



Media Information
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BMW X1 to expand BMW Sports Activity Vehicle lineup in late spring of 2011.

New BMW X1 xDrive28i to debut with BMW's first four-cylinder TwinPower Turbo engine.

Richmond Hill, ON. Closely following the North American premiere of the BMW X1 at the Montreal International Autoshow on January 13, 2011, BMW Canada is pleased to announce that the new BMW X1 xDrive28i will debut in late spring of 2011, equipped with BMW's first four-cylinder gasoline engine with BMW TwinPower Turbo technology.

With over 115,000 units sold worldwide since its launch in late 2009, the BMW X1 is a runaway success. As the first, and only, premium compact sport utility, the highly anticipated BMW X1 arrives in Canada as a single version, the X1 xDrive28i. The all-new 2.0 litre four-cylinder engine powering the X1 xDrive28i incorporates BMW TwinPower technology featuring a single high-performance twin-scroll turbocharger, High Precision Direct injection, Double-Vanos variable camshaft timing and Valvetronic variable valve control.

Belying its relatively modest displacement, the all-new engine has an output of 241 horsepower, and 258 lb-ft of torque (from 1,250-4,800 rpm) and is mated to a standard close-ratio 8-speed automatic transmission. Epitomizing BMW's Efficient Dynamics philosophy, the X1 xDrive28i will set new performance and efficiency benchmarks in its segment, sprinting from 0-100 km/h in just 6.5 seconds, while sipping fuel at a combined rate of only 7.9 liters/100km (European figures).

As with other BMW xDrive models, the X1 xDrive28i is equipped with BMW's sophisticated infinitely-variable xDrive permanent all-wheel-drive system. Integrated with Dynamic Stability Control (DSC) and engine management systems, BMW's xDrive system can distribute up to 100% of the engine's power to the front or rear axles, ensuring BMW's hallmark agility and roadholding in all driving conditions. The DSC system also includes integral ABS, Dynamic Brake Control (DBC), Cornering Brake Control (CBC), Brake Drying, Fade Compensation and Dynamic Traction Control (DTC) functions.

Measuring 4454 mm in length with a height of 1545mm, the X1 xDrive28i takes its place as the most compact of the BMW Sport Activity Vehicle lineup, yet is clearly identifiable as a BMW X model from every angle. Square-contoured wheel arches, increased ground clearance, narrow guard strips along the lower edges of the body and the upright BMW

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kidney grille all point to robust design. The long hood, short front overhang, a long wheelbase of 2760mm and the steeply sloping rear windscreen accentuate the sense of length and confirm the sporting credentials of the new X1 xDrive28i.

The unique design concept of the X1 xDrive28i offers interior adaptability unique in the premium compact segment. Its elevated seating position and driver-centric cockpit design contribute to an exhilarating driving experience, while a generous feeling of space and wide range of storage options will appeal to customers with an active and varied lifestyle.

The rear cabin offers three full-size seating positions. One or more sections of the 40:20:40 split-folding rear seatback can be lowered to increase luggage capacity from 420 litres to 1,350 litres.

The X1 xDrive28i, of course, encompasses the full range of BMW passive safety technology and has already achieved the highest 5-star rating in the demanding Euro NCAP crash test program. Equipment includes standard front and side airbags for the driver and front passenger, anti-whiplash front headrests and side head curtain for both front and rear occupants. All seats feature three-pivot automatic seatbelts, the front seats being equipped with belt force limiters and pyrotechnical belt tensioning.

With the combination of the new four-cylinder TwinPower Turbo engine, 8 speed automatic transmission and xDrive all-wheel-drive, the virtues of the new X1 xDrive28i are a perfect fit for the Canadian market and the premium compact sport utility segment.

Built at BMW Plant Leipzig, the new BMW X1 xDrive28i is scheduled to go on sale in Canada in late spring of 2011 (as a model year 2012). Pricing and additional technical details will be announced closer to market launch.

BMW Group in Canada

BMW Group Canada, based in Richmond Hill, 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 and protection products 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 41 BMW automobile retail centres, 18 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totaled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

-30-

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