

BMW at the 2010 Paris Motor Show. Contents.



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1. BMW at the 2010 Paris Motor Show. (Short version)



Compelling aesthetics and outstanding efficiency are the hallmarks of the latest model range from premium carmaker BMW. With the new models and vehicle concepts it is presenting at the 2010 Mondial de l'Automobile in Paris, BMW is demonstrating the logical continuation of its development strategy, underpinned by these two attributes. Cars that arouse desire through their high-quality design and combine exceptional performance with unrivalled fuel economy and emission figures offer typical BMW driving pleasure that looks to the future, while also ensuring profitable growth for the company in the global markets.

The most recent result of the brand's current model offensive is the new BMW X3, whose world premiere counts among the highlights of the 2010 Paris Motor Show. The new generation of the first Sports Activity Vehicle in this vehicle segment continues the success of its predecessor – which recorded worldwide sales of over 600,000 – with a product substance that has been optimised in every regard. The new BMW X3 enters the stage with a sporting and elegant design as well as the largest interior and greatest versatility in its class. It further strengthens its lead in terms of agility, offers significantly improved comfort features and, thanks to BMW EfficientDynamics, boasts the most favourable fuel consumption and emission figures among all its competitors.

BMW documents its passion for aesthetics and dynamics at the 2010 Paris Motor Show with the world premiere of a concept study for a luxury 2+2-seater. The BMW Concept 6 Series Coupé embodies a new, forward-looking definition of sports driving pleasure and exclusivity in keeping with the brand. Featuring classic BMW coupé characteristics, this concept draws on a more than 70-year tradition. Taking the current design language further, it boasts harmoniously flowing lines and a form that expresses dynamic power through the evocation of natural wave motion.

The successful market launch of the new BMW 5 Series Saloon and the new BMW 5 Series Touring demonstrates how the brand values of aesthetics,

dynamics and efficiency can be skilfully combined to generate the utmost appeal in the upper mid range. At the Paris Motor Show, additional engine options for both model ranges and, for the first time, the BMW xDrive intelligent all-wheel-drive system are being presented. In addition, there is the world premiere of the M Sports package, available for the Saloon and Touring versions of the BMW 5 Series range. Where the BMW 5 Series Gran Turismo is concerned, xDrive all-wheel drive likewise continues its advance: in future, it can be combined with all petrol and diesel engine options available for this model.

With its latest model portfolio, BMW boasts vehicles in every segment that deliver an extremely favourable combination of driving pleasure and fuel consumption. This unique status within the competitive environment is thanks to both the BMW EfficientDynamics strategy and to the great diversity of concepts for future mobility. Pointing the way towards CO₂-free motoring is the BMW Concept ActiveE, which marks its French debut at the 2010 Paris Motor Show. This concept vehicle, based on the BMW 1 Series Coupé, features all-electric drive as well as innovative electricity storage technology that allows a range of some 240 kilometres (150 miles) to complement the agility associated with the brand.

Fascinating vision: BMW Concept 6 Series Coupé.

Sports driving pleasure and exclusivity in a premium-class 2+2-seater are redefined in the BMW Concept 6 Series Coupé. This concept study, unveiled for the first time at the 2010 Paris Motor Show, underscores the brand's historically evolved prowess in building sporty, elegant coupés. At the same time, the concept car paves the way for a new interpretation of a vehicle category that is defined by aesthetics and dynamics.

The BMW Concept 6 Series Coupé also expresses the supreme sportiness that derives from unrivalled engine and chassis competence through its elegant and authentic design. The concept model reveals the classic styling cues of a BMW coupé, such as a long bonnet, short front overhang, a passenger compartment that is set well back, a long wheelbase and a low-profile silhouette with a dynamically flowing roofline. The principal bodywork lines extend over the entire length of the concept, while the various body sections meld together as if made of one piece.

The precisely defined lines shape the structure of the bodywork surfaces, following the alternation of concave and convex contours. The counterpoint between the lines and surfaces gives the BMW Concept 6 Series Coupé a naturally sporty aura. This interplay of linear and sculpted forms is inspired by the wave motion on the surface of a sea exposed to the winds and the tidal ebb and flow.

Innovation for enhanced safety: all-LED headlights with adaptive headlight function.

