

Media Information

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BMW M Performance Accessories.

Driving pleasure made to measure, inspired by motor racing.

Singapore. BMW Asia has introduced the original BMW M Performance Accessories range specially developed for the BMW 5 Series Sedan, the new BMW 3 Series Sedan and the new BMW 1 Series. The retrofit components designed in close collaboration with BMW M GmbH in the areas of powertrain, suspension, aerodynamics and cockpit provide a tangible increase in driving dynamics by reducing weight and optimising aerodynamic properties. What is more, they add a striking touch of sporty style in the appearance and interior styling of each vehicle.

The diversity and harmoniously coordinated qualities of the BMW M Performance accessories program include; a BMW M Performance aerodynamic package, 19-inch BMW M Performance light alloy wheels, a BMW M Performance brake system and BMW M Performance Top Stripes. Additional accentuations are provided by a rear spoiler, rear fins, carbon exterior mirror caps and radiator grille in high-gloss black, also from the BMW M Performance accessories program. In the interior, the BMW M Performance steering wheel with Race Display, interior strips in Alcantara/carbon, BMW M Performance stainless steel pedals and the gearshift lever knob and handbrake handle with Alcantara gaiter make for a distinctly sporty atmosphere.

Like the BMW M Performance products already available for the high-performance sports cars BMW M3, BMW 1 Series M Coupe, BMW X5 M and BMW X6 M, the program developed for the models of the BMW 5 Series, BMW 3 Series and BMW 1 Series ensure an authentic transfer of M specific motor racing technology to everyday driving. The BMW M Performance accessory products reflect the excellent standards of the BMW Group in terms of design, quality and safety. They are subject to the comprehensive BMW warranty terms. And retrofitting these items has no impact whatsoever on the warranty terms as applicable to the vehicle in question. Sales and installation are taken care of by the BMW and BMW M dealer network, BMW subsidiaries and BMW Service authorised workshops.

Optimised aerodynamic properties, powerfully expressive design.

With the BMW M Performance accessory products in the area of aerodynamics, not only is air conduction effectively optimised but also the dynamic charisma of the respective vehicle. These products can be installed in vehicles fitted with the M Sports package optionally available ex works or a retrofitted M aerodynamic package. This lends even greater individual emphasis to the dynamic character of a vehicle which already has a sporty design.

The product portfolio includes aerodynamic components for the front section, diffuser inserts for the rear apron and side sill foliations with M Performance inscription. In addition, the dynamics of the side air ducting is given further emphasis by the use of the BMW M Performance side sill attachments on the new BMW 1 Series and the new BMW 3 Series Sedan. BMW M Performance rear and roof edge spoilers, rear fins, black radiator grille and Top Stripes are also offered in model-specific design. Other products derived from motor racing include BMW M Performance exterior mirror caps in carbon finish and a carbon rear spoiler: these are also available for the new BMW 3 Series and the BMW 5 Series Sedan.

A tangible increase in dynamic performance: BMW M Performance accessory products in the area of suspension.

A definite bonus in terms of agility and precision in drivability is provided by the BMW M Performance accessory products in the area of suspension. A BMW M Performance suspension with distinctively sporty settings and a particularly large-scale yet weight-optimised BMW M Performance brake system are available for the new BMW 1 Series and the new BMW 3 Series Sedan. The brake system, featuring aluminium fixed calipers at both front and rear, guarantees a constantly high level of deceleration even under high thermal stress. Its perforated, inner-vented sports brake discs measure 370 x 30 millimetres at the front (diameter x thickness) and 345 x 24 millimetres at the rear. The brake calipers are fitted with four and two pistons each at the front and rear respectively and can be recognised by the four-colour M logo.

The BMW M Performance accessory range also includes exclusive light alloy wheels specifically designed for each model. 20-inch M light alloy wheels in V-spoke design are available for the BMW 5 Series Sedan: these are offered in the colour Liquid Black or in the bi-colour finish characteristic of BMW M Performance and can be used with mixed tyres. The M light alloy wheels in double spoke design developed for the new BMW 3 Series Sedan and for the new BMW 1 Series likewise have a striking bi-colour appearance. The weight-optimised forged wheels

effectively contribute to the reduction of unsprung masses, thereby enhancing the agility and steering response of the vehicle. They are available in the 19-inch size for the BMW 1 Series and as 20-inch wheels for the BMW 3 Series Sedan, both with mixed tyres.

High-quality materials, innovative technology, characteristic design: cockpit in sports car style.

Owners of a BMW 5 Series Sedan, a new BMW 3 Series Sedan or a new BMW 1 Series will also be able to selectively customise the interior of their vehicle with BMW M Performance accessory products, allowing especially intensive enjoyment of the driving experience typical of the brand. For example, the BMW M Performance sports steering wheel is available for the current models of these series. It has a rim which is flattened at the bottom, a carbon trim element and a central marking in red leather at the 12 o'clock position, while its Alcantara covering provides an excellent grip and pleasant haptics in all temperatures. The version of the steering wheel designed for the BMW 5 Series Sedan also features an "M Performance" model inscription on the trim element.

A BMW M Performance sports steering wheel including Race Display will also be available for the new BMW 3 Series Sedan and the new BMW 1 Series in October/November 2012. An OLED display is integrated in the upper section of the steering wheel rim showing a range of technical data such as oil and cooling water temperature as well as the shift point indicator. A number of different display modes can also be activated using the steering wheel's multifunction buttons. In the Efficient Dynamics mode, information is provided on optimised fuel efficiency. The Sports mode enables the use of a stopwatch function as well as display of transverse acceleration rates. In the Race mode, time can be measured to the nearest hundredth of a second and there is also a memory function.

For further enhancement of the driver workspace in the style of a sports car, there are BMW M Performance stainless steel pedals, the BMW M Performance driver footrest, interior strips in Alcantara and carbon and a carbon handbrake handle with Alcantara gaiter. Depending on the configuration of the vehicle, the gearshift lever or gear selector switch is also available in carbon. In the products developed for the new BMW 3 Series Sedan and the new BMW 1 Series, an open-pore carbon is used for the first time which creates a harmonious, discreet overall impression due to its matt structure combined with the Alcantara surfaces. Selected products are also labelled with the "M Performance" inscription or the M logo so as to emphasise their sporty styling.

Both in terms of style and function, all BMW M Performance products are specifically geared towards further enhanced driving dynamics as well as adding a touch of sporty flair to the outward appearance and interior character of the respective vehicle. All components of the BMW M Performance accessory program are available individually. This allows drivers to add clear sporty accentuations in the areas which are particularly important to them personally. Thanks to their precisely harmonised qualities, BMW M Performance accessory products can also be combined to create an integrated package for increased dynamic performance and driving pleasure.

The BMW Performance Accessories is now available at all local authorised BMW dealers; Performance Motors Ltd and Munich Automobiles Pte Ltd. Please contact the respective dealers for more information.

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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 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.

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