

Media Information

15 January 2021

**BMW Singapore kicks off 2021 with #BMWWorldSG.
The first-ever BMW iX3 showcases in ASEAN for the first
time.**

Singapore. BMW Asia, Performance Motors Limited (PML), and Performance Munich Autos (PMA) are excited to kick off 2021 with the launch of #BMWWorldSG on 15 January 2021. For the first time ever, BMW customers and enthusiasts in Singapore are invited to experience the brand and see the latest models in person at both dealerships, as well as online via an immersive virtual experience accessible via the BMW Digital Showroom – <https://bethefirst.bmw.com.sg/>.

#BMWWorldSG is also the setting for the ASEAN showcase of the first-ever BMW iX3, the brand's first pure electric Sports Activity Vehicle, and the Singapore premiere of the much anticipated all-new BMW M3 Competition and BMW M4 Competition. Other highlights include the BMW 116i hatchback and the BMW 530e, the plug-in hybrid electric variant of the new BMW 5 Series Sedan.

“We have an opportunity in 2021 to innovate and change how we engage with our customers,” said Christopher Wehner, Managing Director, BMW Group Asia. “#BMWWorldSG is unlike any brand experience event we’ve held in Singapore in the past. Both showroom setups, as well as the virtual event space, will remind you of being at a motor show. Whether you visit us in person or online, you can walk through six different zones, participate in exciting games, and explore all that the BMW brand has to offer in Singapore.”

Mr. Wehner continued, “2021 also marks the year when we will fulfill our promise to provide customers in Singapore the Power of Choice, the ability to choose the drivetrain for their particular needs, with the BMW X3. We currently offer the BMW X3 in petrol and plug-in hybrid electric variants, but come Q3, we’ll bring customers in Singapore the first-ever BMW iX3, a fully electric BMW X3. We invite you to see the BMW iX3 in person at the PML showroom during #BMWWorldSG.”

“We’re also extremely excited to premiere the all-new BMW M3 Competition and BMW M4 Competition in Singapore at #BMWWorldSG,” said Arnt Bayer, Managing Director, Performance Motors Limited and Performance Munich Autos. “35 years after the first iconic BMW M3 took to the stage, BMW M presents the latest generation of its high performance cars. The all-new BMW M3 Competition and BMW M4 Competition are striking vehicles designed to deliver thrilling performance and make powerful and bold expressions. We’re confident our BMW M customers and fans are just as eager as we are to experience the exhilaration of both vehicles and look forward to it in the coming months.”

Mr. Bayer added, “#BMWWorldSG is also a great opportunity for us to showcase the breadth and versatility of the BMW range. Today, we are also introducing the BMW 116i hatchback and the new BMW 530e Sedan. Both these models feature innovative driver assistance systems, as well as the latest in connectivity with BMW Operating System 7.0.”

The BMW 116i is the newest addition in the BMW 1 Series line up in Singapore, as well as the third BMW model with a Certificate of Entitlement (COE) in the Category A band. Notable features include the BMW Live Cockpit Professional system with two 10.25-inch screens, as well as the Parking Assistant package including the innovative Reversing Assistant.

The BMW 5 Series is the most successful business sedan in its segment, and the BMW 530e Sedan is the latest plug-in hybrid variant. The newly improved 184 hp four-cylinder petrol engine is partnered by an electric drive unit – producing a maximum output of 80 kW/109 hp – that is integrated into the eight-speed Steptronic transmission. For an added dose of sporting flair under particularly keen acceleration, the joint output of the two power sources can be increased by an additional 30 kW/40 hp to a maximum 215 kW/292 hp for up to 10 seconds. This XtraBoost feature is included as standard on the new BMW 530e Sedan. With the latest generation of BMW eDrive technology, the BMW 530e has an electric range of 54-61 km (WLTP).

EXPLORING #BMWORLD SG IN PERSON.

Once you enter Performance Motors Limited (located at 303 Alexandra Road), you will encounter the Power of Choice zone, with all three BMW X3 variants - petrol, plug-in hybrid electric vehicle (PHEV), and fully electric vehicle (EV).

The Sheer Driving Pleasure zone follows with nine of the most iconic BMW models on display, with a special focus on the BMW 116i hatchback. Now available in Singapore, it is the third vehicle with a Certificate of Entitlement (COE) in the Category A segment from the BMW brand.

