

**Media Information**

9 May 2022

**The BMW 216i Gran Coupé now available in Singapore.**  
New Certificate of Entitlement (COE) Category A offering.



**Singapore.** BMW Asia and Performance Motors Limited today announced the availability of the BMW 216i Gran Coupé, the newest addition to the BMW 2 Series line-up in Singapore. This model joins the existing BMW 2 Series Gran Coupé range, giving motorists in Singapore a choice among three drivetrain options of the four-door Coupé model – BMW 216i, BMW 218i, and BMW M235i.

"The BMW 2 Series houses the most versatile line-up in our model portfolio, ranging from sporty two-door or four-door Coupés, to compact crossovers, and spacious people movers. With such a wide breadth of models, it's

no wonder the 2 Series is a favourite among customers in Singapore," said Mr. Lars Nielsen, Managing Director, BMW Group Asia. "The BMW 216i Gran Coupé we're launching today adds further versatility to the premium compact segment by maintaining all the qualities that customers love while packing even more value for money."



#### **Efficiency on the go.**

Powered by a compact 1.5-litre engine with BMW TwinPower Turbo technology and a 7-speed Steptronic dual-clutch transmission, the BMW 216i Gran Coupé delivers a sprightly performance of 109 hp and a class-leading fuel economy of 5.5 L/100km. With 190 Nm of torque available from 1,380 rpm to 3,800 rpm, the engine

pulls strongly and provides drivers with plenty of verve on the road. BMW's sophisticated front-wheel-drive architecture is employed here, imbuing the four-door Coupé with exceptional agility.

The car accelerates from 0-100 km/h in 10.8 seconds, and is capable reaching 200 km/h. With its fuel efficiency and CO<sub>2</sub> emissions of only 125 g/km, the BMW 216i Gran Coupé qualifies for a S\$15,000 VES rebate.

#### **A standout offering in the compact class.**

The BMW 216i Gran Coupé is offered in the Sport Line – it sees design elements in Sensatec as standard, with interior trim finishers in the 'Illuminated Berlin' style. The interior ambient lighting can be switched between 6 colours with adjustable brightness. Other luxurious touches include electrically-adjustable sports seats at the front and a sport leather steering wheel. The M high-gloss Shadowline adds a further touch of sophistication with elements such as the window frame surround and C-pillars in black high-gloss. The sporty look is rounded off with 17" light-alloy wheels with a double-spoke design.



As with all BMW 2 Series Gran Coupé models, the BMW 216i Gran Coupé is fitted with the BMW Live Cockpit Professional system as standard. Access to the infotainment offering provided by the BMW Operating System 7 is via a display grouping with two large 10.25-inch screens. The high-resolution Control Display is centrally mounted, touch-sensitive, and angled towards the driver in customary BMW fashion – drivers can configure this large screen combination to their individual preference. Standout features on the BMW Live Cockpit Professional system include an adaptive navigation system and a hard-drive-based multimedia system. In addition to the usual buttons on the centre console and steering wheel, other frontline control elements include the iDrive Controller for ease of use.



The Driving Assistant package is also fitted as standard – this comprises of the Lane Change Warning system, which prompts the driver to guide the car back onto the correct lane by means of a visual warning and, if necessary, a steering input. Other functions include the route-ahead assistant, rear collision warning and crossing traffic warning, which reduces the risk of a collision when

reversing into roads obstructed from the driver's view. Also available is the Lane Departure Warning system with active lane return, which is operational from 70 km/h.

The Parking Assistant provides extensive assistance with parking and manoeuvring, and the Reversing Assistant stores the steering movements for any section the car has just driven forward along at no more than 36 km/h – all the driver has to do is to operate the accelerator and brake pedals and monitor the vehicle's surroundings. The system is then able to steer the vehicle in reverse – for distances of up to 50 metres at a maximum 9 km/h – along exactly the same line it took when moving forward.



The BMW 216i Gran Coupé is now available for viewing at the Performance Motors Limited showroom.

Additional information enclosed:

1. The BMW 216i Gran Coupé price.
2. The BMW 216i Gran Coupé 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. 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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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

Performance Motors Limited (PML) is a unit under Sime Darby Motors, a division of Sime Darby Berhad, 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 areas 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. The company 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, creating an engaging retail environment with the use of innovative digital tools. As a leading luxury car brand in Singapore, BMW remained the preferred limousine brand for events such as the Singapore Airshow 2016, SMBC Singapore Open 2016, and Louis Vuitton High Jewellery Event 2016, just to name a few.

2017 - PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific', and was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' as well as the 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new plug-in hybrid electric vehicles (PHEVs) and an updated electric vehicle (EV) under the BMW i brand saw PML cementing its position as the industry leader for electromobility in Singapore. BMW was appointed the official car brand for numerous high-profile events including the 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 the SMBC Singapore Open 2018, Singapore Airshow 2018, 32<sup>nd</sup> ASEAN Summit, and Singapore International Film Festival 2018.

2019 - Celebrating its 40<sup>th</sup> year of distributing BMW Cars and Motorcycles in Singapore, PML took to the heart of Orchard Road for BMWFestSG with a myriad of activities to engage the masses and deliver sheer driving pleasure. BMW once again had the honour of being appointed as the preferred limousine provider for events such as the International Maritime Conference & Exhibition for Defence (IMDEX Asia) 2019, Singapore Convention Week 2019, and Singapore International Energy Week (SIEW) 2019.

2020 - BMW was the second best-selling car brand and leading premium automotive brand in Singapore, capturing 9.8% of the market share. November and December marked record-breaking months for car sales in PML's entire 41 year history. 2020 also saw the launch of 13 models including the first-ever BMW 2 Series Gran Coupé, new BMW X3 xDrive30e, and first-ever BMW M8 Competition, alongside eight virtual launches and events such as the eJoyFest and BMWFestSG. PML also launched the BMW Digital Showroom, BMW Convenience 360, and the BMW Performance Motors SG Mobile App to create a seamless customer journey between the virtual and physical landscapes.

2021 - For a second year running, BMW was the second best-selling car brand and leading premium automotive brand in Singapore, capturing 11.3% of market share with its best first half-year performance in PML's history recording 2,993 cars delivered and 736 cars registered in June 2021 alone. PML launched its first-ever Phygital (Physical and Digital) event; BMW World SG 2021 in January 2021 engaging our customers with in-showroom and online deals. Other events such as BMW JoyFest 2021 were also a resounding success generating 3,689 leads, 1300 test drives and a conversion ratio of 19.7% (leads to sales) with a mix of online activations such as online flash sales and secret deals and offsite activations such as goodie bag redemptions for test drives. 11 new models were launched in 2021 including two electric models; the BMW iX3 – an electric variant to the ever-popular BMW X3 and BMW Group's brand new technology flagship, the BMW iX alongside other models such as the BMW 4 Series Convertible, BMW 4 Series Gran Coupé, and BMW M3 and M4 Competition.

## 1. The BMW 216i Gran Coupé price.

Model	VES Band	Retail price (at press time)
BMW 216i Gran Coupé Sport	A2	\$203,888

## 2. The BMW 216i Gran Coupé specifications.

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): 10.8 seconds.

Top speed: 200 km/h.

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

CO2 emissions (combined): 125 g/km.