

Media Information

9 January 2025

The all-new BMW 1 Series, now available in Singapore.

Sporty, agile handling, and a dynamic charisma.

Singapore. BMW Asia today announced the availability of the all-new BMW 1 Series. 20 years since its introduction, the pioneer of driving pleasure in the premium compact segment is sharpening its sporty profile with a dynamic design presence, completely revised drive portfolio and extensively improved chassis technology. Since 2004, more than 3 million units of the BMW 1 Series have been delivered to customers. The fourth generation of the BMW 1 Series is produced at BMW Group Plant Leipzig.

"The all-new BMW 1 Series is modern, innovative and striking in equal measure," said Lars Nielsen, Managing Director, BMW Group Asia. "Just months after the launch of the head-turning BMW M135 xDrive, we are completing our premium compact portfolio with the all-new BMW 116 M Sport. Its Category A COE placement makes it the ideal choice for hatchback fans to zip around in, and we are excited to wow our customers with the car's driving prowess and advanced digital features."

Typical BMW proportions in a compact format.

The dimensions of the five-door model have changed only slightly compared to its predecessor. The exterior length of the all-new BMW 1 Series has increased by 42 millimetres. The vehicle width is 1,800 millimetres, while the height has increased by 25 millimetres to 1,459 millimetres. Despite its compact dimensions, the all-new BMW 1

Series, based on a modern front-wheel drive architecture, offers generous space for up to five passengers and their luggage.

Silhouette with dynamic wedge shape, powerful rear.

The side view of the all-new BMW 1 Series is also characterized by clearly defined surfaces. The long bonnet, the forward-leaning BMW radiator grille, the sweeping roofline, and the flat side window graphics that taper towards the rear create a dynamic wedge shape. The all-new BMW 1 Series comes with M high-gloss Shadow Line as standard. The black side window surround also features a graphic element with the embossed number 1 in the area of the Hofmeister kink counter-swing on the C-pillar. A long roof spoiler and side air deflectors also contribute to the stretched silhouette.

With its strikingly flat front end, the all-new BMW 1 Series sits significantly lower to the road than its predecessor, underlining its sporty character. The headlights, which are set above the BMW radiator grille and extend well into the wheel arches, show the brand's typical four-eyed face in a modern interpretation. Two vertical, slightly arrow-shaped LED units provide the position and daytime running lights and turn indicators. Adaptive LED headlights with glare-free matrix high beam are available as standard. They also feature blue accents and a cornering light function.

The exhaust tailpipes of all model variants are invisibly integrated into the rear apron. The flat rear lights protrude into both the luggage compartment lid and the side section, highlighting the widely flared rear wheel arches. The design of the light sources inside the headlights is echoed by vertically aligned LED elements for the rear light and turn indicators. The paint finishes for the all-new BMW 1 Series include two solid colours and seven metallic colours.

Dynamic appearance with M Sport Package and M Sport Design.

The standard M Sport Package makes the all-new BMW 1 Series even more dynamic. The unique exterior design features include a front apron with extra-large air intakes, M specific side skirts and a particularly powerful rear apron with a three-dimensional diffuser element. In addition, the front, side, and rear sections are linked by a black body surround, giving the car a particularly flat and road-hugging appearance from all angles. 18-inch M light alloy wheels with a Y-spoke design are standard.

Interior and equipment: Progressive cockpit, clean design, high-quality feel.

The centrepiece of the progressive cockpit design is the BMW Curved Display. It serves as the stage for the new BMW iDrive based on the BMW Operating System 9. The number of buttons and controls on the instrument panel and centre console has been significantly reduced through the consistent digitalization of the display and operating system. The control panel between the driver and front passenger, including the gear selector, has also been redesigned.

New seats, generous space, modern functionality.

The all-new BMW 1 Series offers generous space for up to five passengers with easy access and generous legroom in the rear. The newly designed seats offer optimized lateral support and a high level of long-distance comfort. Electric seat adjustments, including memory on the driver's side are available as standard. With the exception of the seat depth and headrest height, which are adjusted manually, all adjustments can be made from an integrated control panel.

The rear seat backrest can be split and folded down 40:20:40 as standard, to adapt the luggage space to the customer's needs. As a result, the storage capacity under the high-swinging tailgate can be increased from 380 litres to up to 1,200 litres.

The standard M Sport Package includes sport seats with Veganza upholstery in four different colour choices or M Alcantara and Veganza combination in black with blue accents. The M Sport Package includes an M leather steering wheel with a distinctive three-spoke design and shift paddles.

Automatic air conditioning with digital control via BMW iDrive.