Among the arresting details of this concept study are newly developed headlights featuring LED technology. The full-LED headlights, introduced for the first time on a BMW, produce a strikingly bright white light that makes for particularly intensive and precise illumination of the road. In addition, they incorporate adaptive headlight functionality. The daytime driving lights, which also take the form of LED rings, further accentuate the characteristic, unmistakable front-end styling.

The typical L-shaped rear lights of the BMW Concept 6 Series Coupé establish a visual link between the sides and the rear of the vehicle. Inside the units, two LED-powered light strips create the familiar BMW night-time look, an effect enhanced by the L-shaped lower light unit. The direction indicator, tail light and brake light are likewise LED-powered.

The interior of the BMW Concept 6 Series Coupé is defined by functionality, elegance and exclusivity. Furthermore, the driver-centric concept so typical of BMW – and a key hallmark of a sports coupé – is executed with exceptional stylishness in the design of the centre console area. A further innovative accent is provided by the freestanding, 10.2-inch control display of the iDrive system in the centre of the instrument panel. The concept car also boasts the head-up display familiar from BMW series models, offering functionality that is unrivalled worldwide. Maximum listening enjoyment is guaranteed by the hi-fi system specially designed for the BMW Concept 6 Series Coupé and featuring high-quality components from Danish audio specialists Bang & Olufsen.

World premiere in Paris: the new BMW X3.

The new BMW X3 steps up for its world debut at the Paris Motor Show as the successor to a genuine top seller. Compared with its successful predecessor,

the new Sports Activity Vehicle delivers that bit more agility as well as driving comfort. A similarly palpable increase in interior space and stowage capacity benefits rear-seat passengers in particular, but is also welcome in the luggage compartment. With its load capacity now expandable from 550 to 1,600 litres (19.4 to 56.5 cu. ft.) and a rear seat bench that folds down at a ratio of 40:20:40, the new BMW X3 delivers more room and versatility than any competitor in its class.

The body design of the new BMW X3 radiates urbane elegance and robust agility. The combination of a flat front end and a raised rear end creates a dynamic wedge shape when viewed from the side, underlining the model's sporting credentials. The convex and concave surfaces are accentuated by striking lines, lending the main body the appearance of a meticulously modelled sculpture. The front view of the new BMW X3 signals a self-assured presence with its forward-thrusting BMW kidney grille, its large headlight assemblies, a powerful-looking front apron and a bonnet boasting six contour lines that converge on the twin-kidney grille.

A generous and versatile spatial concept along with high-quality materials and characteristically contoured surfaces lend the interior of the new BMW X3 a modern, premium ambience and intelligent functionality. The raised seating position facilitates entry and optimises the view of traffic on the road. Both in the front and in the rear, the new BMW X3 boasts numerous generous storage compartments, trays and cup holders, while the three rear seats offer outstanding long-distance comfort thanks to significantly more legroom and elbowroom compared to the outgoing model.

BMW EfficientDynamics: modern drive technology and Auto Start-Stop combined for the first time with a six-cylinder engine and eight-speed automatic transmission.

At the launch of the new BMW X3 there is a choice of two state-of-the-art engines. The four-cylinder diesel in the new BMW X3 xDrive20d develops peak output of 135 kW/184 hp, exceeding its predecessor model by 5 kW, while average fuel consumption in the EU cycle has been improved by 14 percent to 5.6 litres per 100 kilometres (50.4 mpg imp). The new BMW X3 xDrive35i is powered by a 225 kW/306 hp in-line six-cylinder petrol engine.

The new BMW X3 xDrive35i comes with an eight-speed automatic transmission as standard. This option – also unique among the competition – is available for the BMW X3 xDrive20d as an alternative to the standard six-speed manual gearbox. For the first time, the automatic transmission is combined with an Auto Start-Stop function which automatically switches the engine off at road junctions or in traffic jams. As soon as the brake pedal is released, the engine restarts.

Newly developed suspension, optimised xDrive, optional Drive Dynamic Control.

The new BMW X3 is equipped as standard with the BMW xDrive permanent all-wheel-drive system. Thanks to innovative tuning aimed at improving driving dynamics, this intelligent all-wheel-drive technology optimises not only traction but above all handling in bends. Even during steady cornering a higher percentage of torque is transferred to the rear wheels. With optional Performance Control, the new BMW X3's agile handling can be enhanced even further.

