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Munich. Parallel to the launch of the new BMW 8 Series, the new BMW M8 model family, the BMW iX M60 (power consumption combined: 24.5 – 21.9 kWh/100 km according to WLTP; CO2 emissions: 0 g/km) and the special edition BMW X2 Goldplay, BMW is increasing the appeal of numerous other models with additional drive variants and equipment features as of spring 2022. The Parking Assistant Professional, presented for the first time, is optionally available for all model variants of the BMW iX and allows the vehicle to be manoeuvred via smartphone. The My BMW app also features additional functions that make charging the high-voltage battery in the purely electric and plug-in hybrid BMW models even more convenient.

New driver assistance systems, which are optionally available in the BMW 2 Series Active Tourer as well as the BMW X3 and BMW X4 models, provide added comfort. In addition, the range of body finishes, upholstery variants and light-alloy wheels for the BMW 4 Series Gran Coupé, the BMW i4, the BMW iX and the BMW M5 (fuel consumption combined: 11.3 – 11.1 l/100 km; combined CO2 emissions: 259 – 254 g/km according to WLTP) receives further variants. To mark the 50th anniversary of BMW M GmbH, particularly striking "BMW Motorsport" emblems are optionally available for M automobiles and M Performance models.

Additional body finishes and optimised Driving Assistant Plus.

The new Piedmont Red metallic body finish will also be available from March 2022 for the new BMW 2 Series Active Tourer. In addition, the range of functions of the optionally available Driving Assistant Plus has been expanded to include Steering and Lane Guidance Assist. At speeds of up to 180 km/h, the system uses corrective steering interventions to help the driver keep the new BMW 2 Series Active Tourer in the centre of the lane. The steering assistance also ensures that a suitable distance to lane markings and vehicles on the adjacent lane is maintained when driving through narrow spaces, for example at motorway construction sites. In addition, Driving Assistant Plus includes Active Cruise Control with Stop & Go function, including automatic Speed Limit Assist. This is based on the Speed Limit Info system with anticipatory display of speed limits and overtaking bans.

Active Cruise Control with Stop & Go function now also available for the BMW X3 and BMW X4.

The range of optionally available driver assistance systems will also be extended for the BMW X3 and BMW X4 models as of spring 2022. Active Cruise Control with Stop & Go function will

be available for the Sports Activity Vehicle and the Sports Activity Coupé in the premium mid-size class from April 2022.

Unlike the already standard cruise control with braking function, it not only keeps the desired speed between 30 and 160 km/h constant, but also the distance to vehicles ahead, which can be selected by the driver in four stages. Distance control is carried out by means of a radar sensor integrated into the front bumper and, if necessary, makes the vehicle decelerate to a standstill. The range of functions also includes automatic restarting after short intermediate stops of up to three seconds. In addition, the system offers the driver the option of adopting speed limits registered by the Systems Speed Limit Info traffic sign recognition system as the new desired speed at the touch of a button.

New equipment options for the BMW 4 Series Gran Coupé and the BMW i4.

In addition to the new drive variant, the BMW 4 Series Gran Coupé will also offer numerous additional options for customising the exterior and interior from March 2022. These are also available for the all-electric BMW i4 and include new body finishes and leather trims as well as an M Carbon exterior package.

The BMW Individual special paint finishes Brilliant White metallic and Frozen Dark Grey metallic are new to the range of body colours. In addition, the BMW Individual body finishes Frozen Pure Grey metallic and Frozen Portimao Blue metallic are also available for the respective BMW M automobiles and in conjunction with the M Sport model. The BMW i4 M50 (power consumption combined: 22.5 – 18.0 kWh/100 km according to WLTP; CO₂ emissions: 0 g/km) for which the M Carbon exterior package was exclusively reserved so far, will also be available for all other model variants of the BMW i4 and the BMW 4 Series Gran Coupé from March 2022, also in conjunction with the M Sport model. It includes surrounds for the air curtains in the front apron, exterior mirror caps, a rear spoiler and diffuser insert trims made of the equally light and striking carbon-fibre-reinforced plastic.

In the interior of the BMW i4 and the BMW 4 Series Gran Coupé, customers can select particularly high-quality features with the extended BMW Individual Merino leather upholstery in the colour variants Black, Ivory White, Tartufo, Fjord Blue/Black and Fiona Red/Black. For an even more exclusive ambience, the BMW Individual full leather Merino interior, available in the same colours, also includes leather upholstery on the instrument panel. In addition, individual interior design preferences can also be fulfilled from March 2022 onwards thanks to special upholstery from the BMW Individual programme.

Parking Assistant Professional premieres in the BMW iX.

The BMW iX underpins its status as a technology flagship with the premiere of a new and unique system for automated parking. Available from March 2022 for all model variants,

Parking Assistant Professional enables particularly convenient parking in automated driving mode.