The standard automatic air conditioning in the all-new BMW 1 Series is fully integrated into BMW iDrive. It is fully digitalized and controlled by touching the Control Display or using voice control. The outer seam vents of the air conditioning system are integrated into a distinctive trim element that closes off the instrument panel on both sides. Ventilation is provided by discreetly integrated air vents in the centre of the cockpit. New control knobs allow the intensity and direction of airflow to be adjusted by turning and tilting.

In conjunction with the M Sport Package, the instrument panel next to the BMW Curved Display features diagonal stitching in the colours of BMW M GmbH. In addition to the M leather steering wheel and sport seats in Veganza and the corresponding interior surfaces, the specific design features of the M Sport Package for the interior also include an anthracite roof liner, M specific displays on the information display, an M pedal set, and interior trims in aluminium hexacube matt.

Extended standard equipment, wide range of customization options.

The standard interior lighting package for the all-new BMW 1 Series includes waterfall lighting for the centre console and indirect lighting in the door trim area. At the front, the intensity and colour of the footwell lighting can be individually adjusted, and the lighting mood can also be varied in the instrument panel area.

The latest generation of BMW TwinPower Turbo technology.

A completely revised drive portfolio forms the basis for the increased dynamics and efficiency of the new generation of the all-new BMW 1 Series. The highly efficient petrol engine available for the all-new BMW 1 Series is part of the latest generation of the Efficient Dynamics engine family. All engines in the all-new BMW 1 Series are combined with the latest version of the 7-speed dual-clutch transmission Steptronic as standard and transmit their power to the road via the front wheels. With a maximum power output of 90 kW/122 hp, the drive system of the all-new BMW 116 with its three-cylinder petrol engine accelerates from 0 to 100 km/h in 9.8 seconds.

Chassis technology and driving experience: Consistently optimized agility and comfort.

The chassis technology in the all-new BMW 1 Series, which has undergone extensive development compared to the predecessor model, ensures the driving pleasure typical of the brand in the premium compact segment. The agility, steering precision, and cornering dynamics of the all-new BMW 1 Series benefit from the increased rigidity of the body structure and the chassis connection. The front end also features a strut brace in the engine compartment and particularly solid axle mounts.

A large number of other innovations contribute to the consistent optimization of ride comfort as well as sporty handling. These include the increased tyre diameter line, which also enhances the visual presence of the all-new BMW 1 Series. The caster of the front wheels has been increased by 20 per cent to ensure optimum steering feedback and particularly stable directional stability. New shock absorber technology enhances ride comfort by reducing body roll during dynamic cornering. In addition, a centrally positioned pendulum support for the engine mounts optimizes acoustic comfort in the all-new BMW 1 Series.

With directly controlled wheel slip limitation and the integrated braking system, the new model generation features innovative systems that deliver a superior driving experience. The standard M Sport Package for the all-new BMW 1 Series includes the Adaptive M Chassis with lowered suspension and sport steering.

Front and rear axle feature newly developed components.

Highly preloaded anti-roll bar mounts are used at both front and rear. They help to improve body support when cornering, while at the same time improving ride comfort. They also increase steering precision. The front and rear axles feature heavy-duty wheel bearings with a weight and friction-optimised design to improve the car's efficiency.

Optimized front axle kinematics promote agile steering and a steering feel that is largely unaffected by driving forces. The supports for the hydro mounts, which are now made of aluminium, reduce the car's weight by around three kilograms. In addition to the hydro mount supports, the front axle support has also been redesigned to optimise impact energy absorption and occupant protection in the event of a collision.

The design principle of the rear axle makes a significant contribution to the increased driving dynamics potential of the all-new BMW 1 Series. Their model-specific design provides extra rigidity, combined with a rigidly connected rear axle support, to ensure precise wheel guidance with high lateral acceleration. In addition, the more compartmentalised arrangement of springs and dampers means less space is required. This has a positive effect on the amount of space available and the comfort of the passengers in the rear.

Ride comfort in the all-new BMW 1 Series is enhanced by a newly designed suspension and damping system. The central innovation is the stroke dependent additional damping on the front axle. This is generated by means of an additional sleeve on the shock absorber and

ensures that the body is stabilized when driving over small bumps and that the transition into bends is excellent. Both front and rear suspension is tuned to the weight of the respective model variant. The conventional suspension springs are supplemented by progressive springs. A three-way support bearing transfers the force of the main and auxiliary springs directly to the body. This decouples the shock absorbers, allowing their rubber mounts to be designed independently of the vehicle's load and preload, and optimizing ride and acoustic comfort.

Extensive safety equipment.

