



Media Information
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New 2008 BMW 5 Series model lineup debuts this spring

2008 5 Series features new engines, enhanced styling and refined interior

Whitby. BMW Group Canada announced today that the 2008 BMW 5 Series will arrive at Canadian showrooms this spring with greater performance, updated styling, interior refinements and new, innovative options.

The BMW 5 Series has historically set the standard for performance, handling, luxury and safety in the executive class. The new 2008 BMW 5 Series family will continue its evolution in 2007, introducing new engines, sophisticated exterior and interior enhancements and innovative new options and equipment which provide the widest range of safety and convenience features yet offered on this model.

More Muscular Six-Cylinder Engines

Two new engine variants are introduced on the 2008 BMW 5 Series, also available on models with BMW xDrive variable all-wheel-drive technology.

The **2008 BMW 535i, 535xi and 535xi Touring** models, successors to the 530i, 530xi and 530xi Touring, feature BMW's newest inline 3.0 litre six-cylinder engine with twin low-inertia intercooled turbochargers and high precision direct fuel injection with piezo injectors. Producing an extraordinary 300 horsepower at 5,800 rpm, up 45 hp over their predecessors, and 300 ft/lb of torque, a staggering increase of 80 ft/lb, available from an incredible 1,400-5,000 rpm, the new powerplant, mated to a standard 6-speed automatic transmission, guarantees scintillating and seamless acceleration. A 6-speed manual transmission will be available on the 535i, 535xi and 535xi Touring later in 2007.

The **2008 BMW 528i and 528xi** models feature the latest generation lightweight aluminum/magnesium composite block 3.0-litre inline six-cylinder engine with Valvetronic technology, with output increased to 230 horsepower at 6,500 rpm, up 15 horsepower over the predecessor 525i and 525xi, and a similar increase in torque from 185 ft/lb to 200 ft/lb at 2,750 rpm.

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Both 528i and 528xi models are equipped with a standard 6 speed manual transmission with a 6 speed Steptronic automatic transmission available as an option.

The **2008 BMW 550i** continues to be powered by the magnificent 4.8 litre 32-valve V8 with dual-Vanos steplessly variable valve timing and Valvetronic technology, with an output of 360 horsepower at 6300 rpm and peak torque of 360 lb-ft. at 3400 rpm. New standard equipment for the 2008 BMW 550i includes Comfort Access and the M Sport Package, which encompasses M Aerodynamic styling, Sport Seats, M Multifunction Leather Sports Steering Wheel, M Sport Exhaust, 19" Alloy Wheels with 245/35 R 19 front and 275/30 R 19 performance runflat tires and High-Gloss Shadow Line.

The sensational 500 horsepower V-10 equipped ultra-high performance **BMW M5** continues into the 2008 model year with the high-performance 6 speed manual transmission as standard equipment, with the 7-speed Sequential Manual M Gearbox (SMG) continuing to be available as an option.

Innovative Options and New Equipment

The new 2008 BMW 5 Series also offers a wide range of innovations in driver assistance and comfort features. As an example, the 2008 BMW 550i is the only car in its segment available with Active Steering, BMW Night Vision, Head-Up Display and, new for 2008, Lane Departure Warning.

To support the driver in remaining alert at all times, the Lane Departure Warning system identifies any deviations from the correct course of the vehicle and, if the turn signal has not been used, gives the driver a discreet but tangible vibrating signal in the steering wheel itself. The Lane Departure Warning system consists of a camera fitted near the interior mirror on the windscreen, a control unit serving to compare data, and a signaling device to help prevent unwanted and unintentional lane changes.

Available as an option on all 2008 BMW 535 and 550 models, Lane Departure Warning is offered as part of the new Technology Package, which also includes BMW On -Board Navigation, Head-up Display and Voice Control.

New standard equipment being introduced on the 2008 BMW 5 Series includes USB Audio Integration which facilitates digital audio file playback through USB-enabled storage devices such as Apple's iPod, other digital auto players or USB storage devices. USB Audio Integration allows playlist



and track selection to be controlled via the BMW Multifunction Steering wheel and also accommodates device charging where applicable.

