

Media Information

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The new BMW 5 Series arrives in Indonesia.**Enhanced Design, Luxury and Technology.**

Jakarta. BMW Group Indonesia today unveiled the new BMW 5 Series, which now comes with precise modifications to accentuate its sporty design and enhanced functionality, as well as additional features driven by BMW ConnectedDrive technology. The launch of the new BMW 5 Series takes place in tandem with the BMW Spring Festival at Senayan City's Main Atrium, from 28 January to 2 February 2014.

"With all the signature ingredients ranging from dynamic ability, comfort and efficiency, to aesthetic allure and a profusion of innovations designed to enhanced driving pleasure, the BMW 5 Series definitely has what it takes to be the best-selling model at the premium end of the executive segment," said Ramesh Divyanathan, President Director BMW Group Indonesia.

To date, over 6.6 million BMW 5 Series cars have been delivered to customers. Now, the current BMW 5 Series looks in excellent shape to surpass the records set by the last two highly successful generations, each of which sold in excess of 1.4 million units.

"Since its introduction, the BMW 5 Series has been recognized globally for its top quality in numerous aspects, from its drivetrain to its good looks and the overall safety it offers. On top of this, the BMW 5 Series has the most advantageous resale value in comparison to other premium vehicles in the segment. So we're confident that the new improvements made will enhance the driving pleasure of the BMW 5 Series even further," added Ramesh.

Some of the international accolades that the BMW 5 Series has collected include; "The Best Car" award by the German motoring magazine "Auto, Motor und Sport"; International design awards like the red dot award, the iF Product Design Award, and the Design Award of the Federal Republic of Germany; and a top five-star safety rating for both the Euro NCAP and US NCAP crash tests.

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Design: Precise modifications bring out its sporty character.

Additional contour lines surround the BMW kidney grille and newly-structured lower air intakes reinforce the sporty appearance of the new BMW 5 Series. An extra crease in the apron, as well as slimmer, more striking rear lights with LED Thin Blade technology, underlines the accentuated width of the rear end.

Bi-Xenon headlights come as standard, along with LED fog lamps. Elsewhere, the side indicator lights are integrated into the exterior mirrors. Also new for the BMW 5 Series is the BMW Modern Line and Luxury Line package containing exclusive exterior design elements, upholstery and trim.

Functionality: Taken to a new level to add to its premium allure.

New details lend further refinement to the premium impression of the new BMW 5 Series' interior as well as another layer to its functionality. The 10.2-inch Control Display of the standard-fitted BMW Navigation system Professional with iDrive Touch operating system is now bordered by chrome trim.

In addition, new exterior paint colors (Glacier Silver metallic, Jatoba metallic, Kalisto Grey, Mineral white metallic), light-alloy wheels, upholstery colours and interior trim elements for all the BMW 5 Series models enhance their appeal and increase the scope for individualisation.

Technology: More innovative than ever.

The host of innovations included on the options list and in the range of BMW ConnectedDrive technology allow the new BMW 5 Series to underline its standout position in the areas of connectivity, infotainment, convenience and safety. For example, the contactless boot lid opening function of the Comfort Access system, which allows the tailgate to be opened hands-free, has been extended to include a closing mechanism, which means that a movement of the foot under the rear apron can now be used to prompt the tailgate to close as well.

In addition, the new BMW 528i Luxury offers customers a new rear-seat entertainment system with two tablet-style 9.2-inch displays, TV function, DVD drive and USB interface and a Harman Kardon Surround Sound system with 16 loudspeakers and 600W output. The

new version of the ambient light comes with a facility which allows the interior lighting to be alternated in tone between orange and white.

The range of BMW ConnectedDrive business solutions and driver assistance systems is more advanced and richer in variety than ever. The BMW 5 Series enables a scope of intelligent connectivity unique in the marketplace, allowing it to set the benchmark for in-car use of office applications.

The new iDrive Touch Controller features a touch-sensitive surface, which allows the use of hand-written characters to programme a destination or access other functions of the iDrive operating system. The BMW 5 Series builds on its leading position in the field of driver assistance systems with the introduction of the glare-free High Beam Assistant in combination with the new Adaptive LED headlights for the BMW 535i M Sport.

