

Media Information

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The new BMW 330e iPerformance now available in Singapore.

Refined sporting ability and outstanding efficiency.

Singapore. BMW Asia and Performance Motors announced the availability of the new BMW 330e iPerformance to offer customers another innovative route to Sheer Driving Pleasure. With its plug-in hybrid drive system, the latest BMW 3 Series variant combines the dynamic flair for which the brand is renowned with the option of driving on electric power alone (locally emission-free) and the promise of unbeatable efficiency over longer distances.

The new BMW 330e iPerformance adds another highly innovative variant to the BMW 3 Series line-up with its advanced plug-in hybrid drive system. To this end, the engineers transferred cutting-edge BMW i technologies into a representative of the world's most successful premium model range for the first time. The BMW 3 Series Sedan has already set standards for sports performance and fuel economy in its segment using conventional combustion engines. And so it provides the perfect environment for an inspiringly dynamic yet also exceptionally efficient plug-in hybrid model. Key ingredients here are its intelligent lightweight design, outstanding aerodynamics for this class of car and the extensive spread of BMW EfficientDynamics technology fitted as standard.

Ideal platform, superior drive components, unbeatable efficiency.

The combustion engine fitted in the new BMW 330e iPerformance is based on the four-cylinder petrol unit with BMW TwinPower Turbo technology that has already won the International Engine of the Year Award on two occasions. Stand-out characteristics include its sporty power delivery, not to mention an ultra-high-efficiency factor and excellent refinement.

The electric motor, developing 65 kW/88 hp and peak torque of 250 Nm, and the power electronics are derived directly from the BMW eDrive technology featured as standard in the BMW i3 and BMW i8 models. The motor is powered by a lithium-ion battery with a capacity of 7.6 kWh (gross)/5.7 kWh (net). The model-specific concept of the high-voltage battery, including its battery management system and highly efficient direct cooling system, are likewise rooted in the know-how amassed during the development of the BMW i models. The

battery can be recharged at an industrial socket (IEC 60309-2) and is mounted flat in a particularly crash-safe position underneath the load compartment. The power electronics form a single integrated system that drives the electric motor via a liquid-cooled inverter, manages the energy flow from the high-voltage battery to the on-board electrical systems and provides centralised control of hybrid-specific functions.

BMW decided to use an operating strategy for the drive unit that involves a permanent electric boost function. Here, the electric motor supplements the power from the combustion engine with 100 Nm of torque and can deliver a brief extra burst – depending on the position of the accelerator – of up to 250 Nm. On the move, this comes across as an extremely forceful and sustained wave of power giving the impression of a far larger-capacity combustion engine. And because ample power is on hand at all times, a superior and relaxed driving feeling results. Overtaking manoeuvres are that much quicker, and on twisty stretches of road the new BMW 330e iPerformance provides a thrilling level of driving pleasure.

The power generated by both the combustion engine and the electric motor is channeled to the new BMW 330e iPerformance's rear wheels via an eight-speed Steptronic transmission. This means the transmission ratios take effect for both drive systems, lowering the mechanical and thermal loads placed on the electric motor by sustained high revs. This has a positive effect on the operating life of the electric drive system. It also means a torque converter is not required, which partially cancels out the extra weight of the additional drive unit. And – as in conventionally powered BMW models – the advanced Steptronic transmission's low friction losses allow it to make an additional contribution to the high efficiency of the car's drive system as a whole.

BMW eDrive can be configured in three different driving modes.

BMW 330e iPerformance drivers can choose from three BMW eDrive-specific programs – AUTO eDRIVE, MAX eDRIVE and SAVE BATTERY – via the eDrive button in the centre console. These settings allow the plug-in hybrid drive system to be adapted to the way the car is being used at any particular time.

AUTO eDRIVE: This setting ensures the combustion engine and electric motor work together to optimum effect in all driving situations and enables a pure-electric top speed of 80 km/h. This is the default setting and is activated each time the car is started up.

