



Media Information
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New BMW 1 Series Coupés headed for Canada BMW 128i and 135i Coupés to expand the BMW model lineup in 2008

Whitby. BMW Group Canada is pleased to announce today that the BMW 1 Series Coupé will debut in Canada in 2008.

Some four decades after the legendary BMW 2002 introduced the concept of the high-performance Compact Sports Sedan to the world, redefining the landscape for automotive enthusiasts, its spiritual successor is poised to have a similar impact.

The latest variant in the enormously successful BMW 1 Series model range, which has been available in Europe and other global markets since 2004, the new BMW 128i and 135i Coupés will enter the Premium Compact segment in Canada with strikingly sleek, dynamic and compact dimensions combined with typical BMW class-leading performance, agility, safety and comfort.

The BMW 128i Coupé will be powered by BMW's latest generation 3.0-litre inline 6-cylinder Valvetronic engine generating 230 horsepower and 200 lb-ft of torque. Having proven itself in both 3 and 5 Series models, the lightweight magnesium/aluminum engine will not only provide the BMW 128i Coupé with scintillating performance, but, following BMW's philosophy of Efficient Dynamics, will produce unprecedented levels of fuel economy.

The BMW 135i Coupé will be equipped with BMW's remarkable new twin-turbocharged 3.0-litre inline six-cylinder engine with high-precision injection, twin low-mass turbochargers and air-to-air intercooler. Winner of the 2007 International Engine of the Year award, this remarkable engine produces 300 horsepower and an incredible 300 lb-ft of torque from as low as 1,400 rpm, providing the BMW 135i Coupé with breathtaking performance and high fuel efficiency. In European specification, the BMW 135i Coupé accelerates from 0-100 km/h in a mere 5.3 seconds.

Both variants will be equipped with a standard 6-speed manual transmission, with BMW's latest high-efficiency 6-speed automatic transmission with Steptronic offered optionally.

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High-tech suspension with new generation differential

With its classic BMW configuration of front engine, rear wheel drive and balanced front-to-rear weight distribution, the 1 Series Coupé exhibits the trademark virtues of optimum traction, supreme directional stability and crisp agility.

The new BMW 1 Series Coupé has a sophisticated suspension system with an aluminum double-pivot front suspension and a five-link fully independent rear suspension in lightweight steel. BMW's Dynamic Stability Control (DSC) also includes a Dynamic Traction Control (DTC) function that provides electronic intervention to prevent loss of vehicle control, but at a higher threshold before activation. This allows the driver to experience more spirited driving on dry roads and offers more flexibility when driving in more challenging conditions such as in the snow.

If the driver desires, both DSC and DTC can be disabled entirely. Active Steering, a variable ratio steering system exclusive to BMW, is available as an option. The DSC system on the 135i Coupé is designed specifically for performance-oriented driving. For instance, the accelerator pedal has a quicker response rate and electronic rear brake management is used to simulate a differential lock for stronger acceleration in turns.

The differential on the BMW 1 Series Coupé comes from a new generation of final drives optimized for running smoothness. Featuring double-helical ball bearings for the first time, the differential runs at an even lower operating temperature reached more quickly than before thanks to the reduction of fluid required in the differential.

Dynamic new silhouette

Unmistakably BMW, the highly anticipated 1 Series Coupé will nevertheless bring a dynamic new silhouette to Canadian roads. The distinctly 2 + 2 configuration will combine a muscular body with short overhangs, striking shoulder line, long engine compartment and wheelbase and large frameless doors.

The rear of the BMW 1 Series Coupé integrates a spoiler into the trunk lid, not only creating an aggressive appearance, but providing functional downforce at higher speeds. Both variants will be accentuated by 17" and optional 18" wheels.



The BMW 135i Coupé, as the “top” model, will come with an exclusive M Aerodynamics Package, featuring even more aggressive aesthetics, enhanced brake cooling and increased downforce. This package also includes Sports Suspension with 18” wheels and performance tires and a high-performance brake system incorporating six-piston fixed front calipers combined with two-piston fixed calipers on the rear.

Luxurious interior appointments and advanced onboard technology

The premium interior incorporates high-quality and sophisticated trim elements with luxurious upholstery and color choices. A 60/40 split rear seat is standard. The control console for the entertainment and air conditioning functions is integrated smoothly and harmoniously into the dashboard through its soft radii and flowing surfaces. The controller featured in the iDrive system with the optional Navigation system is integrated in the center console, again following BMW’s characteristic philosophy. Galvanized pearl gloss surfaces adorn the interior door handles, the glove compartment handle, the radio’s rotary knobs, the knobs of the automatic air conditioning system, the iDrive Controller, and the ornamental trim strips featured on the sports steering wheel.

The BMW 1 Series Coupé is available with a choice of two upholstery options—sporty and comfortable Leatherette or rich Boston Leather. Boston Leather upholstery adds further style to the high-quality impression of the interior. And as a practical feature, map pockets are integrated in the lower part of the doors. The optional Sport Package includes sports seats with enhanced side support and is finished in highly distinctive leatherette materials or Boston leather.

The latest version of iDrive, optional on the BMW 1 Series Coupé, is equipped with six Programmable Memory Keys that allow the driver to program frequently used functions, such as navigation destinations, radio stations or specific telephone numbers. Touch-sensitive sensors on these buttons preview the function on the iDrive screen before the button is depressed. This allows the driver to choose the stored function safely and conveniently, keeping his or her eyes on the road in the process.

Keeping pace with current audio and communication technology, the 1 Series Coupé is equipped with BMW Assist with Bluetooth Wireless Technology. For simple and straightforward connection of an MP3 player, an Auxiliary input jack is also standard, and a USB port for direct control of an Apple iPod or other MP3 player is available as an option.



Characteristically high safety standards

No less than six airbags come standard within the new BMW 1 Series Coupé for optimum protection of the car's occupants. The advanced frontal airbags are activated in stages in relation to impact severity while the side airbags integrated into the sides of the front seat backrests reduce the risk of injury at chest and hip levels in side impact situations. HPS (Head Protection System) side curtain airbags fitted in the roof lining protect both the occupants on the front seats and the passengers at the rear.

The new BMW 1 Series Coupé also comes with crash-optimized seats with specially padded headrests and backrests significantly reducing the risk of injury in an impact from the rear. All seats within the 1 Series Coupé are fitted with three-point inertia-reel seat belts and headrests, with the front seat belts fastened on the frames of the driver's and front passenger's seats, keeping the belt in an optimum position around the occupant's hips regardless of seat height or for-aft seat adjustment.

Also, the driver's pedals move back automatically with a predetermined amount of deformation in the event of a frontal collision so that the risk of driver foot injury is reduced. And last but not least, the rear seats come standard with LATCH attachments for child seats.

With its unique combination of design, technology and performance, the BMW 1 Series Coupé is destined to become the next BMW legend.

Canadian availability is expected in the first half of 2008. Detailed specifications and pricing will be made available closer to market launch.

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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