Chassis: State-of-the-art technology delivers dynamics and comfort to order.

The fine-tuning carried out on the chassis for the new BMW 5 Series models makes for an even more assured conversion of engine power into dynamic performance and ride comfort. Both the double-wishbone front axle and the integral rear axle are made largely from aluminium. They allow the spring and damper systems to respond with great precision to inconsistencies on the road surface and ensure optimum road holding at all times. The overall result is a balance between sporting ability and ride comfort that no rival can better.

What's more, the car's set-up can be adapted to suit individual needs or the driving situation at hand using the standard-fitted Driving Experience Control switch on the centre console. Pressing the button allows the driver to choose between several driving modes; Sport+, Sport, Comfort and ECO PRO, altering the responses of the accelerator and steering, as well as the shift characteristics of the automatic gearbox and the settings of the electronically controlled dampers.

Engines: Setting the benchmark for driving pleasure and efficiency.

Faster, more economical, cleaner: all the BMW TwinPower four-cylinder and six-cylinder engine variants of the BMW 5 Series come with a raft of optimized details. The result is reduced fuel consumption, yet with no drop-off in sporting ability.

In addition to Brake Energy Regeneration, the Auto Start-Stop function (also fitted in conjunction with the eight-speed automatic gearbox) and ECO PRO mode, the suite of standard-fitted BMW EfficientDynamics technology now also includes a coasting mode (which disengages the powertrain), to help further improve fuel economy.

The new BMW 5 Series can be specified with a choice of BMW TwinPower Turbo petrol and BMW TwinPower Turbo diesel engines. The variants available now comprise BMW 520i, BMW 528i, BMW 535i, and BMW 520d.

Improved Driving Pleasure: Optimised aerodynamics & innovative powertrain management.

The BMW 5 Series model offers not only a case study in driving pleasure, but also a template for efficiency in the executive class. All the models in the line-up strike a balance between fuel consumption and performance that none of its rivals can match. The new BMW 5 Series adds further weapons to its arsenal of technology deployed to reduce fuel consumption and emissions. Innovative powertrain management and energy management functions join optimized aerodynamic details in helping the BMW 5 Series extend its lead in the efficiency race. For instance, all the engines available for the new BMW 5 Series come with BMW TwinPower Turbo technology.

New to the BMW 5 Series: BMW Lines offer detailed personalisation.

Exclusively composed BMW Lines are now available for the first time to the new BMW 5 Series model range. Customers can choose between the BMW Luxury Line and BMW Modern Line design packages, which shine the spotlight on selected facets of the car's character to great effect.

The BMW Luxury Line exudes a high level of elegance and exclusiveness thanks to a carefully assembled selection of further particularly high-class features for the exterior and interior. The chrome finish of the trim bars in the outer sections of the lower air intake, the fronts of the black kidney grille slats, the window recess finishers, the trim strip in the rear apron and the exhaust tailpipe embellishers all add gleaming touches. Leather upholstery with exclusive stitching, a black sports leather steering wheel and interior trim strips in

exquisite Finition anthracite wood create a particularly refined interior ambience.

The new BMW 528i Luxury will come with standard interior equipment including front and rear door sill finishers with aluminum inserts and an illuminated BMW logo, a sports leather steering wheel, and the key fob in black with a chrome insert.

The BMW Modern Line package displays a strikingly contemporary and dynamic edge. The air intake bars, kidney grille slats, rear trim strip and tailpipe embellishers come in matt chrome. Interior trim strips in fineline 'light' fine wood and exclusive stitching for the leather upholstery ensure the interior creates an eye-catching impression. The Modern Line is available for BMW 520i and BMW 520d. The BMW 535i, meanwhile, comes with the M Sport package, further increasing the dynamic character of the new BMW 5 Series.

Latest enhancement to the world's most successful high-performance, luxury class sedan: The new BMW M5.

The BMW Spring Festival 2014 also displays the world's most successful high-performance, luxury class sedan - the new BMW M5, as launched in November 2013. The emphasis in this car has been placed to enhance the ultimate driving experience. A finely tuned design underscores the hallmark M athleticism and announces the dynamic presence of the new BMW M5. Arriving in peak form with 560 horsepower output and 680 Nm of torque and with more innovation than ever, the new BMW M5 proves that M is the most powerful letter in the world. Powered by the M TwinPower Turbo V8 engine, the BMW M5 reaches 100 km/h from standstill in just 4,3 seconds with an electronically controlled top speed of 250 km/h.