The suspension technology of the new BMW X3 is a completely new development. The combination of a double-joint spring-strut axle at the front and a five-link rear axle is the ideal prerequisite for optimising agility and driving comfort in equal measure. Electric Power Steering (EPS), which features for the first time in a BMW X model, also makes a significant contribution to the car's precise handling. The newly developed variable sports steering, available as an option, reduces the degree of steering movement required for a hard turn of the front wheels.

Dynamic Damping Control, which is an option for the new BMW X3, features electronically controlled dampers that adapt both to road surface conditions and to the driver's style of motoring. The driver can influence the damper control map using the Drive Dynamic Control system. This function, available for the first time on a BMW X3 model, gives the driver a choice of NORMAL, SPORT and SPORT+ modes that can be selected via a button in the centre console.

Unique driver assistance systems from BMW ConnectedDrive.

The range of driver assistance systems offered by BMW ConnectedDrive is unrivalled in this class. Among the choices on offer for the new BMW X3 are

Head-Up Display, Adaptive Headlights, High-Beam Assistant, Cruise Control with braking function (standard on the BMW X3 xDrive35i) and rear view camera with Top View. Further available options for the new BMW X3 range from 2-zone automatic climate control and a panorama glass roof to high-end audio systems and the Professional navigation system with hard-disk storage, all the way to automatic rear lid operation and a tow hitch with an electrically pivoting ball head. Also being presented at the Paris Motor Show is the M Sports package for the new BMW X3 which will be available from 2011.

New engines and xDrive bring greater diversity to the BMW 5 Series range.

Immediately following its launch, the new BMW 5 Series Touring makes its appearance at the 2010 Paris Motor Show with several additional engine variants, the range being augmented by a third petrol unit and two further diesels. The new BMW 528i Touring lines up with High Precision Injection direct fuel injection and output of 190 kW/258 hp, while the new BMW 525d Touring is powered by a 3.0-litre in-line six-cylinder engine with 150 kW/204 hp. Featuring BMW TwinPower Turbo technology, the straight-six unit in the BMW 535d Touring produces 220 kW/300 hp.

In addition, two model variants featuring BMW xDrive intelligent all-wheel drive are marking their world premiere. In the new BMW 535i xDrive Touring, power from a 225 kW/306 hp in-line six-cylinder engine with BMW TwinPower Turbo, High Precision Injection and VALVETRONIC is variably distributed between the front and rear wheels, while in the new BMW 530d xDrive Touring the drive from a straight-six diesel with 180 kW/245 hp is transferred to the road in like manner. Both these models will launch in spring 2011.

As the most powerful diesel engine in the BMW range, the in-line six-cylinder with BMW TwinPower Turbo also boasts compelling pulling power and impressive efficiency. The xDrive all-wheel-drive system similarly gets off to a very spectacular start in the new BMW 5 Series Saloon; it is available for the top-of-the-range model with immediate effect and combined for the first time with an eight-cylinder engine in this model series. In the BMW 550i xDrive Saloon, this permanent, electronically controlled all-wheel-drive technology joins forces with the 300 kW/407 hp V8 engine featuring BMW TwinPower Turbo and petrol direct injection, and with the eight-speed automatic

transmission. BMW is additionally presenting two more all-wheel-drive variants of the Executive Saloon at the Paris Motor Show. Following the lead of the two Touring models with xDrive, this intelligent all-wheel-drive system is also combined in the BMW 535i xDrive Saloon with a 225 kW/306 hp straight-six petrol engine and in the BMW 530d xDrive Saloon with a 180 kW/245 hp straight-six diesel. Like the corresponding variants of the BMW 5 Series Touring, these two models will also be available from spring 2011.

As for the BMW 5 Series Gran Turismo, the choice of all-wheel-drive models is even greater. The powerplants on offer comprise an eight-cylinder petrol engine with 300 kW/407 hp, a six-cylinder petrol unit with 225 kW/306 hp and two six-cylinder diesel engines with 220 kW/300 hp and 180 kW/245 hp respectively. Following the top-of-the-line BMW 550i xDrive Gran Turismo and the BMW 530d xDrive Gran Turismo, intelligent all-wheel drive is now also available for the other two six-cylinder models. With the BMW 550i xDrive Saloon, the launch of the BMW 535i xDrive Gran Turismo and the BMW 535d xDrive Gran Turismo in autumn 2010, and the market entry in spring 2011 of the latest variants of the Saloon and Touring, that brings the number of BMW 5 Series models featuring all-wheel drive up to a total of nine.