The all-new BMW 1 Series offers a comprehensive package for optimized safety as standard with the Driving Assistant. This is ensured in particular by the advanced front collision warning system. It includes Collision Warning, pedestrian, and cyclist warning with braking function, and Crossroads Warning. Other standard comfort and safety features include Cruise Control with brake function, Speed Limit Info, Traffic Sign Recognition with No Overtaking Display and Route-ahead Assistant, Manual speed Limit Assist, emergency steering intervention, Lane Departure Warning with lane return, Rear Collision Warning, and Exit Warning.

The standard Parking Assistant enables automatic parking and reversing in both on and off-street parking spaces. It also includes Active Park Distance Control with front and rear sensors, a rear view camera, Reversing Assistant, and trailer assistant.

Display and control system, connectivity: Innovative user experience with the BMW Operating System 9 and BMW Digital Premium.

The latest version of the BMW iDrive display and operating system with QuickSelect is now available in the all-new BMW 1 Series. Based on the BMW Operating System 9, it offers optimized options for intuitive and convenient control of numerous functions and for the use of innovative digital services. With the BMW Curved Display and the BMW Intelligent

Personal Assistant, the new BMW iDrive is consistently geared towards operation via touch functions and natural speech. The operating system also includes multifunction buttons on the steering wheel.

BMW iDrive with QuickSelect. Fast and direct access to the functions you want.

The standard BMW Curved Display in the all-new BMW 1 Series also offers a modern interpretation of the cockpit design with the typical BMW driver focus. It consists of a 10.25-inch Information Display and a 10.7-inch Control Display. The Control Display's new home screen permanently displays the navigation system's map view or other individually configurable displays. On the same level, the driver's side of the screen features vertical widgets that can be swiped through. QuickSelect enables functions to be accessed directly without having to switch to a submenu. Additional information and settings can be accessed by swiping horizontally across the widget.

BMW Digital Premium from the BMW ConnectedDrive Store.

With BMW ConnectedDrive Upgrades, customers can also test selected functions free of charge for a period of one month and then book them for a specific term. The highlight of the programme in the BMW ConnectedDrive Store is the BMW Digital Premium offer. As part of a subscription, customers can use all the apps available in their country, for example from the areas of music streaming, video streaming, news, or games in the vehicle. BMW Digital Premium also includes data usage for all digital services and apps from the BMW ConnectedDrive Store, including music and video streaming.

The cloud-based BMW Maps navigation system is also part of the BMW Live Cockpit Plus, which comes as standard in the all-new BMW 1 Series. It is easy to use and provides fast, dynamic route planning.

Optimized dialogue with the BMW Intelligent Personal Assistant.

The latest version of the BMW Intelligent Personal Assistant responds to naturally spoken instructions and has continuously expanded its capabilities. In order to optimise the dialogue between the driver and the vehicle, interactive graphics are shown on the Control Display which, for example, signal the attention of the digital companion and display appropriate symbols in response to selected voice commands. For example, the BMW Intelligent Personal Assistant responds to the request to find the nearest petrol station with an image of a petrol pump.

Optimum networking: Smartphone integration, 5G mobile phone antennas, BMW ID, and My BMW App.

The standard equipment of the all-new BMW 1 Series includes optimized smartphone integration via Apple CarPlay® and Android Auto™. The services are integrated directly in the display and operating system via a Wi-Fi connection between the respective smartphone and the vehicle. The all-new BMW 1 Series comes with 5G mobile reception as standard.

To personalise the user experience with BMW ID, simply log in to the vehicle for the first time using a smartphone and scan the QR code. The personal profile is then added and synchronisable settings are loaded. Functioning as a universal digital interface, the My BMW App provides information on the vehicle's status at all times. It also provides remote access to functions such as locating the vehicle and locking and unlocking the doors.

The Telephony with Wireless Charging option allows compatible smartphones to be charged wirelessly in a storage compartment in the front of the centre console, which is significantly larger and now also cooled compared to the predecessor model.

Additional information enclosed:

1. The all-new BMW 1 Series price.
2. The all-new BMW 1 Series specification.

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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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

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1. The all-new BMW 1 Series price.

Model	VES Band	Retail price (at time of press)
BMW 116 M Sport	B	\$217,888

2. The all-new BMW 1 Series specification.

BMW 116

In-line three-cylinder petrol engine, BMW TwinPower Turbo Technology: Turbocharger, dual injection with direct injection High Precision Injection and intake pipe fuel injection, variable valve control VALVETRONIC, variable camshaft control double VANOS.

Capacity: 1,499 cc.

Output: 122 hp at 3,900 – 6,500 rpm.

Torque: 230 Nm at 1,500 – 3,600 rpm.

Acceleration (0 – 100 km/h): 9.8 seconds.

Top speed: 210 km/h.

Fuel consumption (combined): 6.6 L/100 km.

CO₂ emissions (combined): 151 g/km.