

**Media Information**

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## **The BMW 2 Series Coupé.** **Unbeatable driving dynamics in the premium compact segment.**

**Singapore.** BMW Asia has unveiled the BMW 220i Coupé, which has successfully raised the bar in the premium compact segment in terms of dynamic ability, aesthetic appeal and emotional allure.

Apart from the new '2' badge designation, a clear distinction has been made between the BMW 2 Series Coupé and its predecessor in terms of its eye-catching design and performance to distinguish it from the hugely popular BMW 1 Series Coupé, of which more than 150,000 units have already been sold globally.

"The number '2' has denoted the presence of a supremely sporting driving experience in a compact two-door car for over 45 years. The BMW 2 Series Coupé builds on the BMW brand's strong tradition of premium compact models, which first started in 1966 with the BMW 1600-2 and subsequently with the BMW 2002 turbo. The BMW 1600-2 literally opened up a whole new vehicle segment and went on to become a global standard-bearer for sporty handling and intense driving pleasure in the premium compact segment. Meanwhile, the BMW 2002 turbo is a true representation of what Sheer Driving Pleasure means by being the first turbocharged model from a European car manufacturer, which is definitely a breakthrough during that time," said Mr Sethipong Anutarasoti, Corporate Affairs Director of BMW Group Asia.

"Built with intelligent lightweight design and ultra-high tensile steel material, the BMW 2 Series Coupé offers greater agility and occupant protection. With the strength of its passenger safety cell improved by up to 13% against its predecessor, this definitely contributed to its five-star EURO NCAP crash test rating. Further, with increased torsional stiffness, its overall driving dynamics has also been improved," highlighted Mr Anutarasoti.

**Driving Experience: Powered by BMW TwinPower Turbo technology.**

Powered by a BMW TwinPower Turbo technology, the BMW 220i Coupé offers an unbeatable balance between driving pleasure, fuel economy and CO2 emissions. When compared to its predecessor (BMW 1 Series Coupé), there is an increase in maximum power output (+18%; 184hp), improved maximum torque (+35%; 270Nm from 1,250 to 4,500rpm), and shorter time required in completing the century sprint in 7.0 seconds (+2.2 seconds improvement). Yet, the BMW 220i Coupé has achieved better fuel efficiency (+23%; 6.0litres per 100km) and CO2 emissions (+23%; 139 g/km) as per the average EU test cycle).

**Efficient Dynamics: Sports automatic with Launch Control, ECO PRO mode with coasting function.**

The BMW 220i Coupé comes standard with the eight-speed sport automatic gearbox, which uses ultra-fast gear changes to underline the dynamic character of the two-door car. This gearbox variant likewise comes with gearshift paddles on the steering wheel and a Launch Control function, which enables traction-optimised, dynamically maximised acceleration off the line. The 0 to 100 km/h acceleration figure for the automatic variant of the BMW 2 Series Coupé was recorded using Launch Control.

The standard-fitted Driving Experience Control switch on the centre console allows the car's set-up to be adjusted at the touch of a button through COMFORT, SPORT and ECO PRO settings. SPORT+ mode is also available for cars equipped with at least one of the following options: Sports automatic gearbox, M Sport package, BMW Sport Line, Adaptive M suspension or variable sport steering. The Driving Experience Control switch can also be used to modify the car's accelerator mapping and steering characteristics as well as – depending on specification – the responses of the automatic gearbox and dampers.

In ECO PRO mode the car encourages a particularly relaxed as well as frugal driving style. And BMW 2 Series Coupé drivers also reap the benefits of the latest addition to the fuel-saving arsenal – the coasting function, available in conjunction with an automatic gearbox. At speeds between 50 and 160 km/h, the powertrain is disengaged as soon as the driver takes his or her foot off the accelerator. With the Navigation system Professional as standard, drivers also enjoy the services of the Proactive Driving Assistant. In ECO PRO mode this system alerts drivers to the ideal fuel-saving moment to take their foot off the gas ahead of corners, junctions, roundabouts and speed-restricted areas.

The standard-fitted BMW EfficientDynamics technology also includes Brake Energy Regeneration, on-demand operation of ancillary units, Electric Power Steering, an Optimum Shift Indicator and the Auto Start Stop function, which can also be used in conjunction with an automatic gearbox.

### **Exterior Design: Standalone Appearance and Increased Dimensions.**

The hallmark three-box body structure with a clear distinction between roofline and boot has a particularly clear presence in the new compact model. Like the side wage lines that wrap around into the rear end, this feature picks up on the characteristic styling elements of the BMW 02, drawing a line between the new car and the brand's long tradition of sporting and agile compact models.

