

**Media Information**

9 January 2025

**BMW Asia launches three new models at Singapore Motorshow 2025 amidst growing customer interest. BMW Group Pavilion has largest presence ever for BMW and MINI at Singapore Motorshow.**

**Singapore.** BMW Asia returns to the Singapore Motorshow 2025, with the launch of three special models in response to growing customer needs in the market: the BMW 530i Signature, the all-new BMW 1 Series (CAT A COE hatchback), and the Singapore Motorshow premiere of the all-new BMW X3. From 9-12 January 2025, visitors can discover these models at the BMW Group Pavilion at Suntec City Convention Centre (Level 4, Booth 4217 and 4218).

"We are excited to introduce models that represent the best of each body style – hatchback, SAV and sedan," said Lars Nielsen, Managing Director, BMW Group Asia. "The BMW 530i Signature is available for the first time in Singapore and expands the BMW 5 Series range to four variants. The all-new BMW 1 Series, now in its fourth generation, increases our Cat A COE offerings and welcomes a stylish new era of premium hatchbacks. Finally, the all-new BMW X3, BMW's global best-selling model in 2023, is the ideal companion for families and active individuals alike thanks to its versatility and comfort."

The 1175 sqm BMW Group Pavilion, the largest presence ever for both BMW and MINI brands at the Singapore Motorshow, showcases a first-ever two-level booth with the New Owners Lounge located on the Mezzanine Level, curated food and beverage offerings, and

more. This impressive space is the result of close collaboration across all BMW Group Dealer Partners in Singapore – Performance Motors Limited, Eurokars Auto, and Eurokars Habitat.

"The Singapore Motorshow isn't just an automotive show for us," said Claudia Wieshuber, Director of Marketing, BMW Asia. "It's an opportunity to kick-off the new year, welcome old and new customers to see our latest models, engage them in a variety of activities and leave them with memorable experiences. We've worked tirelessly with our partners to ensure all our customers have the best experience possible when they visit the BMW Group Pavilion and we hope we've raised the bar for us and others moving forward."

2025 also marks BMW Group Asia's 40<sup>th</sup> anniversary in Singapore. "This is a milestone for us and one we plan to celebrate throughout the year," said Nielsen. "We have grown as an organisation, and with our partners in the markets, to be where we are today. We are committed to further developing our Importer Markets across the Southeast Asian, South Asian and Pan Pacific regions and securing our position as the number one premium brand."

### **The all-new BMW 1 Series.**

The pioneer of driving pleasure in the premium compact segment is entering its fourth model generation. With a dynamic design presence, a completely revised drive portfolio, and extensively improved chassis technology, the three-cylinder petrol engine has a maximum power output of 122 hp and is combined with the latest version of the 7-speed dual-clutch transmission Steptronic as standard. Power is transmitted to the road via the front wheels, and the vehicle accelerates from 0 to 100 km/h in 9.8 seconds.

### **The all-new BMW X3.**

A new design language gives the fourth generation of the Sports Activity Vehicle (SAV) for the premium midsize segment enhanced exterior presence and an aura of dynamic grace. The portfolio of powertrains comprises not just highly efficient 2.0-litre petrol engines in the

form of the all-new BMW X3 20 xDrive which generates a maximum output of 208 hp, but in the range-topping all-new BMW X3 M50 xDrive, featuring the most powerful six-cylinder in-line petrol engine yet fitted in an M Performance model. Its maximum output of 398 hp is channelled to the road via an eight-speed Steptronic Sport transmission and BMW xDrive intelligent all-wheel drive.

### **The BMW 530i Signature.**

The BMW 530i Signature provides customers with another engine option for the popular business sedan. Increased engine output sees the drive unit generate a maximum power output of 258 hp and a maximum torque of 400 Nm. The acceleration figures from zero to 100km/h are 6.2 seconds. M Sport stylings on the exterior and interior of the car come as standard, paired with a refined and luxurious cabin that features open-pored fine-wood trim in Grey Blue Ash. 60 units of this limited-edition model will be available.

### **New Owners Lounge.**

This year, BMW Asia goes all out with a two-storey booth at the Singapore Motorshow, where the upper level is dedicated to new owners who purchase a BMW at the exhibition. As part of the BMW Group Pavilion, new owners who purchase a BMW at the Singapore Motorshow will be able to enjoy the elegant lounge, elevating the start of their ownership journey. Exclusive perks include curated food options, exclusive cocktails and mocktails, and an opportunity to engrave their new owner's gift, a 18oz Ace Bottle from Montigo. New owners will also have a chance to capture their first moments with their new BMW using 3D-rendering software that will provide almost photo-realistic quality visuals of their vehicle.

### **BMW Lifestyle.**

For the first time ever, limited-edition BMW Surprise Boxes will be available for purchase at S\$88 during the Singapore Motorshow. Five boxes with BMW Lifestyle merchandise, worth more than S\$200, will be available at flash sales occurring at 1:15pm and 5:15pm daily from

Friday, 10 January to Sunday, 12 January. During each flash sale, an Ultimate Surprise Box worth more than S\$500, will also be up for grabs.

Additional BMW Lifestyle offers include:

- 15% off regular priced lifestyle products for Current BMW owners by simply flashing their car key at the payment counter.
- 10% off regular priced lifestyle products for regular members of the public.
- BMW Travel bundle: BMW Pocket Umbrella and BMW Boardcase with a discount of 28% at S\$444.
- BMW On-the-go bundle: BMW Logo Cap and BMW Thermo Mug with a discount of 31% at S\$111.
- Purchase a BMW M Stick Umbrella for 30% off at S\$128 with every purchase of Original BMW Accessories & Lifestyle merchandise.

### **Fun for all.**

Old-school waffles will be filling the stomachs of hungry visitors shopping for their new BMW, with a variety of popular fillings to choose from like black sesame, Nutella, peanut butter, and kaya. This year, BMW Asia has also partnered with Nespresso to bring a coffee bar to visitors for a quick and delicious power up with daily specials customised for the Singapore Motorshow. In addition, balloons with tickets to redeem a free affogato on-site by Nespresso will be distributed to 20 lucky visitors every two hours. To complete the experience, bubble tea from the fan-favourite Koi Thé is available.

Little ones will get to enjoy creative and sustainable fun by colouring in their dream BMW with seed paper and colouring pencils. Once the children are content with their artwork, the seed paper and colouring pencils can be taken home to plant. Made from recycled materials, they contain a variety of seeds that will bloom into stunning herbs and flowers.

**Model showcase.**

BMW Asia, Eurokars Auto, and Performance Motors are showcasing the following models at the Singapore Motorshow 2025:

1. BMW 116
2. BMW 216i Gran Coupe
3. BMW 216i Active Tourer
4. BMW 318i
5. BMW 530i
6. BMW i4 eDrive35
7. BMW iX2 eDrive20
8. BMW iX3
9. BMW X1 sDrive16i
10. BMW X3 20 xDrive
11. BMW M135 xDrive
12. BMW X3 M50 xDrive

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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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