

BMW Group DesignworksUSA

Media Information
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A new metro for Kuala Lumpur. BMW Group subsidiary DesignworksUSA develops design for the new metro of the region Klang Valley.



Munich/ Kuala Lumpur. Klang Valley, the metropolitan region around Malaysia`s capital Kuala Lumpur, is home to around four million people. In order to strengthen the appeal of this fast growing region and to prepare for the urban transit challenges of the future Kuala Lumpur will rely on the innovative Metro Inspiro by German train manufacturer Siemens. Being build by Mass Rapid Transit Corporation Sdn Bhd a total of 58 trains will be in service as of 2017 on one of the most frequented lines of the city. BMW Group subsidiary DesignworksUSA developed the design for the new underground passenger trains.

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Identity through Design.

A metropolis' identity is notably determined by the quality and visual impression of its local public transport system. Identity also was a key driver in the design development of the new Metro Inspiro for Kuala Lumpur: The cityscape is characterized by a mixture of cultures and religions manifested in a rich architectural diversity. Tradition



and progress are at the heart of the people's pride and self confidence and also inspired the design concept for the new metro. Under the name "Guiding Light" the design of the Metro Inspiro takes a bow to the rich heritage of Kuala Lumpur and makes a strong statement towards the future.

"The exterior design is a bold statement of dynamism and strength. It symbolizes self confidence, technological leadership, progress and safety," says Laurenz Schaffer, President of BMW Group DesignworksUSA. The light concept in the front of the train bears a strong graphical character. It is a reference to the faceted architecture of the capital. In the train interior the interplay of past and future continues: The lively colour concept with varying shades of blue and traditional symmetrical patterns is a fresh interpretation of the vitality and cultural diversity of Kuala Lumpur. Color contrasts in the door areas help guide passengers and enable an easy entrance or exit. The train interior features an LED lighting system. The use of indirect light beneath the seats creates a feeling of spaciousness and safety and enables easy maintenance of the trains.

Metro Inspiro for people and environment.

When operational a total of 58 driverless trains will be in service allowing a frequency of one train every 3.5 minutes during peak hours. With a spacious layout each four-car trainset will have a capacity of 1.200 passengers improving the daily ridership target of the operator. The train design also takes into consideration the needs of disabled people: Six specific areas in each train are equipped with hand-rails which offer sufficient space to allow wheelchair-bound passengers to be seated in their rides. The doors will emit a beeping sound and light to guide disabled passengers when the train doors are closing and opening.

The new metro for Kuala Lumpur also has a convincing environmental record: The trains which have a 30-year life-cycle are approximately 95 percent recyclable. They consist of light weight stainless steel car bodies, weight-optimized components and employ highly efficient air conditioning and lighting systems which substantially reduce energy costs. The trains have high-efficiency traction and train control systems and due to large wheel diameters they will be substantially quieter than their predecessors. With all these features the new Metro Inspiro will reflect the dynamism, elegance and

technological progress of Kuala Lumpur and also take on responsibility for the people of the metropolitan region Klang Valley.

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BMW Group DesignworksUSA

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future. www.designworksusa.com

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The BMW Group

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In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

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.

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