

**Media Information**

11 January 2024

## **BMW Asia launches four new models at the Singapore Motorshow 2024.**

**A fast start to the year with two Category A COE BMW X vehicles and two high-performance machines.**

**Singapore.** BMW Asia today launched the first-ever BMW iX1, all-new BMW X2, first-ever BMW i5 M60 xDrive and first-ever BMW X1 M35i xDrive at the Singapore Motorshow 2024, Singapore's largest annual motoring event. From 11-14 January 2024, visitors can discover the new models at the Suntec City Convention Centre (BMW – Level 4, Booth 115).

"After an exciting and very successful 2023 that concluded with multiple expansions in Singapore from our dealer partners, we are thrilled to kick-off 2024 with the launch of four exciting key models," said Mr. Lars Nielsen, Managing Director, BMW Group Asia. "The first-ever BMW iX1 and all-new BMW X2 will be offered as Category A COE models, further expanding our premium compact segment offerings and solidifying our commitment to bring greater choice and flexibility to our customers across the model range."

Mr. Nielsen added, "In a continuation of 2023, the first-ever BMW i5 M60 xDrive is another highlight. After the great success of the BMW i4 M50, the BMW i5 M60 xDrive goes one step further in delivering driving pleasure to M enthusiasts who are conscious about their carbon footprint. Plus, we are introducing the range topping BMW X1 M35i xDrive, building on the spontaneous driving pleasure of the BMW X1."

**The first-ever BMW iX1.**

As in all of the brand's current electric vehicles, the first-ever BMW iX1 uses the current fifth generation BMW eDrive technology. A highly integrated drive unit on the front axle of the entry-level model generates an instantaneously available maximum torque of 250 Nm in addition to the maximum output of 110 kW/147 hp. The compact Sports Activity Vehicle (SAV) accelerates from zero to 100 km/h in 10.5 seconds. Its top speed is electronically limited to 170 km/h.

**The all-new BMW X2.**

The all-new BMW X2 has a distinctive, visually expressive design showing clear differentiation from the brand's compact SAV, the BMW X1. As such, it is instantly identifiable as a pure-bred Sports Activity Coupé (SAC). Also characteristic of the new model are its dynamically stretched lines and a generous surface treatment. The all-new BMW X2 has grown by 194 millimetres in length over its predecessor to 4,554 millimetres, by 21 millimetres in width to 1,845 millimetres and by 64 millimetres in height to 1,590 millimetres. Plus, its increased wheelbase and wider tracks benefit space in both the five seats and the boot. The all-new X2 has a maximum load capacity of 560 litres.

**The first-ever BMW i5 M60 xDrive.**

The first-ever BMW i5 M60 xDrive combines an up to 442 kW/601 hp drive with hallmark M performance and specific design features. Two highly integrated drive units on the front and rear axles make up an electric all-wheel drive. The system torque generated is up to 820 Nm when M Sport Boost or the M Launch Control function is activated. This enables the first-ever BMW i5 M60 xDrive to accelerate from zero to 100 km/h in 3.8 seconds. Its top speed is electrically limited to 230 km/h.

**The first-ever BMW X1 M35i xDrive.**

The first-ever BMW X1 M35i xDrive races to 100 km/h from rest in 5.4 seconds with a maximum output of 300hp, while top speed is electronically limited to 250 km/h. M-specific chassis technology – including the option of M Compound brakes for the first time on a performance model – teams up with BMW xDrive intelligent all-wheel drive to deliver sublime performance characteristics. The sharper character of the first-ever BMW X1 M35i xDrive is clearly apparent both inside and out. The new range-topping model comes with the type of exclusive design and equipment features originally reserved for high-performance cars from BMW M GmbH. These include the two pairs of exhaust tailpipes.

### **Digitalisation.**

For the first time at the Singapore Motorshow, customers have the opportunity to interact with the Emotional Virtual Experience (EVE). Using 3D-rendering software, their vehicle of choice is presented in almost photo-realistic quality, allowing exploration from all available angles, including a detailed look at its interior and exterior in different environments during the day and night.

### **BMW Lifestyle.**

Fans of BMW can show their passion for the brand with the wide range of BMW Lifestyle products available and enjoy the following perks:

- Up to 20% off on merchandise, and exclusive bundles.
- Motorsports Fun Pack with a 20% discount at \$158, consisting of the BMW M Motorsport Bottle, BMW M Pocket Umbrella, and BMW M Bucket Hat.
- Up to 70% savings on the Golfsport Umbrella with any purchase of BMW Lifestyle products.

### **Fun for all.**

Visitors can enjoy unique food and beverage from Coffee Break, a second-generation coffee and toast outlet reimagining traditional tastes for modern palettes. They are welcome to pair their latte with a black sesame butter toast or earl grey crème toast for a refreshing delight. Also available is a selection of bubble tea from renowned chain Koi Thé.

Children can create their dream BMW as well, with a Pyssla keychain making station where designs like the BMW iX1 can be created to take home.

In addition, the first 20 visitors each day to snap a photo with any BMW on display, share it on Facebook or Instagram with the hashtag #BMWSGMotorshow2024, and follow @bmwsingapore on Instagram, can redeem an exclusive BMW NETS Flashpay card.

**Model showcase.**

BMW Asia, Eurokars Auto, and Performance Motors are showcasing the following models at the Singapore Motorshow 2024:

1. BMW 116i
2. BMW 216i Gran Coupe
3. BMW 318i Sedan
4. BMW X2
5. BMW iX1
6. BMW iX3
7. BMW iX
8. BMW i4 M50
9. BMW i5 M60 xDrive
10. BMW X1 M35i xDrive
11. BMW M2

Customers who purchase a BMW at the Singapore Motorshow 2024 qualify for the Sure-Win Spin, where prizes like the Apple iPhone 15 Pro, Apple AirPods Max, and \$888 worth of BMW Lifestyle vouchers are up for grabs. Customers can also redeem a BMW-branded Dual-Use Pouch on-site with every purchase.

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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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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