The new BMW M5 is a perfect combination of the familiar sporty performance and design of M, with the elegant proportions of the world's number one mid-size luxury sedan – the BMW 5 Series. On the racetrack, the new BMW M5 is every inch the high-performance sports car, but it also impresses on the journey there and back with the comfort of a four door and five seat mid-size luxury sedan.

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1. The new BMW 5 Series price list.
2. The new BMW 5 Series specifications.

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was €7.82 billion on revenues amounting to €76.85 billion. As of the 31st December 2012, the BMW Group had a workforce of 105,876 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.

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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 18 new-car dealers and 5 BMW Premium Selection facilities 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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1. The new BMW 5 Series price list.

Model	Retail price (off-the road)
BMW 520i Modern	Rp. 858.000.000
BMW 528i Luxury	Rp. 998.000.000
BMW 535i M Sport	Rp. 1.298.000.000
BMW 520d Modern	Rp. 838.000.000
BMW M5	Rp. 2.128.000.000

All BMW models come with BMW Service Inclusive, which includes maintenance for 5 years or 60,000 km, whichever comes first.

2. The new BMW 5 Series specifications.

BMW 520i Modern	
Four-cylinder in-line petrol engine with BMW TwinPower Turbo with Twin-Scroll Turbocharger and high-precision direct injection and VALVETRONIC.	
Capacity	1,997cc
Max output	184 hp at 5,000-6,250rpm
Max torque	270 Nm from 1,250 – 4,500 rpm
Acceleration	0-100 km/h in 7.9 seconds
Top speed	233 km/h
Average fuel consumption to the EU standard:	16,7 km/l
Combined CO ₂ emissions to the EU standard:	139 g/km, full compliance with EU5 emission standard.

BMW 528i Luxury

Four-cylinder in-line petrol engine with BMW TwinPower Turbo with Twin-Scroll Turbocharger and high-precision direct injection and VALVETRONIC.

Capacity	1,997cc
Max output	245 hp at 5,000-6,500rpm
Max torque	350 Nm from 1,250-4,800 rpm
Acceleration	0-100 km/h in 6.2 seconds
Top speed	250 km/h
Average fuel consumption to the EU standard:	15,2 km/l
Combined CO ₂ emissions to the EU standard:	154g/km, full compliance with EU5 emission standard.

BMW 535i M Sport

Six-cylinder in-line petrol engine with BMW TwinPower Turbo with Twin-Scroll Turbocharger and high-precision direct injection and VALVETRONIC.

Capacity	2,979cc
Max output	306 hp at 5,800-6,000rpm
Max torque	400 Nm from 1,200-5,000rpm
Acceleration	0-100 km/h in 5.7 seconds
Top speed	250 km/h
Average fuel consumption to the EU standard	13,2 km/l
Combined CO ₂ emissions to the EU standard	177 g/km, full compliance with EU5 emission standard.

BMW 520d Modern

Six-cylinder in-line diesel engine with BMW TwinPower Turbo technology with variable-geometry turbocharger, Common Rail direct injection, and VALVETRONIC.

Capacity	1,995cc
Max output	184 hp at 4000 rpm
Max torque	380 Nm from 1,250–2,750 rpm
Acceleration	0-100 km/h in 7,9 seconds
Top speed	231 km/h

Average fuel consumption to the EU standard	22,2 km/l
Combined CO ₂ emissions to the EU standard	119 g/km, full compliance with EU3 emission standard.

BMW M5

4.4-litre M TwinPower Turbo 8-cylinder V-engine, M Double Clutch Transmission with Drivelogic 7-speed,	
Capacity	4,395cc
Max output	560 hp at 6,000 – 7,000 rpm
Max torque	680 Nm from 1,500 and 5,750 rpm
Acceleration:	0-100 km/h in 4.3 seconds
Top speed:	250 km/h
Average fuel consumption to the EU standard	10 km/l
Combined CO ₂ emissions to the EU standard:	232 g/km, full compliance with EU5 emission standard.