

Media Information

June 11, 2012

**World's best-selling sports sedan, the new BMW 3 Series
launched in Indonesia.**
Dynamic agility meets efficiency and comfort.

Jakarta. BMW Group Indonesia today announced the launch of the new BMW 3 Series at Parkir Timur Senayan. The sixth generation of the world's best-selling premium car has set new benchmarks in terms of sporting prowess, elegance and comfort.

"The BMW 3 Series has been a key factor in establishing the worldwide reputation of the BMW brand. We thank our customers in Indonesia who are part of the 12 million people worldwide who have purchased a BMW 3 Series since 1975. In doing so, they have made the BMW 3 Series the most successful series in the premium segment," said Mr. Ramesh Divyanathan, President Director of BMW Group Indonesia.

"With its new and improved looks, enhanced performance and efficiency, we are confident that this sixth generation of BMW 3 Series will be well-received in Indonesia. The public are invited to test drive this sporty premium sedan at Parkir Timur Senayan this weekend on 16 and 17 June 2012," he added.

The new BMW 3 Series will be introduced in three engine variants: BMW 335i, BMW 328i and BMW 320i which will be retailing at all BMW authorized dealers in Indonesia.

The new BMW 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 (+93mm) and augmented wheelbase (+50mm) also accentuate its sporting silhouette. Inside the new BMW 3 Series, the noticeable increase in space benefits the rear passengers above all.

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“Despite enhancing its physical size and comfort, the new BMW 3 Series has maintained the high level of dynamic agility that it is renowned for while lowering fuel consumption and CO2 emission at the same time thanks to Efficient Dynamics,” added Mr. Divyanathan.

The new BMW 3 Series is offered with a choice of refined, economical and muscular engines – all of which feature the new BMW TwinPower Turbo technology. Customers will now be able to enjoy the talents of the new turbocharged four-cylinder variant in the BMW 328i and 320i. This latest- generation petrol engine is the most powerful in a new generation of four-cylinder petrol units and is modeled on the current multi-award-winning in-line-six engine with BMW TwinPower Turbo technology, that is available on the BMW 335i, which is the benchmark in its class for dynamic power deliver and impressive efficiency.

“The new BMW 3 Series Sedan not only sets new standards of driving pleasure in the premium segment of the middle class - the level of safety it provides is also first rate. In the latest **Euro NCAP** series of crash tests, the new BMW 3 Series achieved the top rating and was awarded **5 stars**,” added Mr. Divyanathan.

All variants of the new BMW 3 Series are now equipped with a **built-in BMW Navigation System Professional**. The BMW Navigation System Professional is integrated in the iDrive system and Indonesian maps and directions are now available on the high-resolution display monitor either in 3D or split screen mode. The sensors will monitor the wheels and the steering angle and can localise the vehicles at all time, even when GPS signal is weak. The GPS receiver is mounted on the roof and the data processing as well as re-routing of direction are faster than after-market navigation systems.

Two equipment lines shine the spotlight on the car’s distinct character traits.

High-quality material combinations and unbeatable build quality underline the premium ambience of the new BMW 3 Series Sedan. The materials and colour concept of the entry-level variant already clearly accentuates the sporting character of the car but a large selection of colours and upholstery variants also offer scope for various other options. The new BMW 3 Series Sedan can now also be ordered with any of two equipment lines.

Customers can therefore adapt the appearance of their car to their own individual preferences – with eye-catching results. The **Sport Line** and **Luxury Line** equipment

variants emphasise the different sides to the new BMW 3 Series Sedan's character in their own individual ways. The exclusive, carefully coordinated equipment features embrace both exterior design elements and the selection of materials and colours for each model. In terms of value, design coherence and expressiveness, the new BMW Lines go far beyond existing packages in the premium class.

