

Media Information

15 May 2012

The new BMW 320i arrives in Singapore. Enhanced Efficiency with BMW TwinPower Technology.

Singapore. BMW Asia today announced the arrival of the much anticipated, new BMW 320i in Singapore. Following the impressive BMW 328i, the top four-cylinder model launched earlier in March, the new BMW 320i will be the second model to be powered by the new-generation 2.0-litre four-cylinder petrol engine.

Powered by BMW TwinPower Turbo technology, the new four-cylinder engine has enabled the new BMW 320i with an all-round improvement against its predecessor. It now develops a maximum of 184 hp at 5,000 rpm (+8%) and peak torque of 270 Nm at just 1,250 – 4,500 rpm (+22%). With an 8-speed sport automatic transmission, it can further sprint from naught to 100km/h in just 7.6 seconds, which is 2.2 seconds faster than before. The new BMW 320i is also highly efficient and friendly to the environment with a fuel consumption rating of just 6.0 litres/100km (+8%) and CO2 emissions of 139 g/km (+7%), thanks to Efficient Dynamics.

“As the world’s best-selling premium car, the BMW 3 Series has traditionally been a key volume model for BMW. With the improved sporting prowess, elegance, comfort and looks, this sixth generation BMW 3 Series is set to take the world by storm once again,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

The new BMW 3 Series Sedan:

Dynamic capability, efficiency and comfort

The pioneering history of the BMW 3 Series serves as an inspiration for the new sports sedan, whose powerful styling represents a fresh interpretation and conscientious development of traditional BMW design cues. The new BMW face, with flat headlights reaching along as far as the BMW kidney grille, emphasizes the elegantly dynamic design of the new BMW 3 Series. The sixth generation of the 3 Series has grown in size compared to its predecessor, with its wide track (front

+37mm, rear + 48mm) particularly prominent, and the car's increased length (+93 mm) and augmented wheelbase (+50mm) also accentuate its sporting silhouette. Inside the new BMW 3 Series Sedan, the noticeable increase in space benefits the rear passengers above all. The new BMW 320i presents the car with exclusive, high-quality material combinations and unbeatable build quality underlining the premium ambience of the new range.

Drive and chassis technology have always been key areas of expertise for the brand, and agility and driving dynamics remain outstanding attributes of the new BMW 3 Series Sedan. The new car belies its larger dimensions with a kerb weight 20 kg below that of its predecessor. In addition to the sports performance typical of the brand, the further enhanced levels of comfort on board the new 3 Series make a significant contribution to driving pleasure.

BMW EfficientDynamics

BMW is the first carmaker to offer an eight-speed automatic gearbox in the premium mid-size segment. It links up with the Auto Start-Stop function that comes as standard. Compact and exceptionally efficient, it allows the new BMW 3 Series to match or outperform models fitted with the six-speed manual gearbox in terms of both fuel economy and emissions. The new eight-speed automatic brings together shift comfort, dynamic performance and efficiency of the highest order, making it the perfect partner for the new sedan's dynamic potential.

As components of the BMW EfficientDynamics technology line-up, the Auto Start-Stop function, Brake Energy Regeneration, and need-based operation of ancillary components also play their part in reducing fuel consumption. Added to which, the new Driving Experience Control switch not only offers Comfort, Sport and Sport + options, but also ECO PRO mode, which gives all the models in the range the potential to further improve fuel economy. This switch helps to influence the style of driving and enables drivers with maximum fuel economy.

Intelligent lightweight design brings further reduction in fuel consumption and CO2 emissions.

The use of lightweight materials play a significant role in reducing the weight of the new BMW 3 Series and in delivering high passenger cell safety standards, combined with a significant increase in strength. At the same time, these measures also help to ensure superior driving dynamics. Intelligent lightweight design is integrated into all areas of BMW vehicle development work and into all components, from the body and engine to the suspension. Materials used include high and

ultra-high tensile steels, a hot-stamped B-pillar, plastics and state-of-the-art composites. There is also increased usage of aluminium components in the engine and suspension systems to further reduce the weight of the relevant assemblies.

“The timely arrival of the new BMW 320i in Singapore serves to enhance our existing portfolio of the BMW 328i and BMW 335i, by enabling us to reach out to an even wider audience than before,” added Mr Fiorentinos.

The BMW 320i comes standard with the; 17-inch multi-spoke wheels, Park Distance Control (rear), electrically adjustable seats; and Hands-free facility with USB interface, Sport Automatic Transmission with gear shift paddles, Cruise control with braking function, Comfort access, Navigation System Professional on a 8.8 inch display, 12GB memory, and Internet connectivity*.

The new BMW 320i is now available for viewing at Performance Motors' showrooms.

Additional information enclosed:

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

Ends.

*Please visit www.bmw.com/bluetooth to check on smartphone compatibility.

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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, 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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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.

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About Performance Motors Limited (PML)

Performance Motors Limited (PML) is a member of the Sime Darby Group and the distributor of BMW cars and BMW motorcycles in Singapore since 1979.

PML has achieved various accolades in the area of sales achievement and service excellence in its 30-year history in the luxury segment.

In an industry first in 2002, PML initiated a customer lifestyle and rewards programme which most recently evolved into the 'BMW 7 Series Privileges Programme Plus' – a distinctive lifestyle and rewards programme that is exclusively available to owners of the new BMW 7 Series in Singapore. Five exclusive premium experiences covering golfing, driving, yachting, travelling and lifestyle have been specially designed with the discerning taste of the BMW 7 Series customer in mind.

In 2003 and 2004, PML received awards from BMW Asia in recognition of the BMW 7 Series' segment leadership. In 2005, PML added to its collection of BMW awards with the Best Sales performance in the Asia region.

The year 2005 marked a significant milestone when record PML sales established BMW as the leading premium car brand in Singapore and for three consecutive years (2005, 2006 and 2007).

The flagship BMW 7 Series limousines, used to transport world leaders during the 2006 World Bank meetings and all key government events in 2007, was once again reaffirmed as the choice for leaders as the official car for various high-profile events such as Barclays Singapore Open, the ASEAN Ministerial Meetings and the Singapore Airshow.

PML opened the new Performance Centre, the benchmark BMW Sales and Aftersales facility in Asia, in September 2008. The existing two premises at Sime Darby Centre and East Coast Centre continue to serve BMW customers and strengthen PML's service excellence in conjunction with the new Performance Centre at 303 Alexandra Road.

In 2011, PML achieved a milestone by becoming the first ever luxury car brand and dealer to surpass the competition, in a highly competitive car market that has traditionally been dominated by volume driven marques. This is the first ever situation anywhere in the world where BMW is the leading car brand

1. The new BMW 3 Series price list.

Model	Retail price (at press time)
BMW 320i	\$218,000

- 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 3 Series specifications.

BMW 320i

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

Capacity: 1,997cc

Max output: 184 hp at 5,000rpm

Max torque: 270 Nm from 1,250 – 4,500 rpm

Acceleration: 0-100 km/h in 7.3 seconds

Top speed: 235 km/h

Average fuel consumption to the EU standard: 5.9 ltr/100km

Combined CO₂ emissions to the EU standard: 139 g/km,

full compliance with EU5 emission standard.