



Media Information

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BMW showcases innovation and sustainable leadership at IIMS 2012

**EfficientDynamics the main technology highlight
New BMW 7 Series unveiled at the motor show
World's best selling sport sedan BMW 3 Series remains focus of attention**

Jakarta. BMW is displaying its leadership in innovation and sustainability by highlighting EfficientDynamics technology at the 2012 Indonesia International Motor Show, the largest motor show in the country that will be held from September 20-30.

BMW Indonesia sends out a clear message at the motor show that it is taking important initiatives to support the nation's energy savings and emission reduction programs. These steps include pushing a wide range of EfficientDynamics technology in all models introduced in the market and spearheading BMW Advanced Diesel technology in the premium segment.

BMW EfficientDynamics technology aims to increase fuel efficiency and reduce emissions without compromising on performance.

"BMW Group is the world's most sustainable automotive company for the eighth consecutive year based on the Dow Jones Sustainability Indexes. This year's motor show provides the opportunity for us to show to the Indonesian public our commitment to the environment. We are making sure that every new model and each unit of BMW registered on the road in Indonesia contributes to saving energy and a better environment," said Ramesh Divyanathan, President Director of BMW Indonesia.

"We want our customers to feel good when they drive their BMW. Not only will they enjoy extraordinary performance and sheer driving pleasure, but also help in preserving the environment and enjoy the cost benefits from the energy saving."

The IIMS 2012 is the platform for BMW Indonesia to unveil its flagship model, the new BMW 7 Series. On display is the new BMW 740Li in Havana paintwork featuring the efficient six-cylinder gasoline engine and a range of EfficientDynamics and ConnectedDrive technology. The new model immediately caught the attention of guests attending the opening of the biggest motor show in the nation.

The 3-liter six-cylinder in-line gasoline engine with BMW TwinPower Turbo technology stands out with its majestic power and unparalleled high-revving character. Peak output of 320 hp and a maximum 450 Newton meters of torque on tap as low as 1,300 rpm make this ultra-refined engine the performance equal of the outgoing BMW 740Li. However, the fuel economy is an impressive 12,7 km/ltr and CO₂ emissions of 184 gr/km.

For the first time in Indonesia and in the industry, Advanced Diesel technology is being introduced in the top luxury passenger segment. A further breakthrough for its commitment to sustainability, BMW Indonesia introduces the new BMW 730Ld featuring powerful six-cylinder in-line Advanced Diesel engine.

The 3 liter Advanced Diesel engine with turbocharger is capable of producing output of 258 hp and a maximum torque of 560 Nm from 1500 rpm. The fuel consumption is an impressive 17,9 km/liter. It is the cleanest diesel engine in the premium segment with CO₂ output of only 148 gr/km.

The Advanced Diesel model is accompanied by a line-up of six-cylinder, eight-cylinder and V12 gasoline engine in the BMW 730Li, BMW 740Li, BMW 750Li and BMW 760Li. The whole engine range has set new performance and efficiency benchmarks. The new BMW 7 Series models feature eight-speed automatic transmission.

The new BMW 7 Series is set to reinforce its position as the most innovative sedan in the luxury segment. The model embodies sporting elegance, refined powertrain technology and luxurious comfort.

Also combining for an extraordinary experience are new Adaptive LED headlights, an upgraded interior with optimized soundproofing, a new generation of iDrive system, an improved ride comfort, a comprehensive selection of features such as multi-functional instrument display, Navigation system Professional and state-of-the-art safety technology.

The other main highlight in the motor show is certainly the recently launched all-new BMW 3 Series. Introduced in the market in July 2012, the sixth generation of the world's best-selling premium sport car has set new benchmarks in terms of sporting prowess, elegance and comfort.

Following its successful launch, the all-new BMW 3 Series is making its debut appearance in this year's motor show. A complete model range - BMW 335i Luxury, BMW 328i Sport and BMW 320i Sport- are on display for public viewing.

Visitors to the motor show will have the opportunity to view the newly launched BMW 640i Gran Coupé that sets a new benchmark in the top-class segment in terms of aesthetics, emotionality and modernity. The third model in the BMW 6 Series line-up also happens to be the first four-door Coupé in the history of BMW brand.

The BMW Pavilion of 520 sqm, located at Hall B Jakarta International Expo, has a modern and sophisticated design with a wide space displaying 10 models of BMW and an exclusive BMW lounge on second floor.

A full range of BMW sedans is on display, including the newly introduced BMW 740Li, the new BMW 640i Gran Coupe, BMW 528i, the new BMW 335i Luxury, the all-new BMW 328i Sport, the all-new BMW 320i Luxury and BMW 116i Sport.

From its Sports Activity Vehicle (SAV) model range, BMW highlights the Advanced Diesel models of BMW X5 xDrive30d, BMW X3 xDrive20d and BMW X1 sDrive20d.

All these models are equipped with various BMW EfficientDynamics technology to maximize its fuel efficiency and emission reduction.

Sales of BMW in Indonesia indicate positive growth of 40% up to August 2012, with the delivery of 1,376 units in total, an increase from 977 units from the same period last year. The growth was driven by the BMW 5 Series (+68%), BMW X1 (+200%) and BMW X3 (+48%).

And sales of the BMW 3 Series will start taking off in October 2012, following the delivery of the locally assembled units of BMW 320i and BMW 328i.

The contribution of BMW Advanced Diesel models – BMW 520d, BMW X1 sDrive20d, BMW X3 xDrive20d and BMW X5 xDrive30d - to overall sales has increased to 14%.

BMW Original Parts & Accessories are also on display at the BMW Pavilion - Indonesia International Motor Show 2012.

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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 eight 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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