

Media Information

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The new BMW ActiveHybrid 7: Efficient Dynamics in luxurious style.

Singapore. BMW Asia has announced the arrival of the second generation BMW ActiveHybrid 7, a move that is in sync with the ongoing development of BMW's intelligent hybrid drive systems.

The new model sets itself apart with lower fuel consumption and emissions, as well as innovative auxiliary functions. This latest evolution stage uses BMW TwinPower Turbo technology with a six-cylinder in-line petrol engine displaying impressive high-revving characteristics, torque and efficiency. The cutting-edge petrol engine with BMW TwinPower Turbo technology is the 320 hp variant of the unit fitted in the new BMW 740Li and replaces the eight-cylinder engine used up previously.

Other hybrid components include the 55 hp synchronous electric motor, the hybrid-spec eight-speed automatic transmission, a lithium-ion high-performance battery and power electronics underpinning intelligent energy management.

Mr Neil Fiorentinos, Managing Director of BMW Group Asia said: "Efficient Dynamics technology continues to drive our cars with enhanced power while not compromising on their fuel efficiency and CO₂ emissions. The various Efficient Dynamics components found in this flagship BMW hybrid limousine have come together to form a powerful and harmonious whole that has struck an outstanding balance between performance and fuel economy."

A full Hybrid Car:

Ability to achieve zero tailpipe emissions.

With system output of 354 hp and peak torque of 450 Nm, the new BMW ActiveHybrid 7 accelerates from 0 to 100 km/h in just 5.7 seconds. At the same time, the limousine posts average fuel economy of 6.8 litres per 100 km (which is 14 percent less than a conventional BMW 740Li) and CO₂ emissions of 158 g/km. The new BMW ActiveHybrid 7 can also run purely on

electric power with a maximum of 210 Nm of torque on tap. The new BMW ActiveHybrid 7 is able to travel at a speed of 60km/h based purely on its electric drive. However, If the hybrid battery has sufficient charge and is met with optimum conditions like ambient temperature, clear traffic conditions and light-footed acceleration, the car can easily cover a distance of up to four kilometers (at a speed of 35km/h), almost silently and with zero tailpipe emissions.

The new BMW ActiveHybrid 7 Series is further packed with state-of-the-art technologies, including; BMW TwinPower Turbo technology featuring twin-scroll turbocharging, High Precision Direct Petrol Injection, Double-Vanos variable camshaft timing and VALVETRONIC fully variable valve timing. The reduced friction core engines, furthermore, come with a lightweight all-aluminium crankcase, which is a boon for both the efficiency and the agility of the ActiveHybrid 7.

The ActiveHybrid 7 is further partnered by a highly sophisticated eight-speed automatic transmission, which stands out for its excellent efficiency, compact construction and innovative gearset design.

Auto Start-Stop, Brake Energy Regeneration, ECO PRO mode.

The BMW ActiveHybrid 7 comes equipped with an Auto Start-Stop function, which can cut fuel consumption by up to 6 percent. The standard specification also includes Brake Energy Regeneration, meaning that power for the vehicle electrical system is only generated during overrun and braking phases where possible. When the engine is under load, the alternator can often be disengaged. This not only means that electricity can largely be generated with zero impact on fuel consumption, it also endows the luxury sedan with even livelier acceleration. Finally, the Driving Experience Control switch gives drivers the option of selecting the extended ECO PRO mode which, by modifying the powertrain management and programming the heating and air conditioning, heated seats and exterior mirror heating to operate for optimum efficiency, fosters economical driving which – depending on the individual driving style – can reduce fuel consumption by as much as 20 per cent.

New coasting mode and advance preparation of hybrid drive system.

The extended ECO PRO functionality includes the new coasting mode, which is designed to decouple the combustion engine when it is overrunning at speeds between 50 and 160 km/h. In coasting mode, the BMW ActiveHybrid 7 is subject to a far lower rate of deceleration as it freewheels along the road with no engine braking effect and minimal fuel consumption. By doing

so, the kinetic energy built up by the vehicle can be harnessed and – through forward-thinking driving aided by the proactive driving assistant – fuel savings of up to five per cent can be achieved. The coasting function is clearly visualised for the driver's benefit in the multifunctional instrument cluster and the central Control Display, and can also be deactivated if desired.

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

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. Besides high and ultra-high-tensile steels and plastics, state-of-the-art composite materials are also employed. Finally, increased use of aluminium components in the engine and suspension systems as well as for the bodywork has also further reduced the weight of the relevant assemblies.

Premiere: Electric Power Steering included as standard.

The new BMW ActiveHybrid 7 comes equipped with Electronic Power Steering (EPS), which uses an electric motor to provide steering assistance. EPS only operates when steering assistance is actually required: no electrical power is consumed during straightline driving or steady-state cornering. Noticeable attributes of this system include not only its high efficiency and low weight, but also high steering precision with good feedback, and comfort-enhancing self-centering and anti-roll characteristics. Drivers also have the benefit of the steering system's standard Servotronic function, which has a more direct setup overall and requires less steering effort.

Aerodynamic streamlining.

Reducing aerodynamic drag also helps to lower fuel consumption. As the excellent drag coefficient figure of $c_d = 0.28$ would suggest, the aerodynamics of the new BMW ActiveHybrid 7 has been finely honed in a state-of-the-art wind tunnel. The optimised aerodynamics also brings benefits for acoustic comfort and roadholding. In particular, the vehicle's underside plays an instrumental role in minimising lift forces, as the aerodynamically efficient design with streamlined panelling provides a high degree of sealing. Also, the front aprons are designed to create an "air curtain" effect which reduces turbulence around the front wheels – again reducing drag. The aerodynamically designed wheel arches and various air deflectors likewise have a fuel-saving effect.

Latest Connected Drive Features

Apart from the latest Efficient Dynamics features, the new BMW ActiveHybrid 7 also comes equipped with various BMW ConnectedDrive technology including, the Anti-dazzle High-Beam Assistant; the Mobile Office and voice control; and a new-generation Professional navigation system with 3-D display, just to name a few.

The new BMW ActiveHybrid 7 will be available at Performance Motors' showrooms from 5 October 2012.

Additional information enclosed:

1. The new BMW ActiveHybrid 7 price list.
2. The new BMW ActiveHybrid 7 specifications.

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 new BMW ActiveHybrid 7 price list.

Model	Retail price (at press time)
BMW ActiveHybrid 7	\$425,800

- 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 new BMW ActiveHybrid 7 specifications.

BMW ActiveHybrid 7

Six-cylinder in-line petrol engine with BMW TwinPower Turbo technology with twin-scroll turbocharger and second generation High Precision Direct Injection and VALVETRONIC with Double Vanos.

Capacity: 2,979cc

Max output: 320 hp at 5,800 rpm

Max system output: 354 hp at 5,800 rpm

Max torque: 450 Nm from 1,300 – 4,500 rpm

Acceleration: 0-100 km/h in 5.7 seconds

Top speed: 250 km/h

Average fuel consumption to the EU standard: 6.8 litre/100km (14.7 km / litre)

CO₂ emissions to the EU standard: 158 g/km

full compliance with the EU5 emission standard.