Beyond this, the Paris Motor Show sees BMW offering a preview of a further innovation that was developed for the BMW 5 Series Saloon and the BMW 5 Series Touring. Thanks to the "hands-free tailgate opening" function devised as part of the BMW ConnectedDrive development philosophy, the ease of loading the vehicle has been enhanced in a unique fashion. As part of the Comfort Access option, it allows the automatic opening of the tailgate to be activated by a movement of the foot, which is registered by sensors located in the bumper. As a result, when carrying several items or particularly large pieces of luggage, the customer no longer needs to set these down on the ground in order to open the tailgate by hand. The "hands-free tailgate opening" function will be available for both models in autumn 2011.

For optimum dynamics: the BMW M GmbH range of products.

Autumn 2010 sees the BMW M GmbH product range extended yet further. Marking their debut at the Paris Motor Show are newly developed M Performance retrofit components, available from the Original BMW

Accessories range, that lend the BMW M3 an extra individual edge and further enhance its dynamic potential.

The dynamic character of the new BMW 5 Series Saloon and new BMW 5 Series Touring can be highlighted by the M Sports package specifically designed for each model. An M Sports package for the new BMW X3 can also be seen at the Paris Motor Show ahead of its market launch in November 2010. The BMW Individual product range is likewise augmented by new, attractive extras for the BMW 7 Series and BMW 5 Series ranges.

BMW EfficientDynamics sets standards and opens up new prospects.

The BMW EfficientDynamics development strategy offers new expressions of the brand's customary driving pleasure along with additional ways of cutting fuel consumption and emissions. The latest results and long-term prospects are showcased at the 2010 Paris Motor Show. Exceptionally efficient new engines and the further optimisation of drive system-related technologies targeted at reducing fuel consumption ensure that BMW is able to offer maximum driving pleasure and efficiency in every segment. Pioneering vehicle concepts point the way towards even further reduction of fuel consumption and emissions and, ultimately, CO₂-free mobility. BMW is working towards this goal through the use of hydrogen as an energy source alongside its ongoing commitment to the development of electric drive systems.

The market launch of the new BMW X3 marks another step forward in the rollout of BMW EfficientDynamics technology as standard across the entire model portfolio. For the first time, the Auto Start-Stop function is now also available in conjunction with a six-cylinder engine, and customers can specify the system for the new BMW X3 in combination not only with the six-speed manual gearbox, but also with the eight-speed automatic. The new edition of the successful Sports Activity Vehicle is also the first BMW X model to feature electromechanical power steering. For this system, the steering's power assistance is generated by an electric motor that is only activated when power assistance is required, making a significant contribution to reducing the amount of energy needed.

As of autumn 2010, all the models in the current BMW range fulfil the EU5 exhaust emissions standard. And the number of models which – with optional

BMW BluePerformance technology – already meet the EU6 norm, due to come into force in 2014, has grown again. The new BMW 530d Touring joins the BMW 530d Saloon, BMW 320d Saloon and BMW 320d Touring, BMW 330d Saloon, BMW 730d and BMW 730Ld as the seventh model in the range using this technology to gain EU6 status.

BMW ActiveHybrid technology is now also available as a further pillar of BMW EfficientDynamics. With the BMW ActiveHybrid 7 and BMW ActiveHybrid X6 models, two cars have been launched this year which use the intelligent model-specific link-up of combustion engine and electric drive system to boost dynamic performance and significantly reduce fuel consumption and emissions.

Electromobility BMW-style: the BMW Concept ActiveE.

Alongside the further development of BMW ActiveHybrid technology, BMW's expertise in the area of electric drive technology is also expanding. The BMW Concept ActiveE presented in Paris reveals what form BMW-style CO₂-free mobility could take. This concept is based on the BMW 1 Series Coupé and offers four full-size seats and boot capacity of 200 litres (7 cu. ft.), as well as delivering hallmark BMW agility and driving pleasure without any tailpipe emissions. The electric motor developed for the BMW Concept ActiveE has output of 125 kW/170 hp and provides peak torque of 250 Nm (184 lb-ft) from standstill. The energy is supplied from lithium-ion batteries intelligently integrated in the car.