After touring this zone, travel up the escalator to the second floor to enter the Choose Your X zone and explore your favourite BMW X model, from the BMW X1 to the BMW X6.

The Epitome of Luxury zone is a few steps away for you to experience the opulence of the BMW 7 Series, the BMW X7, and the BMW 8 Series Gran Coupe – the best of BMW's luxury class.

The tour at Performance Motors Limited ends in the Joy Electrified zone with the new BMW 530e Sedan, the BMW 330e, and the iconic BMW i3s, demonstrating sustainable mobility in the BMW model line-up.

However, the joy doesn't end there! Complete your tour of #BMWWorldSG at the M Town zone at Performance Munich Autos (located a short walk away at 315 Alexandra Road). Discover the perfect interplay of dynamics, agility and precision with BMW M, and get up close with the all-new BMW M3 Competition and BMW M4 Competition.

EXPERIENCE #BMWORLD SG VIRTUALLY.

For BMW customers and enthusiasts who prefer to experience #BMWWorldSG from the comfort of their homes, they simply need to visit <https://bethefirst.bmw.com.sg/> on their desktops or mobile devices. In addition to experiencing all six zones and their respective models, visitors will have a chance to participate in an online game to win exclusive prizes, unlock secret deals, request test drives, and make purchases from the BMW Lifestyle eShop.

TEST YOUR SKILLS AND ENGAGE YOUR SENSES.

SMILE FOR THE CAMERA.

Kick off your visit to #BMWWorldSG by taking a photo with the iX3 backdrop. Share your best photos on Facebook or Instagram with the hashtags #BMWWorldSG and #THEiX3 and be one of 10 lucky winners (selected at random) to receive a special giveaway at the end of the event.

BLAZEPODS.

Test your speed and coordination in the Choose Your X zone by hitting the most lighted blaze pods before time runs out to win a giveaway.

MATCH & WIN.

Do you know all the answers? Head over to the Joy Electrified zone and match all ten questions with their respective answers in the fastest time to receive a special giveaway.

RACE SIMULATOR.

Race in one of several iconic BMW M cars in the immersive world of Gran Turismo at the M Town zone. All players will receive a special M Town giveaway.

ADDITIONAL DETAILS

- 15 Jan 2021, 00:01hrs – Virtual Event Space accessible via <https://bethefirst.bmw.com.sg/>.
- 15 Jan 2021, 08:00 hrs – #BMWWorldSG opens at Performance Motors Limited (303 Alexandra Road, Singapore 159941) and Performance Munich Autos (315 Alexandra Road, Singapore 159944).

*Please refer to the appendix below for the full list of vehicles on display at the showrooms, as well as additional vehicle information for the BMW M3 Competition, BMW M4 Competition, BMW 116i and BMW 530e Sedan.

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APPENDIX – DISPLAY CARS.

PERFORMANCE MOTORS LIMITED.

Power of Choice

1. BMW iX3 (ASEAN showcase)
2. BMW X3 xDrive30e
3. BMW X3 xDrive30i

Sheer Driving Pleasure

1. BMW 116i (Singapore launch)
2. BMW 216i Active Tourer
3. BMW 216i Gran Tourer
4. BMW 218i Gran Coupé
5. BMW 318i
6. BMW 430i Coupé
7. BMW 520i
8. BMW M135i xDrive Speed Edition 2.0
9. BMW M235i xDrive Gran Coupé

BMW Motorrad

1. BMW C 400 GT
2. BMW R 18

PERFORMANCE MUNICH AUTOS.

M.Town

1. BMW M3 Competition Sedan
(Singapore premiere)
2. BMW M4 Competition Coupé
(Singapore premiere)
3. BMW M135i xDrive Speed Edition 2.0

Choose Your X

1. BMW X1 sDrive18i
2. BMW X2 sDrive18i
3. BMW X5 xDrive40i
4. BMW X6 xDrive40i
5. BMW X3 M40i Adventure Edition
6. BMW X4 M40i Adventure Edition

The Epitome of Luxury

1. BMW 730Li
2. BMW X7 xDrive40i
3. BMW 840i Gran Coupé

Joy Electrified

1. BMW i3s
2. BMW 330e
3. BMW 530e (Singapore launch)

4. BMW M235i xDrive Gran Coupé
5. BMW X3 M40i Adventure Edition
6. BMW X4 M40i Adventure Edition
7. BMW X3 M Competition

APPENDIX – VEHICLE INFORMATION.

