



Media Information
January 2010

Driving Pleasure and Efficiency All in One in the Ideal Combination: the BMW Model Range in Spring 2010. BMW EfficientDynamics remains the leading concept for reducing both fuel consumption and emissions – now 127 models with the EU5 emission rating, EU6 option with BMW BluePerformance now also on the new BMW 530d Saloon, the BMW 320d Saloon and the BMW 320d Touring – new BMW 3 Series Coupé and new BMW 3 Series Convertible with even more efficient power units – market launch of the BMW 320d EfficientDynamics Edition, BMW 316d Touring, BMW X1 sDrive18i, BMW 535d Gran Turismo and BMW Z4 sDrive35is – new straight-six with BMW TwinPower Turbo for the compact top athletes BMW 135i Coupé and BMW 135i Convertible.

Munich. Offering a significantly upgraded and renewed range of engines together with new models in numerous model series, premium car maker BMW is further enhancing its leading position in spring 2010 as a manufacturer of particularly efficient cars. Powertrain technology optimised through BMW EfficientDynamics ensures a particularly good balance of driving pleasure and fuel economy in all vehicle segments and power/performance classes.

The number of BMW models fulfilling the EU5 emission standard is increasing in spring 2010 to no less than 127. The range is also being enhanced by models featuring optional BMW BluePerformance technology to fulfil the EU6 emission standard not even coming into force until 2014: The new BMW 530d Saloon, the BMW 320d Saloon and the BMW 320d Touring are now joining the BMW 330d Saloon, the BMW 730d and the BMW 730Ld to offer a range of no less than six models complying in full with the EU6 standard and its most demanding requirements.

Consistent pursuit of the BMW EfficientDynamics development strategy gives BMW by far the lowest level of fleet consumption among all premium car makers in the German automobile market. Despite the large share of relatively big high-performance models

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within the BMW range, average CO₂ emissions remain at a low level. The number of models with CO₂ emissions of not exceeding 140 grams per kilometre in the EU test cycle at the very most is increasing in spring 2010 to no less than 30, and no less than 10 of BMW's current models have a CO₂ rating of less than 120 grams. These are five models within the BMW 3 Series and five in the BMW 1 Series which, thanks to their low emissions, are exempted from car tax in Germany.

BMW 3 Series: launch of the BMW 320d EfficientDynamics Edition, the BMW 316d Touring as well as the new BMW 3 Series Coupé and the new BMW 3 Series Convertible.

In spring 2010 the BMW 320d EfficientDynamics Edition is becoming the most fuel-efficient, lowest-emission model within the BMW range. This outstanding saloon is powered by a 120 kW/163 hp four-cylinder diesel combining the Sheer Driving Pleasure so typical of the brand with outstandingly low fuel consumption of just 4.1 litres/100 kilometres (equal to 68.9 mpg imp) in the EU test cycle and a CO₂ emission rating of 109 grams per kilometre. With its engine optimised for maximum efficiency, optimised aerodynamics, a longer final drive ratio and innovative technology in the two-mass flywheel, the centrifugal force pendulum, the BMW 320d EfficientDynamics Edition is by far the most efficient car in the midrange segment.

The new BMW 3 Series Coupé and the new BMW 3 Series Convertible are entering the market in spring 2010 with appropriate modifications in design, a thoroughly upgraded range of engines as well as innovative equipment and features. Both the Coupé and Convertible are available from the start in the guise of the BMW 318i powered by a 105 kW/143 hp 2.0-litre four-cylinder petrol engine.



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The overall range of models within the BMW 3 Series is also being enlarged by the BMW 316d Touring with its 85 kW/115 hp 2.0-litre four-cylinder diesel.

The top-of-the-range BMW 335i available with all body variants in the BMW 3 Series is now powered by a 3.0-litre straight-six featuring BMW TwinPower Turbo Technology, High Precision Injection and VALVETRONIC. The car's superior output of 225 kW/306 hp is combined with further significant optimisation of both fuel economy and CO₂ efficiency.

The BMW 325d (150 kW/204 hp) and the BMW 320d (135 kW/184 hp) likewise available in all body variants also come with significantly more power and torque combined with further enhancement of all-round efficiency. Last but not least, the BMW 318d Saloon and the BMW 318d Touring combine significantly greater torque with further reduction of both fuel consumption and emissions.