MAX eDRIVE: In this mode the new BMW 330e iPerformance uses electric power only, allowing it to drive for up to 40 km with zero local emissions. In so doing, it draws on the electric drive system's full power output and reaches a top speed of 120 km/h. This makes the new BMW 330e iPerformance the ideal car for commuters and city dwellers, for example, as it allows them to complete their daily journeys extremely efficiently and with an eye on the environment. The combustion engine can, however, cut in at any time if the accelerator is pushed down beyond its kickdown position when additional power is required, e.g. for overtaking.

SAVE BATTERY: This mode contains two operating settings. If the high-voltage battery's charge is below 50 per cent, the battery is charged to 50 per cent by the combustion engine. But if the battery still has more than 50 per cent of its energy remaining, the charge level is "frozen", so that the remaining electric energy can be used for part of the journey still to come – e.g. the approach to a city centre destination.

A harmony of efficiency and hallmark BMW dynamics.

In addition to its eDrive button, the new BMW 330e iPerformance – like other series-produced BMW models – also has a Driving Experience Control switch on the centre console which allows the remaining settings to be adapted according to need and the situation at hand; the COMFORT and SPORT settings and ECO PRO mode are all activated using this switch. As well as the steering and chassis functions and the shift characteristics of the eight-speed Steptronic transmission, these modes also make changes to the operating strategy of the hybrid drive system.

In COMFORT mode, which prioritises a fine balance of comfort and efficiency, as well as hallmark BMW dynamics, the use of the electric motor is regulated in such a way that it helps to ensure both relaxed and economical driving. If required, the electric motor teams up with the combustion engine to maximise power delivery. Top-end performance using the full system output of the combustion engine and electric motor combined is the focus of SPORT mode. In this setting the engine and motor are both permanently active. This allows the drive system to react instantaneously to every movement of the accelerator.

In ECO PRO mode, the efficiency potential of electrification is utilised particularly extensively. Intelligent hybrid functionality allows the electric motor and combustion engine to work together with the greatest possible overall efficiency. The extremely efficient energy management for the drive systems involves carefully regulating the power output of electrically

operated convenience functions such as the climate control system, seat heating and exterior mirror heating. This also helps to maximise the car's range.

Intelligent energy management adjusts the drive systems' responses to the situation at hand.

The new BMW 330e iPerformance comes with an integrated, hybrid-specific Proactive Driving Assistant that works using the BMW navigation system. This function represents the interplay between BMW EfficientDynamics and BMW ConnectedDrive technology at its most systematic and advanced. When the route guidance function is active, the navigation system collates the available information on the route ahead and uses it to manage the responses of the two drive units.

Here, the system accesses both the static data from the interactive map, such as speed restrictions and gradient information, and real-time information on the current traffic situation (Real Time Traffic Information – RTTI). This proactive energy management uses the information as a basis to identify particular stretches of the route where the electric drive system will be preferred over the combustion engine. It ensures that the car drives through residential areas or – if the battery has sufficient charge – entire cross-town links on electric power alone and approaches the destination using only the electric drive system.

The system also prepares to use electric energy for uphill sections of road, so that the system's full recuperation potential can be used on a subsequent downhill stretch. The Proactive Driving Assistant ensures the new BMW 330e iPerformance is even better equipped to offer locally emission-free driving, but also to cover long stretches extremely efficiently and with less impact on the environment.

Battery can be charged easily at home or during a journey using BMW 360° ELECTRIC solutions.

As a plug-in hybrid, the new BMW 330e iPerformance can also be charged externally via the BMW i Wallbox Plus. The empty lithium-ion high-voltage battery can be fully replenished in just two hours and 12 minutes using a BMW i Wallbox Plus (charging power: 3.7 kW, can be installed at home or the workplace), so that the car's maximum electric range is available when the driver is ready to set off again. The charging solutions available from BMW 360° ELECTRIC make topping up the battery during the course of a journey that much easier.