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 new BMW 3 Series is also equipped with advanced suspension technology offering a sporty handling combined with increased comfort. The BMW 328i Sport Line and 335i Luxury Line feature adaptive suspension with electronically controlled damping. Based on incoming information about body and wheel acceleration, lateral and longitudinal acceleration, vehicle speed and steering wheel position, an electronic control unit adapts the damper mapping to the road surface and driving situation. At the same time the driver can use the Driving Experience Control switch to vary the basic suspension characteristics between more comfortable or sportier settings

BMW 328i and 320i sets new benchmark for driving dynamics and efficiency with new four-cylinder 2.0-litre petrol engines with TwinPower Turbo technology.

With the launch of the new sports sedan, a brand-new four-cylinder engine will make its debut in the BMW 3 Series. In keeping with the dynamic overall theme of the new BMW

sports sedan, this new-generation turbocharged engine offers plenty of power and performance, responsive acceleration, powerful torque, a high rpm ceiling and low weight. The new four-cylinder units, which provide noticeably livelier power for maximum driving enjoyment, also come with lower fuel consumption and emissions than their predecessors.

The state-of-the-art, lively 2.0-litre power plant marks a return to the popular sports sedan's roots – it was with lightweight, high-performance four-cylinder units in a similar vein that the BMW 3 Series made its debut back in 1975, with the first six-cylinder units for this series making their appearance at the 1977 Frankfurt Motor Show.

A six-cylinder continues to top the engine line-up in the new BMW 3 Series. The significant upgrade in power and efficiency is chiefly due to the use of BMW TwinPower Turbo technology, featuring innovative technologies such as High Precision Direct Petrol Injection, twin-scroll turbocharging, Double-Vanos variable camshaft timing and VALVETRONIC variable valve timing.

On the new-generation four-cylinder engines, this world-exclusive technology package from BMW again provides a very efficient way to extract more power from the engine, rather than taking the route of a much larger displacement and, in the process, adding to the weight and therefore to fuel consumption. This explains why the more dynamic performance and driving enjoyment does not come at the expense of higher fuel consumption and emissions.

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 (+18%) and peak torque of 270 Nm at just 1,250 – 4,500 rpm (+35%). With the 8-speed automatic transmission, it can further sprint from 0 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 16,7 km per litre (+8%) and CO₂ emissions of 139 gr per km (-7%), thanks to Efficient Dynamics.

The BMW 320i comes standard with the 8-speed automatic transmission, Auto Start/Stop function, Driving Experience Control with ECO PRO mode, Servotronic, Xenon headlights and 8.8" high-resolution color display with BMW Navigation system Professional with USB and Bluetooth connection.

The new BMW TwinPower Turbo four-cylinder petrol engine's displacement of 1,997 cc in the new BMW 328i delivers maximum power of 245 hp at 5,000 rpm while, thanks to twin-scroll turbocharging, the maximum torque of 350 Nm is developed at just 1,250 rpm and remains constant up to 4,800 rpm. These statistics translate to sheer dynamic performance: it accelerates from 0 to 100 km/h in just 6.1 seconds, on its way to an electronically governed top speed of 250 km/h. The engine responds instantly when the driver demands more throttle, and the vigorous and almost linear power delivery from only slightly above idle, which continues all the way into the higher rpm range, is duly impressive.

The average fuel consumption of the BMW 328i is rated at just 15,9 km per litre, with CO₂ emissions at 147 grams per km.

The BMW 328i comes standard with the 8-speed automatic transmission, Auto Start/Stop function, Driving Experience Control with ECO PRO mode, electric glass roof and harman/kardon Surround Sound System including 16 loudspeakers delivering 600 W output and 8.8" high-resolution color display with BMW Navigation system Professional. Eight speed sport automatic transmission and Comfort Access System with contactless boot lid opening are standard for BMW 328i with Sport Line.

BMW 335i: optimised six-cylinder petrol engine with beefy power delivery, strong torque and superb refinement.

