

Media Information

25 October 2012

The BMW ActiveHybrid 3: When Enhanced Efficiency meets increased dynamics.

Singapore. BMW Asia has announced the launch of the BMW ActiveHybrid 3, which sees the BMW ActiveHybrid technology resulting in a significant boost in driving enjoyment while substantially reducing fuel consumption and emissions once again.

The BMW ActiveHybrid 3 is powered by a 306 hp six-cylinder in-line engine with BMW TwinPower Turbo technology and comes with a maximum torque of 400Nm between 1,200 and 5,000 rpm. The foundation of its powertrain starts with the award-winning unit found in the BMW 335i that is renowned for its free revving capability, pulling power and efficiency. Coupled with the electric motor, the combined system output can generate up to 340hp and a maximum torque of 450Nm from 1,200 to 5,000 rpm.

Its electric motor is supplied with energy by a high-voltage lithium-ion battery integrated underneath the luggage area while still maintaining practicality with folding rear seats. Power from the two drive systems is transferred to the rear wheels by the eight-speed automatic transmission. In addition to its full-hybrid construction, which enables purely electric and therefore local emission-free driving in urban conditions or when coasting, the BMW ActiveHybrid 3 boasts not just highly sporty performance but also a 18 percent improvement in fuel economy over the BMW 335i.

“BMW has developed its intelligent hybrid drive technology to the next level with this further ActiveHybrid production model. This full hybrid is highly efficient and is further able to operate solely on electric power for zero-emission whilst driving around town. At the same time, it is also capable of very sporty performance comparable to that of the dynamic-driving BMW 335i,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

Superior efficiency:

ECO PRO mode including coasting and intelligent energy management.

In order to exploit the potential of the BMW ActiveHybrid technology, the intelligent energy management of the power electronics uses a host of innovative functions to ensure the drive system runs efficiently. Charging of the high-performance battery primarily takes place during coasting or braking, the electric motor performing the role of a generator feeding energy into the high-voltage battery. By contrast, under acceleration the electric motor takes on a boost function. Here, it assists the petrol engine by generating an ultra-dynamic burst of power, lending the BMW ActiveHybrid 3's sporty driving experience a sharper edge.

Moreover, while coasting at speeds of up to 160 km/h in ECO PRO mode, the combustion engine can be switched off and fully decoupled from the transmission. This coasting mode combines comfortable driving with optimum utilisation of the kinetic energy already generated. To avoid periods with the engine running at idle at junctions or in traffic tailbacks, the BMW ActiveHybrid 3 deploys its hybrid start-stop function.

Design:

Sporty elegance with individual accents.

The BMW ActiveHybrid 3 sees the sporty yet elegant body design of the BMW 3 Series Sedan complemented by bespoke touches which highlight its innovative drive technology. The "ActiveHybrid 3" lettering on the C-pillars and at the rear, along with the matt chrome exhaust tailpipes, set the exterior apart from the other models in the range. Further accents come courtesy of the standard satin-finish window surrounds and the BMW Individual High-gloss Shadow features in the side graphic. Also available as standard are 18-inch Streamline light-alloy wheels displaying exceptional aerodynamic efficiency.

The BMW ActiveHybrid 3 also stands out visually with door sill strips bearing "ActiveHybrid 3" badge, an aluminium plate on the gearshift lever knob with the same ID, and a bespoke engine cover. In addition, all three Sport, Modern and Luxury Lines as well as the M Sport package are available for the ActiveHybrid 3.

High-grade standard fittings, wide-ranging options.

The selection of interior colours, upholstery and interior trim elements reflects the range offered for the other BMW 3 Series Sedan variants. Added to the standard-fitted array of comfort-

enhancing features is also a two-zone climate control system with stationary air conditioning. A wide range of driver assistance systems and BMW ConnectedDrive mobility services, as well as virtually all the other optional extras available for the conventionally powered BMW 3 Series Sedan, can also be optionally specified for the BMW ActiveHybrid 3.

Production at BMW Plant Munich.

The BMW ActiveHybrid 3 will be produced at BMW Plant Munich alongside other BMW 3 Series models. The integration into the production process of BMW ActiveHybrid technology is underpinned by the efficient combination of state-of-the-art automated process engineering and the skilled craftsmanship of specially trained employees.

The BMW ActiveHybrid 3 in Singapore will come standard with the following features: Rear view camera, Park Distance Control (front and rear), Surround View, Park Assistant, and Harman Kardon Surround Sound system, just to name a few.

The BMW ActiveHybrid 3 is currently retailing at Performance Motors' showrooms.

Additional information enclosed:

1. The new BMW ActiveHybrid 3 price list.
2. The new BMW ActiveHybrid 3 specifications.

Ends.

For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department
Sethipong Anutarasoti
Tel: +65 6838 9630
Email: Sethipong.anutarasoti@bmwasia.com

Daniel Chan
Tel: +65 6838 9639
Email: daniel.chan@bmwasia.com
Media Website: www.press.bmwgroup.com

Performance Motors Limited

Public Relations
Belinda Bay
Tel: (+65) 6319 0115
Email: belinda.bay@simedarby.com.sg

Geraldine Lam
Tel: (+65) 6319 0268
Email: geraldine.lam.huiqi@simedarby.com.sg

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 eight years.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

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 3 price list.

Model	Retail price (at press time)
BMW ActiveHybrid 3 (with M sport package)	\$302,800

- Warranty: 3 years 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 3 specifications.

BMW ActiveHybrid 3

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: 306hp at 5,800-6,000 rpm

Combined system output: 340hp at 5,800 rpm

Max torque: 400 Nm from 1,200 – 5,000 rpm

Combined system torque: 450Nm from 1,200 – 5,000 rpm

Acceleration: 0-100 km/h in 5.3 seconds

Top speed: 250 km/h

Average fuel consumption to the EU standard: 5.9 litre/100km

CO₂ emissions to the EU standard: 139 g/km

full compliance with the EU5 emission standard.