The car is hooked up to the power supply via the charging socket, located at the front left side, between the front wheel arch and the A-pillar. A flap with an integral sealing system protects it against ingress from moisture and dust, for example. The charging socket itself has a corona ring, which uses a colour scheme to inform the user which stage of charging has been reached. If the corona ring flashes blue, the new BMW 330e iPerformance is in charging mode. It then changes to a solid green light once the charging process has been completed. A solid blue ring indicates a pause in charging, and a flashing yellow ring tells you a system check is taking place. Finally, a flashing red corona ring indicates that the charging system is not active.

If no stationary charging options are available, the empty battery can be brought up to at least 50 per cent of full charge while on the move by activating SAVE BATTERY using the eDrive button.

Charging infrastructure in Singapore.

The Land Transport Authority (LTA) and Singapore Economic Development Board (EDB) recently launched an electric vehicle (EV) car-sharing programme that will see 1,000 EVs and 2,000 charging points being rolled out from 2017 till 2020. Up to 20 percent of the charging points will be available for public use. A different charging plug standard, known as “Type 2”, was also introduced this year. While it is not mandatory for existing vehicles and home chargers to switch from Type 1 to Type 2, in the longer term, it is anticipated that most vehicles and charging points in Singapore will follow the Type 2 standard.

BMW Asia is working with Greenlots to build up the charging infrastructure in Singapore. There are currently 60 public EV charging stations at 37 locations spread across the island. Drivers can locate the charging stations nearest to them within the ChargeNow network quickly and easily by making use of BMW ConnectedDrive Services in their vehicle’s navigation system for real-time status, pricing information and turn-by-turn directions. Powered by Greenlots, ChargeNow is a mobility service from BMW i and it is the largest public charging network in Singapore. BMW ConnectedDrive, the BMW ConnectedDrive app and the Greenlots app make locating and using charging stations run by partners an extremely fast and easy process, while the ChargeNow card allows convenient electronic billing and payment.

Level load compartment floor and unrestricted through-loading facility.

The neat integration of the high-voltage battery (gross capacity: 7.6 kWh, net capacity: 5.7 kWh) in the area under the load compartment gives the new BMW 330e iPerformance a level

load compartment floor, and full use of the through-loading system with 40:20:40 split rear seat backrests. Together with its primary boot capacity of 370 litres (which can also be used without restriction), the new BMW 330e iPerformance therefore offers all the everyday practicality of a conventionally powered BMW 3 Series Sedan.

Another benefit of the intelligent positioning of the electric drive system's components is that the car's finely balanced weight distribution – 50 per cent at the front axle, 50 per cent at the rear axle – has been preserved. This is one of the key factors underpinning the dynamic and dextrous handling shared by all BMW 3 Series models.

Outstanding connectivity with BMW ConnectedDrive.

BMW ConnectedDrive is all about the link-up of the driver, vehicle and outside world. As well as the intelligent energy management mentioned earlier (using a BMW navigation system), this technology also enables access to the most important vehicle information at any time in the new BMW 330e iPerformance.

Inside the car, the driver can call up data – such as the battery charge, available ChargeNow public charging stations and journey distances covered – on the display or pre-set a temperature for the passenger compartment. The new BMW 330e iPerformance comes as standard with auxiliary cooling (output: 5 kW). This function can be activated either straightaway by means of the button on the car key, via the BMW ConnectedDrive smartphone app or using a two-week timer on the iDrive operating system.

The next activation is then shown on the Control Display, and the driver also has the option of revising the schedule. Running the heating or cooling functions while the car is charging does not restrict its electric range.

The new BMW 330e iPerformance is now available for viewing at Performance Motors' showroom.

Additional information enclosed:

1. The new BMW 330e iPerformance price.
2. The new BMW 330e iPerformance specifications.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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.