Using GPS and trajectory data defined by steering movements, the system can store various manoeuvres with a route length of up to 200 metres each. When arriving again at the respective starting point, Parking Assistant Professional can then take over the complete driving task including accelerating, braking, steering and changing between forward and reverse gear. The driver can concentrate on monitoring the surroundings during the automated manoeuvre.

The BMW Individual paint finish Oxid Grey metallic and 22-inch M aerodynamic wheels in Bicolour Titanium Bronze with 3D gloss finish are new to the equipment range for all model variants of the BMW iX.

My BMW App with new functions for convenient charging.

The My BMW App is the universal interface for communication between the driver, the vehicle, the BMW brand and the BMW dealer. In spring 2022, its range of functions will be expanded to include digital services from BMW Charging for convenient electric mobility. This makes it even easier for drivers of a BMW model with purely electric or plug-in hybrid drive to find and select public charging stations. The My BMW app shows charging stations and their availability on a map section.

In addition, the My BMW app also makes it easier to use public charging points. Drivers of a BMW iX or a BMW i4 can now start charging the high-voltage battery by scanning a QR code or with just one operating step in the My BMW app.

Individual dynamics: New body finishes for the BMW M5, classic emblems to mark the anniversary of BMW M GmbH.

New and particularly expressive paint finishes will be available for the BMW M5 high-performance sedan as of spring 2022. The exterior of the high-performance model can now also be given an individual look with the body finishes Sophisto Grey Brilliant Effect metallic. New body finishes for BMW X2 (San Remo Green metallic and Skyscraper Grey metallic), and for BMW 5 Series (Frozen Deep Grey metallic).

A historic logo also makes a comeback in the BMW M GmbH anniversary year. The classic "BMW Motorsport" emblems for the engine compartment lid, tailgate and wheel hub covers are available on request for all of the brand's performance and high-performance sports cars. Their design is based on the logo in the colours blue, purple and red, which was first used in 1973 on the racing cars of BMW Motorsport GmbH, which had been established the year before. On the

occasion of its 50th anniversary, BMW M GmbH is offering its customers the opportunity to express their passion for racing and their sense of tradition with these historic emblems.

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BMW Group en France

BMW Group est implanté sur quatre sites en France : Montigny-le-Bretonneux (siège social), Tigery (centre de formation), Strasbourg (centre pièces de rechange et accessoires international) et Miramas (centre d'essais techniques international). BMW Group emploie avec ses filiales commerciales et financières ainsi que son réseau exclusif de distribution près de 6.000 salariés en France. En 2021, BMW Group France a immatriculé 71 306 automobiles des marques BMW et MINI et 20 333 motos et scooters de la marque BMW Motorrad.

Le volume annuel d'achats de BMW Group auprès des équipementiers français et fournisseurs en France s'élève à 3,5 milliards d'Euros. Parmi eux, citons Valeo, Michelin, Plastic Omnium, Sogefi, Faurecia. Dans le cadre de sa stratégie électromobilité, BMW Group offre une large gamme de modèles de voitures et deux-roues électriques et hybrides rechargeables. Plus d'un million de voitures 100% électriques circulaient déjà sur les routes, fin 2021.

BMW Group France poursuit en outre une politique active et pérenne de mécénat avec le programme BMW ART MAKERS qui soutient la création émergente dans le domaine des arts visuels, et des acteurs culturels de renom tels que les Rencontres de la Photographie d'Arles et Paris Photo. Depuis plus de 30 ans, BMW Group France finance des projets d'utilité publique par le biais de sa Fondation placée sous l'égide de la Fondation de France : actuellement l'entreprenariat à impact à travers le soutien aux associations Ashoka et Make Sense. L'engagement sociétal de BMW Group se décline aussi dans le sport français, notamment à travers son partenariat avec la Fédération Française de Golf (FFG).

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**BMW Group**

BMW Group, qui comprend les marques BMW, MINI, Rolls-Royce et BMW Motorrad, est le premier constructeur d'automobiles et de motos Premium au monde, fournissant également des services dans les domaines de la finance et de la mobilité. Entreprise de dimension mondiale, BMW Group exploite 31 sites de production et d'assemblage implantés dans 15 pays, ainsi qu'un réseau de vente présent dans plus de 140 pays.

En 2020, les ventes mondiales de BMW Group ont atteint un volume total de 2,3 millions d'automobiles et plus de 169 000 motos. En 2020, l'entreprise a réalisé un bénéfice avant impôts de 5,222 milliards d'euros pour un chiffre d'affaires de 98,990 milliards d'euros. Au 31 décembre 2020, les effectifs de BMW Group étaient de 120 726 salariés.

Le succès de BMW Group a toujours été basé sur une vision à long terme et une action responsable. C'est pourquoi l'entreprise a inscrit, dans sa stratégie, la durabilité écologique et sociale tout au long de la chaîne de valeur, ainsi que la pleine et entière responsabilité vis-à-vis de ses produits et un engagement ferme à préserver les ressources naturelles.

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