The BMW 2 Series Coupé has grown in size compared to its predecessor (BMW 1 Series Coupé), with an increased in length (+72mm) and width (+26mm). It now spots a wider front track (+41mm) and rear track (+43mm) which provides greater stability as well as a longer wheelbase (+30mm). Yet, despite increased level of standard equipments and a bigger size, the BMW 2 Series Coupé has maintained the same weight (1,365kg) as its predecessor thanks to lightweight construction.

### **Interior Design: More room, more comfort.**

The cockpit design ensures maximum driving pleasure with premium ambience that can be enjoyed from a four-seat configuration.

The BMW 2 Series Coupé has grown in size compared to its predecessor (BMW 1 Series Coupé), with an increased of headroom (+6mm), legroom (+21mm) and a wider Easy Entry function (+11mm) than before.

Functionality levels are raised another notch by features including large storage compartments in the doors. The structure of the surfaces of the instrument panel, centre console and door trim is dominated by the "layering" effect created by various overlapping surfaces. The length of the doors is emphasized by the converging lines of the door trim elements.

The BMW 2 Series Coupé also has a bigger boot with wider opening to enable easier loading and unloading. The boot has grown in sizeable proportions (+20 litres) and now offers 390 litres of capacity. The width of the tailgate aperture between the rear lights is also +38mm more than that offered by the outgoing BMW 1 Series Coupé. The BMW 2 Series Coupé comes standard with the 60:40 split/folding rear bench.

Fitted standard with navigation system and BMW Professional radio, the BMW 220i Coupé also features the BMW iDrive operating system which includes a freestanding onboard monitor in flatscreen design. Meanwhile the Controller on the centre console has touch-sensitive surface which allows the driver to input characters.

The BMW 220i comes standard with Dakota leather trim.

### **BMW Sport Line and M Sport package.**

The BMW Lines – available as an alternative to standard specification for the BMW 2 Series Coupé – offer harmoniously coordinated exterior and interior design and equipment features. The BMW Sport Line includes 17-inch light-alloy wheels in exclusive designs, ambient lighting with variable use of colours and special seat upholstery, interior trim strip and car key designs. BMW Sport Line brings a high-gloss black finish for the outer air intake surrounds, the front of the kidney grille bars, the cross rib in the centre air intake and the rear apron, emphasising the dynamic credentials of the two-door newcomer.

Also available from the launch of the BMW 2 Series Coupé is the M Sport package developed specially for the new model. This option comprises bespoke suspension tuning (including a 10-millimetre drop in ride height and 17-inch M light-alloy wheels in double-spoke design), aerodynamically optimised body elements (including large front air intakes, striking side skirts and a diffuser for the rear apron), plus a special design for the BMW kidney grille and an exhaust tailpipe embellisher in high-gloss chrome. In addition to aluminium door sill strips bearing the M logo, features such as sports seats for the driver and front passenger, Aluminium Hexagon interior trim strips with an accent strip in Estoril Blue, a special dial design for the instrument cluster, ambient lighting and an M driver's footrest also combine to bring an intense aura of sporty driving to the interior of the BMW 2 Series Coupé.

### **Extensive standard specification and equipment for more driving enjoyment.**

The BMW 220i comes standard with an extensive standard specification and wide range of optional extras. The standard equipment list now includes, Sport leather steering wheel, 17" light alloy wheels, sport seats for driver and front passenger, comfort access system, interior trim finishers in high-gloss Black, Park Distance Control rear, Navigation system Professional, just to name a few.

The BMW 2 Series Coupé is available for viewing at Performance Motors' showroom.

Additional information enclosed:

1. The BMW 2 Series Coupé price list.
2. The BMW 2 Series Coupé specifications.

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For media enquiries, please contact:

#### **BMW Group Asia**

Corporate Affairs Department  
Sethipong Anutarasoti  
Tel: +65 6838 9630  
Email: [Sethipong.anutarasoti@bmwasia.com](mailto:Sethipong.anutarasoti@bmwasia.com)

Daniel Chan  
Tel: +65 6838 9639  
Email: [daniel.chan@bmwasia.com](mailto:daniel.chan@bmwasia.com)  
Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

#### **Performance Motors Limited**

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

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

#### **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 31<sup>st</sup> 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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## **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 2 Series Coupé price list.

Model	Retail price (at press time)
BMW 220i Coupé	\$199,800

- 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 1<sup>st</sup> year road tax, number plates, in-vehicle unit (IU), registration fees, GST and Certificate of Entitlement (COE).
- Inclusive of CEVS rebate.

## **2. The BMW 2 Series Coupé specifications.**

### **BMW 220i Coupé**

In-line four-cylinder petrol engine with BMW TwinPower Turbo technology and High Precision Injection and VALVETRONIC.

Capacity: 1,997 cc

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

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

Acceleration: 0-100 km/h in 7.0 seconds

Top speed: 230 km/h

Average fuel consumption to the EU standard: 6.0 litres/100km

Combined CO<sub>2</sub> emissions to the EU standard: 139 g/km