1. Vehicle prices.

Model	VES Band	Retail price (at press time)
BMW M3 Competition Sedan	C2	\$446,888
BMW M4 Competition Coupé	C2	\$451,888
BMW 116i Sport	B	\$143,888
BMW 530e Sedan	B	\$277,888

2. Vehicle specifications.

The all-new BMW M3 Competition Sedan.

M TwinPower Turbo technology with two mono-scroll turbochargers, indirect charge air cooling, High Precision Injection (maximum injection pressure: 350 bar), VALVETRONIC fully variable valve timing, Double-VANOS variable camshaft timing.

Capacity: 2,993 cc.

Output: 510 hp at 6,250 – 7,200 rpm.

Torque: 650 Nm at 2,750 – 5,500 rpm.

Acceleration (0 – 100 km/h): 3.9 seconds.

Top speed: 250 km/h (electronically limited).

Fuel consumption (combined): 10.1 L/100 km.

CO₂ emissions (combined): 234 g/km.

The all-new BMW M4 Competition Coupé.

M TwinPower Turbo technology with two mono-scroll turbochargers, indirect charge air cooling, High Precision Injection (maximum injection pressure: 350 bar), VALVETRONIC fully variable valve timing, Double-VANOS variable camshaft timing.

Capacity: 2,993 cc.

Output: 510 hp at 6,250 – 7,200 rpm.

Torque: 650 Nm at 2,750 – 5,500 rpm.

Acceleration (0 – 100 km/h): 3.9 seconds.

Top speed: 250 km/h (electronically limited).

Fuel consumption (combined): 10.2 L/100 km.

CO₂ emissions (combined): 234 g/km.

The new BMW 116i.

BMW TwinPower Turbo technology: turbocharger, High Precision Injection, VALVETRONIC fully variable valve timing, Double-VANOS variable camshaft timing

Capacity: 1,499 cc.

Output: 109 hp at 4,300 – 6,500 rpm.

Torque: 190 Nm at 1,380 – 3,800 rpm.

Acceleration (0 – 100 km/h): 10.6 seconds.

Top speed: 200 km/h.

Fuel consumption (combined): 5.5 L/100 km.

CO₂ emissions (combined): 128 g/km.

The new BMW 530e Sedan.

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): 1.9 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: 109 hp at 3,140 rpm.

Torque: 265 Nm at 100 – 2,500 rpm.

Electric consumption (combined): 15.3 kWh/100km.

Performance

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

Top speed: 235 km/h.

Top speed (electric): 140 km/h.

Range (electric): 54 – 61 km.

For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

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

Performance Motors Limited | Performance Munich Autos

Public Relations

Belinda Bay

belinda.bay@simedarby.com.sg

Public Relations Executive

Daryl Ong

daryl.ong@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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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 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 Holiday, 10am – 6pm. For more enquiries, please call 1 800 2255 269.

PML has achieved various accolades in the area of sales achievement and service excellence in its 40-year history in the luxury segment.

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.

2019 – Celebrating its 40th year of distributing BMW Cars and Motorcycles in Singapore, PML achieves yet another outstanding milestone, winning the honour to be appointed the preferred limousine provider for International Maritime Conference & Exhibition for Defence (IMDEX Asia) 2019, Singapore Convention Week 2019 and Singapore International Energy Week (SIEW) 2019. In an exclusive industry first, PML partners Lazada to launch the new BMW 1 series. And for the first time, BMWFestSG was immersed in the heart of Orchard Road area, where a myriad of activities delivered sheer driving pleasure to visitors.

About Performance Munich Autos

Performance Munich Autos is the world's first dedicated BMW M dealership in Singapore that holds the retail rights to a full range of BMW M and BMW M Performance Automobiles.

Performance Munich Autos Showroom is located at 315 Alexandra Road Singapore 159944.

Showroom opening hours are Monday to Saturday, 8am - 7pm, Sunday and Public Holidays, 10am – 6pm.

For more information or enquiries, visit <https://www.bmw.com.sg> or call (+65) 6333 3933.

Facebook: <https://www.facebook.com/BMWPerformanceMotorsSG>