



Media Information
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BMW Canada Announces 2008 BMW 1 Series Pricing

128i and 135i Coupés and Cabriolets poised for spring launch

Whitby. BMW Group Canada is pleased to announce pricing for 2008 BMW 1 Series Coupé and Cabriolet models.

BMW 128i Coupé and 128i Cabriolet

Arriving at BMW retailers on March 22 with an MSRP of **\$33,900**, the BMW 128i Coupé represents a new entry point to the BMW brand, while the BMW 128i Cabriolet carves out a new niche in the premium open-air realm with an MSRP of **\$39,900**.

Both the BMW 128i Coupé and 128i Cabriolet will be powered by BMW's latest generation lightweight 3.0-litre inline 6-cylinder Valvetronic engine generating 230 horsepower and 200 lb-ft of torque providing not only scintillating performance, but, following BMW's philosophy of Efficient Dynamics, unprecedented levels of fuel economy.

The BMW 128i Coupé, equipped with 6-speed manual transmission, sprints from 0-100 km/h in just 6.4 seconds while the manual-transmission equipped 128i Cabriolet demonstrates similarly potent prowess, accelerating from 0-100 km/h in 6.7 seconds. Both 128i variants match this performance with a thrifty Combined fuel consumption rating of 9.3 L/100 km.

Notable standard features on both BMW 128i models include:

- Six-speed manual transmission.
- 17" light-alloy wheels with run-flat tires.
- Dynamic Stability Control with extended functionality.
- Six Airbags.
- Heated front seats.
- Automatic Climate Control with separate controls from driver and front passenger.
- HiFi Sound System with 10 speakers, including 2 subwoofers and auxiliary input.

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Additional standard equipment on the 128i Cabriolet includes Xenon headlights and a T-transport Bag providing exceptional versatility.

BMW 135i Coupé and 135i Cabriolet

The BMW 135i Coupé goes on sale March 22 with a MSRP of **\$41,700**, while its stablemate BMW135i Cabriolet arrives later this spring with an MSRP of **\$47,200**.

Both BMW 135i models are equipped with BMW's remarkable twin-turbocharged 3.0-litre inline six-cylinder engine with high-precision injection 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, launching the 6-speed manual-equipped BMW 135i Coupé from 0-100 km/h in just 5.4 seconds, while delivering a Combined fuel consumption rating of 10.1 L/100 km.

The 135i Cabriolet version equipped with 6-speed manual demonstrates similar alacrity, achieving the 0-100 km/h threshold in just 5.7 seconds while achieving a Combined fuel consumption rating of 10.3 L/100 km.

Distinguishing equipment on the BMW 135i Coupé and 135i Cabriolet includes an exclusive M Aerodynamics Package, Sports Suspension with 18" wheels and performance tires, a high-performance brake system incorporating six-piston fixed front calipers combined with two-piston fixed calipers on the rear.

Both 1 Series Cabriolet models feature a fully automatic soft-top with push-button operation that opens in a mere 22 seconds at speeds up to 40 km/h. Further enhancing safety during open top motoring is the roll-over protection system, which includes rollover bars integrated behind the rear seat headrests, a reinforced A-pillar and windshield header, and lateral motion sensors to detect the threat of rollover and deploy the rollbars and side airbags in fractions of a second if required.

Echoing virtues established by the iconic BMW 2002, the new BMW 128i and 135i Coupés and Cabriolets 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, in a significant expansion of the BMW family.

BMW Canada

Corporate Communications



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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