

Media Information

June 7, 2013

BMW Group Indonesia launches the new BMW 320d – perfect combination of outstanding performance and exceptional efficiency.

Jakarta. The BMW 3 Series sets a new benchmark as the first luxury compact sport sedan featuring BMW Advanced Diesel technology in Indonesia. The new BMW 320d was launched today at BMW Active Drive Pavilion, Parkir Timur Senayan, Jakarta.

“BMW is a pioneer in introducing BMW Advanced Diesel technology to Indonesia’s luxury automobile market,” said Mr Ramesh Divyanathan, President Director of BMW Group Indonesia. This is in line with our BMW EfficientDynamics strategy, to offer customers maximum driving pleasure with minimum fuel consumption and emissions,” he added.

BMW’s 30 years commitment to developing the most advanced diesel technology

Right from the start, BMW’s engine development specialists recognized the potential of the diesel in enhancing motoring efficiency. They focused on the unique performance characteristics offered by the diesel in order to provide a new concept of sheer driving pleasure. Above all, the development specialists used the performance of the diesel engine to develop superior torque from low engine speeds.

The BMW 324td - introduced in 1987 - was the first BMW 3 Series with turbo-charged diesel engine. The BMW diesel was soon able to offer its unique sporting character – in everyday driving situations, as well as on the race track. In 1998, the BMW 320d set a record as the first diesel racing car to win the 24 Hours of Nürburgring.

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BMW has spent 30 years continuously developing diesel technology. BMW Advanced Diesel engines now set the standard for torque and pulling power while consuming less fuel and producing less emission. BMW Advanced Diesel models in Europe contribute 70 % of the total sales, while in Indonesia the models have received a great acceptance recording 12% of the total sales volume.

First introduced in 2010, the BMW Advanced Diesel engine is now available across the selected BMW model range in Indonesia – BMW X1 sDrive20d, BMW X3 xDrive20d, BMW X5 xDrive30d, BMW 520d, BMW 730Ld, and the newly launched BMW 320d.

BMW 320d perfect combination of outstanding performance and exceptional efficiency

The BMW 320d features the latest BMW TwinPower Turbo Diesel technology, combining the 2.0-liter four-cylinder engine with Common Rail direct injection and a turbocharger with variable turbine geometry. It develops a maximum of 184 hp at 4,000 rpm and a peak torque of 380 Nm at 1,750 – 2,750 rpm. With the 8-speed automatic transmission, it can sprint from 0 to 100km/h in just 7.4 seconds. The new BMW 320d is also highly efficient with a fuel consumption rating of just 22.7 km/l and CO₂ emissions of 117 g/km.

A wide range of BMW EfficientDynamics technology is featured in this new model, such as lightweight aluminum engine design, Auto Start/Stop function, ECO PRO mode, Electric Power Steering with Servotronic, Brake Energy Regeneration and the 8-speed automatic transmission.

The new BMW 320d comes with BMW Modern Line. The BMW Modern Line exterior equipment features BMW kidney grille with 11 slats in satinated aluminium, 17 inch Star-spoke alloy wheels, aluminium satinated window recess cover and tailpipe, front and rear bumper inserts in satinated aluminium and Modern badges. The new BMW 320d Modern offers six paintwork options for customers – Havanna, Mineral Grey, Alpine White, Glacier Silver, Black Sapphire and Melbourne Red. The interior color options are Dakota leather Oyster and Dakota leather Black, with Fineline Pure textured wood trim and exclusive floor mats with oyster piping and BMW lettering.

The new BMW 320d Modern is equipped with BMW Navigation System Professional with USB and Bluetooth connection. The BMW Navigation System Professional is integrated in the iDrive system and comes with maps for Indonesia and directions, displayed on the 8.8" colour monitor in 3D or split screen mode.

The BMW 320d Modern is also equipped with Sport leather steering wheel, Driving Experience Control, Park Distance Control, Xenon headlights and HiFi loudspeaker system with 205 Watt amplifier and 9 loudspeakers.

BMW Service Inclusive

The new BMW 320d Modern comes with BMW Service Inclusive, which provides free maintenance for 5 years or 60,000 km whichever comes first.

Awards

The new BMW 3 Series has received Autocar Asian Car of The Year 2013 by a panel of 18 highly respected car experts. The award was presented at the 2013 Shanghai Motor Show.

Other international prestigious awards presented to the new BMW 3 Series include:

The Best Car of 2013 – auto, motor and sport magazine
Golden Steering Wheel Award 2012 - Autobild magazine
Most Popular Mid-range Automobile – Auto Trophy 2012

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Additional information enclosed:

1. BMW 3 Series price list and specifications
2. BMW 320d Modern Product Specifications

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 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 vehicles, 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 BMW 3 Series, BMW 5 Series, BMW X1 and BMW X3 are assembled in Indonesia by a local partner.

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