

**Media Information**

19 December 2019

**The new BMW 330e Sedan now available in Singapore.**  
**Sportier and more efficient than ever thanks to the latest BMW eDrive technology.**

**Singapore.** BMW Asia and Performance Motors Limited announced the availability of the new BMW 330e Sedan, a car with a plug-in hybrid system that brings an extra, particularly future-focused angle to the new sports sedan's core attributes.

The latest generation of BMW eDrive technology teams up with a four-cylinder petrol engine to significantly enhance the sporting prowess of the new BMW 330e Sedan and deliver an even richer electric driving experience. Making its debut appearance in a BMW, the standard-fitted XtraBoost raises the system output of the plug-in hybrid to a maximum of 292 hp. The lightning-fast responses of the drive system headline the new BMW 330e Sedan's driving characteristics.

In the new BMW 330e Sedan, the intelligently controlled interplay of electric motor and combustion engine reaches a whole new level. The electrification of the powertrain contributes more than ever not only to increasing efficiency but also to a distinctive form of driving pleasure. The plug-in hybrid system pools the abilities of a 2.0-litre four-cylinder petrol engine with BMW TwinPower Turbo technology and output of 184 hp with the talents of an electric motor, which generates peak output of 113 hp. Together, the two drive sources produce maximum system torque of 420 Nm.

**Premiere in the new BMW 330e Sedan: XtraBoost for maximum dynamic performance.**

A brand-new feature – and included as standard in the new BMW 330e Sedan – is XtraBoost, which reveals the car at its most dynamic. The driver can quickly bring XtraBoost into play by activating SPORT mode with the Driving Experience Control switch. A vigorous stamp on the accelerator uncorks an additional 40 hp on top of the combined 252 hp already generated by the combination of electric motor and combustion engine – and XtraBoost keeps it on tap for up to 10

seconds. The result is the signature powertrain character of the BMW 3 Series Sedan, comprising (for the first time in a hybrid model from BMW) incredibly sporty yet also precise accelerator response, and a specific shift program for the eight-speed Steptronic transmission including engine-braking downshifts.

The instant-impact XtraBoost delivers a significantly more intense experience of acceleration than a conventionally powered vehicle with comparable output could offer. For example, if the driver suddenly puts their foot down hard from 20 km/h, in as little as a second, the new BMW 330e Sedan accelerates with around twice the vigour of a car powered solely by a combustion engine. Within three seconds, it opens up a car's-length gap. XtraBoost can still be accessed with the high-voltage battery at minimum charge, as well as in kickdown and with the transmission selector lever in the M or S position.

The new BMW 330e Sedan sprints from 0 to 100 km/h in 5.9 seconds en route to a top speed of 230 km/h. The driving experience is accompanied by a model-specific and emotionally engaging drive system note, which also finds its way into the interior. The new BMW 330e Sedan vividly showcases its sporty and dynamic side, blended with the proven qualities of a plug-in hybrid car.

### **Pure-electric driving at up to 140 km/h.**

In the HYBRID driving mode, the new BMW 330e Sedan can hit speeds of up to 110 km/h on electric power alone – an increase of 30 km/h over its predecessor. ELECTRIC mode opens the door to locally emission-free driving at 140 km/h, up from 120 km/h. Hybrid-specific standard features of the new BMW 330e Sedan include acoustic pedestrian protection. When driving on electric power, an exterior speaker system generates an unmistakable sound created specifically for electrified BMWs. At low speeds, the drive system's bespoke note exudes aural presence, without impinging on the acoustic comfort of those on board.

The new BMW 330e Sedan's electric motor is integrated into the eight-speed Steptronic transmission, saving space. Intelligent design allows the hybrid-specific version of the transmission to be no more than 15 mm longer than corresponding variants for conventionally powered variants of the all-new BMW 3 Series Sedan. Power generation by means of braking energy recuperation, where the electric motor plays the role of a generator, works particularly effectively. The electric energy channelled into the high-voltage battery either in this way or when plugged into the power grid also feeds the 12-volt on-board power supply. All of which renders a

combustion engine-driven generator surplus to requirements and further enhances overall system efficiency.

### **High range and efficiency.**

With a gross energy content of 12.0 kWh, the lithium-ion high-voltage battery in the new BMW 330e Sedan enables an increase in electric range of more than 50 per cent over its predecessor. Meanwhile, the second generation of the plug-in hybrid sports sedan cuts fuel consumption and emissions by over 15 per cent. The combined-cycle electric power consumption of the new BMW 330e Sedan is 15.4 kWh per 100 km.

The high-voltage battery in the new BMW 330e Sedan is mounted under the rear seats, while the petrol tank sits over the rear axle. This means the plug-in hybrid's cargo-carrying ability is only slightly reduced, and load capacity of 375 litres can be expanded as required thanks to the 40 : 20 : 40 split/folding rear-seat backrests.

### **Class-leading technology and auxiliary air conditioning as standard.**

The full selection of innovative comfort- and safety-optimising driver assistance systems – from the Driving Assistant Professional with steering and lane control assistant to the Parking Assistant including reversing assistant – is also available. Standard specification for the new BMW 330e Sedan includes preconditioning of the interior with the air conditioning. This interior preconditioning function allows the interior to be cooled in higher ambient temperature.

### **BMW plug-in hybrid models offer an array of benefits in everyday use.**

BMW's plug-in hybrid drive systems already offer users a host of additional benefits over traditional solutions:

- Money-saving: Electric driving in urban areas is cheaper than using petrol or diesel if the plug-in hybrid vehicle is charged at home or at the workplace at low cost.
- Braking is winning: The battery is charged under braking. In conventional vehicles, braking generates only heat and brake dust.
- The best of both worlds: Plug-in hybrids provide electric driving pleasure in urban areas and classical BMW driving pleasure over longer distances.
- Better quality of life in cities: By driving on electric power, users can actively contribute to reducing emissions and traffic noise in cities.