2002 - In an industry first, 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. Exclusive premium experiences covering golfing, driver training, chauffeur services and lifestyle have been specially designed with the discerning taste of the BMW 7 Series customers in mind.

2003, 2004 - PML received awards from BMW Asia in recognition of the BMW 7 Series' segment leadership.

2005 – PML sales powered to the top of the Singapore luxury car market. PML added to its collection of BMW awards with the Best Sales performance in the Asia region. PML sales established BMW as the leading premium car brand in Singapore.

2006, 2007– PML claimed market leadership among premium car brands in Singapore making it three consecutive years. The flagship BMW 7 Series limousines used to transport world leaders during the 2006 World Bank meetings and all key government events, 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.

2008 - PML opened the new Sime Darby Performance Centre, the benchmark BMW Sales and Aftersales facility in Asia, in September. 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 this new Performance Centre at 303 Alexandra Road.

2009 - BMW continued to be the limousine of choice for the APEC meetings. PML was honoured as one of the Top 3 entries in the category Conquest BMW 7 series of BMW Excellence in Sales 2009, the international competition for outstanding sales performance.

2010 – PML broke the 4,000 unit sales record and set a new milestone in its retail history with a remarkable achievement of Top Luxury Car Brand in Singapore. PML reopened its refurbished Aftersales facility in East Coast Centre (ECC), at 280 Kampong Arang Road.

2011 - PML became 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.

2012 – PML continued its trailblazing success and retained pole position as the Number One car brand in Singapore for a second consecutive year. PML's Motorrad division proudly recorded a year-on-year increase in sales by 50%. BMW continued to be the official limousine for the Barclays Singapore Open for the sixth consecutive year.

2013 - BMW was appointed the official limousine of the 2013 International Maritime Defence Exhibition and Conference. Performance Motors sponsored a fleet of 220 units of BMW 5 and 7 Series for the high-profile conference dedicated to maritime defence. BMW Motorrad achieved remarkable growth to become the top selling luxury bike in Singapore for the second consecutive year.

2014 – PML announced the official inauguration of 315 Alexandra Road, a new BMW facility which integrated a new BMW Motorrad showroom and an Aftersales facility dedicated to BMW Fast Lane services. BMW fleets continued to be the choice limousines for the Singapore Airshow 2014, BNP Paribas WTA Finals 2014 and Louis Vuitton High Jewellery event.

2015 - BMW was the preferred limousine to chauffeur delegates for the World Engineers Summit 2015 and Asia Pacific Homeland Security 2015. PML also welcomed the launch of BMW ConnectedDrive, as well as, the all-new BMW 7 Series.

2016 - PML recorded an all-time high for new car registrations. PML also launched the Future Retail concept at the newly renovated BMW showroom at Sime Darby Performance Centre which sets new standards in the automotive industry through the use of innovative digital tools and engaging retail environment. As a leading luxury car brand in Singapore, BMW remained the preferred limousine for the Singapore Airshow 2016, SMBC Singapore Open 2016 and Louis Vuitton High Jewellery Event 2016. BMW was also proudly designated as the limousine of choice for the Singapore Beach Polo Championship 2016, Singapore International Water Week 2016 and National Gallery Singapore Gala 2016.

1. The new BMW 330e iPerformance price.

Model	Retail price (at press time)
BMW 330e iPerformance	S\$219,800

- 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).
- Inclusive of CEVS rebate.

2. The new BMW 330e iPerformance specifications.

Engine	Petrol	Electric
Fuel consumption	5.2 l/100km	119 Wh/km
CO2 emissions	121 g/km	47* g/km
Max output	184 hp from 5,000 – 6,500 rpm	88 hp at 2,500 rpm
Max torque	290 Nm from 1,350 – 4,250 rpm	250 Nm from 0 – 2,500 rpm
Total system (max output/ max torque):	252 hp / 420 Nm	
0 to 100 km/h:	6.1 seconds	
Top speed	225 km/h	120 km/h

*calculated based on grid emission factor.