Control of the iDrive vehicle management system has also been enhanced in the 2008 5 Series. Apart from enhanced menu guidance and refined graphics, the new programmable memory keys on the new BMW audio system ensure more intuitive control and operation. These keys allow the driver and front passenger to access important functions quickly, smoothly and easily: A single button press will activate, for example, a specific destination, a frequently dialed telephone number, or a preferred radio station saved in advance.

New electronic gear selector

All 2008 5 Series models equipped with automatic transmission will introduce a new electronic gear selector. Featuring a stylish and highly ergonomic lever, the new gear selector incorporates fully electronic functionality with push-button park selection. Not only functional and attractive, the short-throw gate frees up additional console storage space.

Head-Up Display

The 2008 BMW 5 Series is the only car in its segment available with a Head-Up Display, optional on all 535, 550 and M5 models. Activating this function, the driver has the benefit of receiving information and data particularly relevant for motoring directly in front of his eyes on the windscreen. As an example, the current speed of the car or navigation data is in the direct line of vision with maximum convenience at all times.

BMW Night Vision

Unique in this segment, and available on the 2008 BMW 550i, BMW Night Vision is based on a thermal imaging camera able to detect people, animals and objects, on and next to the road, up to a distance of almost 1,000 feet, transmitting a clear, high-contrast image to the Control Display.

New Daytime Running Light Concept

The 2008 BMW 5 Series standard Xenon headlights now incorporate the daytime running light function into the corona rings surrounding the dual round headlights. Adaptive Headlights, standard on 535 and 550 models and optional on 528 models, illuminate the road ahead following the corners taken by the driver, swiveling in accordance with the position of the steering wheel, the yaw rate of the



car, and its road speed. In addition, the Cornering Light function adjusts the direction of the headlights when turning corners at less than 40 km/h.

Enhanced Exterior Design: sporting character with new elegance.

New highlights in design and ongoing refinement ensure even greater harmony of sporting character and sophisticated elegance in all of the 2008 BMW 5 Series Sedans and the 5 Series Touring. The headlights now come with new clear glass technology, transparent glass panels covering the direction indicators, and chrome surrounds highlighting the technically sophisticated character of the round headlights.

The surrounds on the BMW double kidney grille, in turn, are now flush with the surfaces on the front air dam, and the air intake sweeping up at the side along the same dynamic line as the headlight contours also contributes to the smooth, harmonious and friendly look of the front end. And last but not least, the horizontal trim bar in the middle highlights the wide track of the car and its muscular stance on the road.

An additional light contour along the side-sills gives the body of both the Sedan and Touring a sleeker, more stretched look from the side. The rear end, in turn, is dominated by horizontal lines highlighting the look of superior power. Like the headlights at the front, the rear lights also come in a new, sophisticated clear-glass look and now feature LED direction indicators. And last but certainly not least, the trim bar around the rear number plate is now defined more smoothly and precisely on the Sedan.

Refined and sophisticated style within the interior.

Enhanced control comfort, new design and particularly sophisticated materials give the interior of the new BMW 5 Series a new standard of quality the driver and passengers will see and feel at first sight. Pearl Gloss Chrome, the very pleasant ebonite finish on the controls for smooth and easy handling, comfortable padding on the door armrests and panels as well as on the center console all contribute to the style and class of the interior. At the same time, additional storage options give the new BMW 5 Series an enhanced standard of practical function.

The most striking feature is the twin-tone finish on the door panels: black door trim bars at the top and the lower panel section in the interior color, together with elegantly sweeping bars, take up and continue the look and materials used on the dashboard. The buttons for window lifts and mirror adjustment have been integrated in the armrest, just as the handles for closing the doors have been optimized in their ergonomic design. The door pockets, integrated more effectively than before in the



door panels, provide greater storage capacity for enhanced convenience on the road. In its appealing look and ideal ergonomics, the new electronic gear selector lever for the automatic transmission merges perfectly into the stylish interior.

Pricing information and additional technical details will be released closer to the Spring 2007 market launch of the 2008 BMW 5 Series.

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 39 BMW automobile retail centres, 18 BMW motorcycle retailers, and 22 MINI retailers represents the BMW Group across the country.

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