**New BMW 330e Sedan has a smaller overall CO<sub>2</sub> footprint.**

The “real” environmental impact of plug-in hybrid vehicles has been questioned on occasion, especially in markets where the proportion of green energy used by the public energy grid remains small. The BMW Group conducted a full-cycle CO<sub>2</sub> certification for the new BMW 330e Sedan – from raw material procurement, the supply chain, production and the use phase, all the way to recycling. This revealed the CO<sub>2</sub> footprint of the new BMW 330e Sedan to be 20 per cent smaller than that of the new BMW 330i Sedan when running on average European power in the use phase. When charging the car with green energy, its CO<sub>2</sub> footprint is reduced by as much as 60 per cent.

The new BMW 330e Sedan is currently offered with the Luxury Line package. The car is now available for viewing at the Performance Motors Limited showroom.

Additional information enclosed:

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

-End-

For media enquiries, please contact:

**BMW Group Asia**

Corporate Affairs Department

[BMWAsiaCorpAffairs@bmw.com](mailto:BMWAsiaCorpAffairs@bmw.com)

Tel: (+65) 6838 9600

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

**Performance Motors Limited**

Public Relations

Belinda Bay

[belinda.bay@simedarby.com.sg](mailto:belinda.bay@simedarby.com.sg)

Public Relations Executive

Timothy See

[timothy.see@simedarby.com.sg](mailto:timothy.see@simedarby.com.sg)

Tel: (+65) 6319 0268

## **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. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

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

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

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

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw>

## **About Performance Motors Limited (PML)**

Performance Motors Limited (PML) is a member of the Sime Darby Group and has been the dealer of BMW cars and BMW motorcycles in Singapore since 1979.

The PML showroom is located at 303 Alexandra Road, Singapore (159941).

Showroom opening hours are Monday to Saturday, 8am – 7pm, Sunday and Public Holidays, 10am – 6pm. For more enquiries, please call (+65) 6319 0100.

PML has achieved various accolades in the area of sales achievement and service excellence in its 39-year history in the luxury segment.

2002 - In an industry first, PML initiated a customer lifestyle and rewards programme which evolved into the 'BMW 7 Series Privileges Programme Plus' – a distinctive lifestyle and rewards programme that is exclusively available to owners of 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 the Best Sales performance in the Asian 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 for 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 two existing premises at the Sime Darby Centre and in 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 Conquest BMW 7 series of BMW Excellence in Sales 2009 categories, 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 being the 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 of 50%. BMW continued to be the official limousine brand for the Barclays Singapore Open for the sixth consecutive year.

2013 - BMW was appointed the official limousine brand 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 brand in Singapore for the second consecutive year.

2014 - PML announced the official inauguration of a new BMW facility at 315 Alexandra Road, 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 brand to chauffeur delegates for the World Engineers Summit 2015 and the 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 and was named the 'Best Dealer in Sales – Importer Region B4' at BMW Group's Excellence in Sales Awards 2016. PML also won the 'Best Lifestyle Dealership' from BMW Group Asia. PML 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 brand for the Singapore Airshow 2016, SMBC Singapore Open 2016 and Louis Vuitton High Jewellery Event 2016. BMW was also proudly designated as the limousine brand of choice for the Singapore Beach Polo Championship 2016, Singapore International Water Week 2016 and National Gallery Singapore Gala 2016.

2017 - PML continued to trailblaze and achieved yet another sterling record of high performance in a second consecutive year. PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific'. In addition, PML was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' and 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new BMW iPerformance models and an updated BMW i model saw PML cementing its position as the industry leader for plug-in hybrid electric vehicles (PHEVs) and electric vehicles (EVs) in Singapore. BMW was appointed the official car brand for numerous high-profile events including ASEAN Tourism Forum 2017, SMBC Singapore Open 2017, Singapore Yacht Show 2017, IMDEX Asia 2017, Miss Universe Singapore 2017 and Singapore International Energy Week 2017.

2018 – In another record-breaking year of new car registrations, PML had for the first time surpassed the 5,000-unit mark. BMW cars also continued to be the favoured limousines for various prestigious events throughout the year, namely SMBC Singapore Open 2018, Singapore Airshow 2018, 32nd ASEAN Summit and Singapore International Film Festival 2018.

## 1. The new BMW 330e Sedan price.

Model	VES Band	Retail price (at press time)
BMW 330e Sedan Luxury Line	A2	\$248,888

## 2. The new BMW 330e Sedan specifications.

### Drive System

Full-hybrid drive, drive torque (from engine or electric motor or both) sent to the rear wheels

Max system output: 292 hp.

Max system torque: 420 Nm.

### Petrol Engine

Four-cylinder petrol engine, BMW TwinPower Turbo technology: TwinScroll turbocharger, High Precision Injection, VALVETRONIC fully variable valve timing, Double-VANOS variable camshaft timing  
Capacity: 1,998 cc.

Output: 184 hp at 5,000 – 6,500 rpm.

Torque: 300 Nm at 1,350 – 4,000 rpm.

Fuel consumption (combined): 2.2 l/100 km.

### Electric Motor

BMW eDrive technology: synchronous electric motor integrated into eight-speed Steptronic transmission, generator function for recuperating energy for the high-voltage battery

Output: 113 hp at 3,170 rpm.

Torque: 265 Nm at 0 – 3,170 rpm.

Electric consumption (combined): 15.4 kWh/100km.

### Performance

Acceleration (0 – 100 km/h): 5.9 seconds.

Top speed: 230 km/h.

Top speed (electric): 140 km/h.

Range (electric): 59 – 66 km.