



Media Information  
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## **BMW Group Canada announces pricing of new diesel models** **BMW 335d and X5 xDrive35d debut in December 2008**

**Whitby.** BMW Group Canada is pleased to announce pricing for the 2009 BMW 335d Sedan and X5 xDrive35d Sports Activity Vehicle, the first BMW Advanced Diesels with Blue Performance.

The BMW 335d Sedan comes to the Canadian market with an MSRP of \$49,700, while the X5 xDrive35d SAV will debut with an MSRP of \$62,200.

Both models will be powered by a variable twin turbo 3.0 litre inline six cylinder diesel engine with Selective Catalytic Reduction (SCR) exhaust management system and diesel particulate filter. With a maximum output of 265 hp and peak torque of an astonishing 425 lb-ft., the 3.0-litre six with Advanced Diesel with BluePerformance will not only provide sports-car-like acceleration and driveability, but set new benchmarks in fuel efficiency and emission reduction in their respective classes.

Mated exclusively to a six-speed automatic transmission, this remarkable engine enables the 335d Sedan to sprint from 0-100 km/h in just 6.3 seconds, while the X5 xDrive35d sweeps from 0-100 km/h in only 7.4 seconds.

Equipped with an array of latest-generation EfficientDynamics diesel technology, both new diesel models are among the most efficient and cleanest running BMW ever produced for the Canadian market. With average fuel consumption of only 7.4 L/100 km for the 335d and 9.3 L/100km for the X5 xDrive35d, these vehicles are not only among the most fuel efficient in their classes, but are also fully compliant with the stringent Canadian federal Tier2 Bin5 emissions regulations for nitrogen oxides.

“In recent years, BMW has worked more thoroughly and consistently than any other manufacturer worldwide to increase fuel economy and reduce emissions”, states Lindsay Duffield, President and CEO of BMW Group Canada, continuing: “The performance and fuel economy offered by new BMW Advanced Diesels with BluePerformance is a further example of the ongoing application of BMW’s

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EfficientDynamics strategy and we are delighted that it will shortly be available to the Canadian consumer.”

**A diesel engine with an international pedigree**

BMW's 3.0-litre straight-six diesel engine with Variable Twin Turbo has won the International Engine of the Year Award several times, over and above other prizes and acknowledgements. The now well-recognized diesel powerplant utilizes a small, low-inertia turbocharger deploying at low engine speeds, working in combination with a second, larger turbocharger, kicking in at higher engine speeds. Masterminded by a high-performance electronic control unit, the twin turbos precipitate a linear, lag-free delivery of torque, spooling up to the maximum of 425 lb-ft at just 1,750 rpm.

Further technical highlights are an aluminum crankcase and third-generation common-rail direct fuel injection, with fuel being delivered into the combustion chambers by means of piezo-injectors for particularly precise fuel metering with the smallest volume of pre-injection. This, in turn, ensures a particularly clean injection process with optimised fuel consumption and emission figures as well as further enhancement of running smoothness.

**SCR catalyst with AdBlue injection.**

To optimise emission management, Advanced Diesel with BluePerformance incorporates an oxidation catalyst placed close to the engine, a diesel particulate filter housed in the same unit, and an SCR catalyst with the urea injection. In addition to filtering out even the smallest particles from the flow of exhaust gases, this combination ensures effective reduction of nitrogen oxides (NOX) by way of a chemical reaction within the exhaust system initiated by the injection of a small quantity of urea referred to as AdBlue. The ammonia (NH<sub>3</sub>) generated in this process within the SCR catalyst subsequently converts the nitrogen oxides (NO and, respectively, NO<sub>2</sub>) in the exhaust gas into environmentally compatible nitrogen (N<sub>2</sub>) and vapour (H<sub>2</sub>O).

In integrating AdBlue technology, BMW has developed a two-tank system ensuring convenient use of this new technology – the process completely transparent to the driver. The required quantity of AdBlue is withdrawn via pump from a 6-litre “active” tank which is also variably heated, along with delivery lines, to ensure low-temperature efficiency.

The active tank is connected to a second “passive” reservoir. With its additional capacity of approximately 17 litres, the system capacity and refill range has been engineered to coincide with



engine oil change intervals typical of normal driving – precluding, in most cases, any special service requirements and optimizing customer convenience. AdBlue replenishment is also included within BMW's 4 year/80,000 km standard no-charge scheduled maintenance coverage.

From the active tank, AdBlue is delivered to the dosing valve and atomised into the exhaust emissions. Consistent distribution of AdBlue within the flow of exhaust emissions is ensured by the SCR mixer, the ammonia generated in this process acts as a reduction agent in the SCR catalyst, thereby converting environmentally harmful nitrogen oxides into nitrogen and vapour in a process referred to as selective catalytic reduction.

**Advanced Diesel particulate filter**

BMW's new Advanced Diesel engine also features a second-generation diesel particulate filter. The exhaust gas-cleaning unit is positioned directly on the exhaust manifold itself in order to ensure optimum efficiency very quickly and smoothly. The particulates filter does not require any maintenance and regenerates itself by incinerating the diesel particles. This filtering function is performed at all engine speeds and under all loads, without any reduction of engine power or increase in fuel consumption.

The introduction of Advanced Diesel with BluePerformance in Canada represents another important milestone in the ever-expanding strategy of BMW Efficient Dynamics to ensure industry leadership in the development of dynamic and environmentally sensitive solutions for current and future mobility.

**Note: Detailed technical information on the BMW 335d Sedan and X5 xDrive35d is included in the 3 Series and X5 Product Guides which can be accessed in BMW PressClub/Facts and Figures/Product Guides/MY2009/BMW Automobiles.**

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 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 25 MINI retailers represents the BMW Group across the country.

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