Both the Saloon and Touring are also available in new Special Editions giving even greater emphasis to the characteristic qualities of the BMW 3 Series in terms of driving dynamics, comfort, and innovation. The Sport, Lifestyle and Exclusive Edition Models boast sophisticated and carefully matched options in both their exterior and interior design, giving each model a truly unique look and offering an equally unique driving experience.

BMW 135i Coupé and BMW 135i Convertible: top athletes in the compact range with a new engine and optional seven-speed double-clutch gearbox.

The two top models in the BMW 1 Series, the BMW 135i Coupé and the BMW 135i Convertible, are entering the market in spring 2010 with a further improvement in acceleration and a standard of efficiency quite unparalleled in this performance class. A new 225 kW/306 hp straight-six power unit with



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BMW TwinPower Turbo Technology, High Precision Injection direct fuel injection, and fully variable VALVETRONIC valve management gives both of these top athletes in the compact segment an even higher standard of driving pleasure and fuel economy efficiently combined with one another.

In conjunction with the seven-speed double-clutch gearbox with its sport automatic function available for the first time as an option on both models, the BMW 135i Coupé accelerates from a standstill to 100 km/h in 5.2, the BMW 135i Convertible in 5.5 seconds. Average fuel consumption determined in the EU test cycle is 8.5 litres/100 kilometres (equal to 33.2 mpg imp) on the BMW 135i Coupé and 8.6 litres/100 kilometres (equal to 32.8 mpg imp) on the BMW 135i Convertible, 0.7 and, respectively, 0.8 litres better than the fuel consumption offered by the two former models with six-speed automatic transmission.

BMW X1 offering an even wider range of engines.

Just a few months after its successful launch into the market, the BMW X1 is now entering the spring 2010 season with two additional gasoline engines in the range: A second straight-six and a four-cylinder power unit offer even greater diversity in the line-up of this compact BMW X model now available with three gasoline and three diesel engines.

The new entry-level model is the BMW X1 sDrive18i with its 2.0-litre four-cylinder featuring fully variable VALVETRONIC valve management, variable double-Vanos camshaft control and an adjustable intake manifold for maximum output of 110 kW/150 hp. Apart from sporting behaviour, dynamic response and the fast-revving performance so typical of a BMW, this combination of sophisticated technologies also promotes the efficient use of the energy contained in the fuel consumed.



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The BMW X1 sDrive18i accelerates from a standstill to 100 km/h in 9.7 seconds and has a top speed of 202 km/h or 125 mph. Average fuel consumption in the EU test cycle is 8.2 litres/100 kilometres (equal to 34.4 mpg imp), the CO₂ rating is 191 grams per kilometre.

Apart from the top-of-the range BMW X1 xDrive28i, the BMW X1 xDrive25i now also gives customers the opportunity to enjoy the spontaneous agility of BMW's compact X model in combination with the superior power and performance of a BMW straight-six. The 3.0-litre power unit likewise featuring VALVETRONIC and double-Vanos develops a superior 160 kW/218 hp, enabling the BMW X1 xDrive25i equipped as standard with intelligent xDrive all-wheel drive and six-speed automatic transmission to accelerate from a standstill to 100 km/h in 7.9 seconds and achieve a top speed of 223 km/h or 138 mph.

Thanks to BMW EfficientDynamics, this sporting performance comes together with optimised fuel economy and emission management, average consumption of the BMW X1 xDrive25i in the EU test cycle being just 9.3 litres/100 kilometres (equal to 30.4 mpg imp), with a CO₂ emission rating of 217 grams per kilometre.

Starting in spring 2010, the range of transmission and gearbox options also offers additional diversity: The six-speed automatic transmission already featured as standard on the six-cylinder models and the BMW X1 xDrive23d is available from now on as an option on all other models.

BMW X6 with even more efficient six-cylinder power units.

