

Media Information

27 September 2012

BMW X1 sDrive20i.

Arrival of the latest-generation petrol engine powered by BMW TwinPower Turbo technology.

Debut of the BMW xLine and BMW Sport Line.

Singapore. BMW Asia today announced the launch of the new BMW X1 sDrive20i. Driven by BMW TwinPower Turbo technology, this multi-award winning trailblazing crossover in the premium compact segment now comes with increased performance, greater fuel efficiency and lesser CO2 emissions.

“Since its introduction, the BMW X1 has enjoyed tremendous popularity with worldwide sales amounting to more than 300,000 units. It has further won numerous awards including ‘Off-Roader of the year’, ‘Red Dot award for outstanding product design’, ‘Auto Bild Design Award’, as well as a ‘five-star Euro NCAP rating’,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

“The latest BMW X1 sDrive20i comes fully-equipped with the latest Efficient Dynamics features promising better fuel efficiency and lower CO2 emissions. The new BMW X1 will also be available in either the BMW xLine or Sport Line, with the former offering a robust yet elegant look, while the latter presents an athletic and sporty appeal that cleverly reflects the drivers’ varying tastes.”

New four-cylinder petrol engine with BMW TwinPower Turbo technology.

The BMW TwinPower Turbo technology has equipped the 2.0-litre engine with twin-scroll turbocharging, High Precision Injection direct injection, VALVETRONIC variable valve timing and Double-Vanos variable camshaft timing.

As fitted on the BMW X1 sDrive20i, the four-cylinder engine develops maximum power of 184hp and peak torque of 270Nm, which is available between 1,250 and 4,500 rpm. Instantaneous power response helps the BMW X1 sDrive20i to complete the century sprint in 7.7 seconds with a top speed of 215 km/h. Simultaneous efficiency improvements against its predecessor are

reflected in average fuel consumption (as per EU test cycle, depending on tyre format) of 6.7 litres per 100km (reduced by 6%) and CO2 emissions of 157 grams per kilometer (reduced by 5%).

Driving Experience Control including ECO PRO mode set new standards of efficiency.

A Driving Experience Control switch is now fitted as standard on the BMW X1 sDrive20i. This features an ECO PRO mode, which supports a relaxed, extra-fuel-efficient, low-rpm driving style. At the same time, ECO PRO mode also programs electrically powered convenience functions the air conditioning to operate at optimum efficiency. A special display in the instrument cluster lets the driver know by how much the driving range is being extended when using ECO PRO mode.

Auto Start-Stop, which comes standard, makes another big contribution to efficiency. This system automatically shuts the engine off when the vehicle is stopped in a traffic queue or at intersections.

State-of-the-art suspension technology for agile and safe handling.

The compelling agility of the new BMW X1 is complemented by superior and precisely controllable driving characteristics. Its high-end suspension technology and advanced stability systems strike an ideal balance between driving dynamics and ride comfort coupled with a high degree of active safety. The double-joint tie bar axle and electrical power assistance steering system of the new BMW X1 further contribute to safer and more precise handling.

Premiere of the BMW xLine and BMW Sport Line.

BMW Lines are now available on the BMW X1 for the first time, targeted at individualisation through exclusive, harmoniously matched design and equipment features.

The BMW xLine accentuates the robust diversity of the new BMW X1. It allows the sturdy versatility of the compact BMW X model to be overtly emphasised, comprising as it does underguard elements for the front and rear aprons, side skirt covers, air intake and kidney grille slats in Titanium Silver matt finish, as well as exclusive 18-inch alloys in Y-spoke design. The distinctive charisma of the new BMW X1 is also brought to bear in the interior, starting with entry strips bearing the lettering “BMW xLine”, a sport leather steering wheel with multifunction buttons, Ambient Lighting with colours that vary from white through to orange, as well as exclusive interior trim strips in Dark Copper high-gloss and floor mats with colour-matched piping. Another exclusive feature of the BMW xLine are leather Nevada seats. In conjunction with the BMW xLine,

leather Nevada upholstery is standard, with the exclusive colour shades Terra and Oyster also used on the door trim panels and the lower section of the dashboard, while the head restraints feature a distinctive embossed “X”. As a further option, interior trim in Finition Bay matt fine wood finish is available exclusively in combination with the BMW xLine.

The stand-out agility and dynamics of the new BMW X1 within the competitive environment can also be highlighted through exclusive and meticulously matched design and equipment features. Cue for the BMW Sport Line, which features a front and rear underguard, side skirt covers, air intakes and kidney grille slats in Black high-gloss, tailpipe finishers in Black Chrome, exclusive 18 inch light alloys in double-spoke style with bi-colour surfaces, and entry strips with “BMW Sport” lettering. In the interior, sport seats upholstered in leather Nevada, a sport leather steering wheel and gear selector lever with red stitching, interior trim in Black high-gloss finish, floor mats with red piping and Ambient Lighting that can shift in colour from white to orange all contribute to an ambience that is explicitly geared to intensive driving pleasure. Also optionally available are leather sport seats in a choice of two colours (Black with Grey-Red piping or Coral Red with Grey-Black piping), while interior trim strips in Aluminium with accent line are an optional extra exclusive to the BMW Sport Line.

The BMW X1 will be available at Performance Motors from 30 September.

Additional information enclosed:

1. The BMW X1 price list.
2. The BMW X1 variant and specification.

Ends.

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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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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 BMW X1 price list.

Model	Retail price (at press time)
BMW X1 sDrive20i	\$228,800

- 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 BMW X1 specifications.

BMW X1 sDrive20i

BMW TwinPower Turbo technology with Twin Scroll Turbo turbocharger, High Precision Direct Injection, Valvetronic fully variable valve control and double-VANOS fully variable camshaft control

Capacity: 1997 cc

Max output: 184 hp from 5,000 – 6,250 rpm

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

Acceleration: 0 – 100 km/h in 7.7 seconds

Top speed: 205 km/h

Average fuel consumption to the EU standard: 6.7 ltr/100 km

CO2 emissions to the EU standard: 157 g/km

Full compliance with the EU5 emission standard.