign to search for a pair of siblings who represent the character of the Urban Line and Sport Line of the model. The search will start on 15 December 2011 and the closing date for entries is 15 February 2012. The winning siblings will be entitled to drive the all-new BMW 1 Series Urban Line and Sport Line until December 2012.

Information on this campaign is available at www.1origin2originals.com.

The BMW 1 Series Sport Line features front and rear bumpers with elements in high-gloss black, black grille with nine extra wide kidney grille slats in high-gloss black, black exterior

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mirror caps, black chrome-plated tailpipe, Sport logo on the side of vehicle and 17" light alloy wheels on the exterior. In the interior, the design features a series of red highlights, such as red chronoscale on speedometer, red contrast stitching on the sport leather steering wheel, door sill finishers with the "BMW Sport" logo, car key with red detailing and Dakota leather with contrast stitching. The interior comes with sport seats and orange/red or white ambience lighting.

The Urban Line features front and rear bumper with elements in white, white kidney grille with eleven chrome-fronted grille slats, horizontal bar in white at the front and rear bumper, Urban logo on the side of vehicle, tailpipe trim in matt chrome and 17" light alloy wheels on the exterior. For the interior, it offers door sill finishers with "BMW Urban" logo, sport leather steering wheel, car key with white detailing, interior trim in White acrylic glass with matt Oxide Silver accent lines and modern Dakota leather. It also features blue or white ambience lighting.

The new BMW 1 Series is equipped with the new 8-speed automatic transmission with Steptronic and the Auto Start/Stop function as a standard feature. The 8-speed automatic transmission offers greater comfort, smoother and responsive gear shifts, increased dynamism, fuel efficient and less emissions.

This new model is powered by the latest generation of four-cylinder engine with BMW TwinPower Turbo technology combining a TwinSchroll turbocharger with VALVETRONIC, Double-VANOS and High Precision Injection. This new engine offer significantly more torque at low revs, increased power output and significantly reduced fuel consumption and emission compared to the previous naturally aspirated engine.

BMW 1 Series in Indonesia is introduced with 1.6 liter petrol engine that produces 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 with a maximum speed of 210 km/h. The fuel consumption is extremely efficient, with 1 liter for 17.24 km, and the CO₂ emission is at 134 g/km.

The model incorporates the extremely wide-ranging BMW EfficientDynamics

technology that enables the reduction of fuel consumption and emissions while simultaneously increasing driving dynamics. This includes the Automatic Start/Stop function, Brake Energy Regeneration and Electric Power Steering with Servotronic. Another highlight is the Driving Experience Control featuring the new ECO PRO mode. It helps to reduce fuel consumption up to 20 percent and also includes the Sport, Sport Plus and Comfort modes in Sport Lines and Sport, Comfort modes in Urban Line.

ECO PRO mode actively assists economical driving. It enables a reduction in fuel consumption depending on the driving lifestyle. It restricts the maximum output of the air conditioning system. The accelerator pedal sensitivity is changed to ensure more moderate acceleration. The control display offers ECO PRO tips on how to drive even more efficiently with moderate acceleration or maintaining constant speed. The control display can also display fuel consumption history. The feedback from this information can help the driver to further optimize the driving style.

The all-new BMW 1 Series features iDrive with a stand-alone 6.5" high resolution flat screen monitor display. It is equipped with BMW Radio Professional entertainment system with USB, Bluetooth Interface for mobile telephone and audio streaming, Bluetooth Office.

Customers can choose from Alpine White, Black Sapphire, Glacier Silver and Crimson Red exterior colors combined with a choice of Dakota leather upholstery in Everest Grey with black highlights, Coral Red with black highlights or Black with red highlights for BMW 116i Sport Line. The BMW 116i Urban Line is offered in Alpine White, Glacier Silver, Black Sapphire, Mineral Grey, exterior colors with Pearl Grey or Black Dakota leather upholstery.

The price of the BMW 116i Sport Line and BMW 116i Urban Line is Rp 529.000.000,- off-the-road Jakarta. Customers can visit www.bmw.co.id to configure the all-new BMW 1 Series. The BMW Configurator also includes other BMW models with the exterior/interior colors that they prefer, contact and select the nearby Authorized BMW Dealer to arrange a test drive.

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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. 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 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.

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