As of spring 2010, the BMW X6 stands out more than ever before not only through its fascinating design and unique rendition of driving pleasure so typical of the brand, but also with a level of efficiency quite unparalleled in its segment. A new generation of straight-six diesels featured in the BMW X6 xDrive40d and the BMW X6 xDrive30d, as well as the first straight-six petrol engines with



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BMW TwinPower Turbo, High Precision Injection and VALVETRONIC in the BMW X6 xDrive35i, following the BMW EfficientDynamics development strategy, give also these models an even better balance of performance and fuel economy.

The newly developed 3.0-litre diesel engines now featuring an all-aluminium crankcase raise engine output by 7 kW to 180 kW/245 hp in the BMW X6 xDrive30d and, respectively, 15 kW to 225 kW/306 hp in the BMW X6 xDrive40d – together with a reduction in average fuel consumption in each case by approximately 10 per cent versus the former models. Both power units come with common-rail direct injection with piezo-injectors operating in the new top-end diesel version of BMW's Sports Activity Coupé at maximum pressure of 2,000 bar and in the second diesel at a pressure of up to 1,800 bar.

The power unit featured in the BMW X6 xDrive40d comes with BMW TwinPower Turbo Technology following the Variable Twin Turbo principle where the small turbocharger cuts in just above idle speed and the larger turbocharger is activated under higher load. This superior power unit delivers its maximum torque of 600 Newton-metres/442 lb-ft between 1,500 and 2,500 rpm and reaches its peak output at 4,400 rpm. Extra power of this kind accelerates the BMW X6 xDrive40d to 100 km/h in 6.5 seconds and the higher level of efficiency is reflected by average fuel consumption of just 7.5 litres/100 kilometres (equal to 37.7 mpg imp) in the EU test cycle.

The BMW X6 xDrive30d stands out in particular through its truly impressive torque and traction. The engine comes with a turbocharger featuring variable turbine geometry and reaches its maximum output at just 4,000 rpm, with peak torque of no less than 540 Newton-metres/398 lb-ft maintained all the way between 1,750 and 3,000 rpm. This kind of power accelerate the BMW X6 xDrive30d from a standstill to 100 km/h in 7.5 seconds, with average fuel consumption in the EU test cycle of just 7.4 litres/100 kilometres, equal to 38.2 mpg imp.



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Offering average fuel consumption down by 7 per cent versus its predecessor, together with supreme power remaining at 225 kW/306 hp, the new straight-six petrol engine in the BMW X6 xDrive35i bears clear testimony to all the benefits of BMW EfficientDynamics. Maximum torque of 400 Newton-metres/295 lb-ft comes all the way from 1,200 to 5,000 rpm, accelerating the new BMW X6 xDrive35i from a standstill to 100 km/h in just 6.7 seconds, with average fuel consumption in the EU test cycle of 10.3 litres/100 kilometres, equal to 27.4 mpg imp.

Again starting in spring 2010, all versions of the BMW X6 come as standard with eight-speed automatic transmission highlighting the sporting character of BMW's Sports Activity Coupé through its dynamic gearshift and making a significant contribution to the car's all-round economy through its optimised efficiency.

At the same time the wide range of standard features is further enhanced by speed-related Servotronic steering assistance. The range of driver assistance systems from BMW ConnectedDrive available as an option on the BMW X6 is being supplemented by Active Cruise Control with Stop & Go, Lane Departure Warning, as well as the Side View and Speed Limit Info systems.

Top-of-the-range roadster: the BMW Z4 sDrive35is.

Featuring a new power unit, the BMW Z4 offers a new dimension in sports motoring again so typical of a BMW Roadster: The new BMW Z4 sDrive35is ensures an even higher standard of driving performance provided by both the modified straight-six with BMW TwinTurbo Technology and High Precision Injection as well as seven-speed Sport Automatic with double-clutch operation and the M Sports Package including Adaptive M Suspension likewise featured as standard.

Appropriate improvements increase the maximum output of this 3.0-litre to 250 kW/340 hp, maximum torque of 450 Newton-metres/332 lb-ft being further raised briefly by means of Overboost all the way to 500 Newton-metres /369 lb-ft.



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The new top-of-the-range Z4 Roadster accelerates from standstill to 100 km/h in just 4.8 seconds. At 9.0 litres/100 kilometres (equal to 31.4 mpg imp) and 200 grams CO₂ per kilometre in the EU test cycle, fuel consumption and CO₂ emissions are just as good as on the BMW Z4 sDrive35i with Sport Automatic.