Fans of large six-cylinder engines have a treat in store too. The optimised six-in-line unit in the new BMW 335i will impress performance-minded drivers with its effortless power, exceptionally fast-revving temperament and outstanding refinement. The 3.0-litre core engine has been setting standards from the start, as the pioneer of a new generation of engines in which BMW TwinPower Turbo technology with High Precision Direct Petrol Injection and VALVETRONIC variable valve timing made its debut.

Thanks to intensive fine-tuning of the core engine, BMW's engineers have now further reduced the fuel consumption and emissions of the predecessor unit, while at the same time maintaining its high performance. With a maximum power rating of 306 hp at 5,800 rpm - 6,000rpm, the 3.0-litre six-cylinder unit reflects the sporty personality of the BMW 3 Series

and helps this sedan deliver ebullient performance. Peak torque of 400 Nm is on stream between 1,200 and 5,000 rpm.

As a result, the new BMW 335i can show off its prowess with a 0 to 100 km/h sprint time of just 5.5 seconds, while the top speed remains the same at an electronically governed 250 km/h.

All this extra performance comes with exceptional fuel economy and low emission figures, so drivers can enjoy it with complete peace of mind. Fitted with the new 8-speed Sport automatic transmission, the BMW 335i is even more frugal, with combined fuel consumption of just 13,9 km per liter and CO₂ emissions of 169 gr per km. The improvement in emissions works out at an impressive 16 percent.

The BMW 335i – available in Luxury Line - comes standard with the 8-speed Sport automatic transmission, Auto Start/Stop function, Driving Experience Control with ECO PRO mode, Comfort Access System with contactless boot lid opening, BMW Navigation system Professional, harman/kardon Surround Sound System, sport steering wheel with gearshift paddles, and Adaptive Suspension.

The new BMW 335i is now available at all BMW authorized dealers at the price of Rp. 849.000.000,- off the road. The BMW 328i and 320i will be available starting October 2012. Customers are advised to place their orders through the authorized dealers. The indicative price of the new BMW 328i Sport Line and Luxury Line is Rp. 729.000.000,- off the road, while BMW 320i Luxury Line and Sport Line are Rp. 649.000.000,- and Rp. 599.000.000,- off the road consecutively.

Premium after-sales package

The new BMW 3 Series is covered with a 2 year unlimited mileage warranty. All new 3 Series models purchased from BMW authorised outlets also come with BMW Service Inclusive, which provides free maintenance for 5 years or 60,000km whichever comes first.

	BMW 320i	BMW 328i	BMW 335i
Engine	In-line four cylinder gasoline engine with TwinPower Turbo, Double VANOS, Valvetronic, HPI	In-line four cylinder gasoline engine with TwinPower Turbo, Double VANOS, Valvetronic, HPI	In-line six cylinder gasoline engine with TwinPower Turbo, Double VANOS, Valvetronic, HPI
Capacity	1,979	1,979	2,996
Output HP/RPM	184 hp at 5,000 rpm	245 hp at 5,000 rpm	306 hp at 5,800 rpm
Torque - Nm/RPM	270 Nm/1,250-4,500 rpm	350 Nm/1,250-4,800 rpm	400 Nm/1,200-5000 rpm
Transmission	8-speed automatic transmission, Steptronic	Sport Line -8-speed sport automatic transmission, Steptronic	8-speed sport automatic transmission, Steptronic
		Luxury Line - 8-speed automatic transmission, Steptronic	
Acceleration 0 - 100 km/hr	7.6	6.1	5.5
Top Speed km/hr	234	250	250
Fuel consumption km/l	16.9	15.9	13.9
CO2 Emission gr/km	135	147	169

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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 29 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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BMW Group Indonesia

BMW Group 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. BMW Indonesia Group 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 15 new car dealers spread out in various cities in Indonesia. Selected models of the 3 Series, 5 Series, X3 and X1 compact SAV are assembled in Indonesia by a local partner.

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