Together with the high-performance roadster entering the market in spring 2010, the M Sports Package is also being introduced on all other versions of the BMW Z4.

Debut for the BMW 535d Gran Turismo: supreme diesel power thanks to BMW TwinPower Turbo and 2,000-bar common-rail direct fuel injection.

In spring 2010 the range of power units available for the BMW 5 Series Gran Turismo is being supplemented by a second even more muscular version of BMW's new generation of straight-six diesels. Featuring BMW TwinPower Turbo Technology and common-rail direct fuel injection, the all-aluminium power unit in the new BMW 535d Gran Turismo delivers maximum output of 220 kW/300 hp at 4,400 rpm as well as peak torque of 600 Newton-metres/442 lb-ft maintained consistently all the way from 1,500 to 2,500 rpm.

Featuring a turbocharger system following the Variable Twin Turbo principle, the new power unit first activates a smaller and then, in response to higher loads, a larger turbocharger at speeds just slightly above the idling level. With superior power and torque thus cutting in at a low speed and then continuing all the way up to the top, the BMW 535d Gran Turismo accelerates smoothly from a standstill to 100 km/h in 6.1 seconds.

This exceptional sportiness is combined with equally impressive efficiency ensured in particular by the common-rail system operating at maximum pressure of 2,000 bar and allowing particularly precise dosage of fuel. Hence, the BMW 535d averages fuel consumption of



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just 6.7 litres/100 kilometres (equal to 42.2 mpg imp) in the EU test cycle.

The range of driver assistance systems available with BMW ConnectedDrive is also being extended to an even higher standard than before. As an option, therefore, the BMW 5 Series Gran Turismo is also available with a collision warning system complete with a brake application function in conjunction with Active Cruise Control including Stop & Go. Another new feature is BMW Surround View.

And last but certainly not least, the range of exterior colours is being supplemented by Milano Beige Metallic and Damascus Red Metallic.

BMW 7 Series: BMW ConnectedDrive with new office and infotainment functions.

Offering that Sheer Driving Pleasure so typical of the brand, as well as exclusive all-round comfort and innovative features, the new BMW 7 Series satisfies the greatest demands in the luxury performance range. The best-selling car in its class in the German automobile market in 2009 is now available with no less than five engine variants and, for the first time, with intelligent BMW xDrive all-wheel-drive technology.

Drive assistance systems and services in part unique the world over likewise contribute to the innovative character of this luxury saloon, following the philosophy of BMW ConnectedDrive to optimise both comfort and safety as well as the use of infotainment functions. And in spring 2010, this range is being further enhanced by further innovative options and technologies.

The focus in particular is on the optimised integration of the mobile telephone and external entertainment devices within the car's iDrive control system. In future, therefore, the audio function of an external cell phone may be integrated into the car's entertainment system through the Bluetooth interface.



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The use of entertainment functions is becoming even more attractive through the presentation for the first time of cover pictures in the car, clearly and attractively showing the range of music titles available on the Control Display. At the same time new office functions serve to present text messages and calendar entries on the iDrive Control Display.

Using the telephone function, for example, the driver or passenger are able to download contact lists including image files into the car, allowing the presentation of an incoming call not only with the caller's number and name, but also with an image of the caller shown on the Control Display.

The only requirement for using this new range of services from BMW ConnectedDrive is that the car is equipped with BMW's optional navigation system Professional.

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The BMW Group

The BMW Group, with its three brands BMW, MINI and Rolls-Royce, is one of the most successful premium manufacturers of cars and motorcycles in the world. As an international group, it operates 24 production plants in 13 countries and has a global sales network in more than 140 countries.

In the 2008 financial year, the BMW Group sold more than 1.43 million cars and more than 101,000 motorcycles worldwide. Revenues for the year totalled 53.2 billion euros, with earnings before interest and taxes (EBIT) of 921 million euros.



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As at September 30, 2009, the company employed a global workforce of approximately 98,000 people.

The success of the BMW Group has always been built on long-term thinking and responsible action. Ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources are an integral part of the company's strategy. The BMW Group has been industry leader in the Dow Jones Sustainability indexes for the past five years.