To glean further experience in the practical operation of electric vehicles, BMW already has plans to launch an extensive test fleet next year. These vehicles are slated for private, everyday road use and are to be deployed in various countries, in all likelihood including France. Following the pilot project with a test fleet of MINI E models, the BMW Group is thus systematically pursuing its intensive research and development work in the field of electromobility. The insights gained from this will feed into project i, whose focus is on the development of a Megacity Vehicle for use in major conurbations. This all-new vehicle concept also includes an electric motor and is scheduled to go into production in 2013.

BMW ConnectedDrive: more driving pleasure thanks to connectivity.

When it comes to intelligently linking the driver, vehicle and the outside world, BMW likewise continues to achieve pioneering solutions. The driver assistance systems and mobility services from BMW ConnectedDrive optimise comfort, infotainment use and safety when driving. The 2010 Paris Motor Show presents further BMW ConnectedDrive innovations that take driving pleasure to an even higher level.

Paris sees the introduction of a new rear-seat telephone for the BMW 7 Series range. It features a cordless handset which is complemented by a WiFi hotspot, providing wireless online access to passengers using a notebook, Apple iPad or other devices while on the move. BMW additionally presents new interface technology which was created for the Apple iOS 4 operating system and allows the integration of the new Apple iPhone 4, among other devices. Also featured at the Paris Motor Show is the iPod Out function, which optimises the operation of various Apple music players in the car. BMW also showcases globally unique technology for integrating BlackBerry smartphones in the vehicle. Among other things, it enables the display of emails along with the text-to-speech function. The range of Google services available in the car has also been extended. For example, pictures of a destination entered in the navigation system can be displayed on the on-board monitor thanks to the Google Panoramio service.



2. Highlights at a glance.

- **World premiere: the BMW Concept 6 Series Coupé.**

The 2010 Paris Motor Show is the setting for the world premiere of the BMW Concept 6 Series Coupé. This design study for a premium-class 2+2-seater is the embodiment of a passion for aesthetics and dynamics. Flowing lines and aesthetically sculpted surfaces define the design of the BMW Concept 6 Series Coupé, in which classic BMW coupé styling cues are given a modern rendition. Among the innovative details featured in this concept study are full LED headlights and a newly designed, freestanding Control Display for the iDrive operating system.

- **World premiere: the new BMW X3.**

Boasting enhanced dynamics, ride comfort, interior space and versatility, the new BMW X3 significantly extends its lead in the segment established by its forerunner. And in the efficiency stakes, the two engine variants accompanying the launch likewise set new benchmarks. For the first time the Auto Start-Stop function is combined with a six-cylinder engine and an eight-speed automatic transmission. The new BMW X3 is also the first BMW X model to feature electromechanical Servotronic steering as standard and the option of Drive Dynamic Control. Also unique in this segment are the driver assistance systems from BMW ConnectedDrive available for the new BMW X3, which include Adaptive Headlights, Head-Up Display and the rear view camera with Top View.

- **World premiere: the new BMW 5 Series Touring with additional engine variants and the M Sports package.**

Two additional diesel engines and a further petrol unit complement the range of powerplants available to the new BMW 5 Series Touring. The BMW 525d Touring is powered by a 3.0-litre in-line six-cylinder engine with 150 kW/204 hp, while the straight-six that drives the BMW 535d Touring summons up 220 kW/300 hp thanks to BMW TwinPower Turbo technology. The BMW 528i Touring lines up for action with lean-burn high precision injection and output of 190 kW/258 hp. Also stepping out in Paris are the first all-wheel-drive models of the new Executive Touring

in the form of the BMW 535i xDrive Touring and the BMW 530d xDrive. Yet another debut is that of the new M Sports package for the BMW 5 Series Touring.

- **World premiere: M Sports package and xDrive all-wheel drive for the new BMW 5 Series Saloon; xDrive for all BMW 5 Series Gran Turismo models.**

The range of engine variants for the new BMW 5 Series Saloon is being extended by a further diesel unit, namely the in-line six-cylinder engine of the BMW 535d Saloon with output of 220 kW/300 hp. The Paris Motor Show also presents the M Sports package, available for the new BMW 5 Series Saloon for the first time. In addition, BMW xDrive intelligent all-wheel-drive technology is now also available for the new BMW 5 Series Saloon – in conjunction with an eight-cylinder engine for the first time in this model series. Next to the BMW 550i xDrive, Paris also hosts the world premiere of the BMW 535i xDrive and BMW 530d xDrive. All engine variants of the BMW 5 Series Gran Turismo, moreover, can in future be specified with xDrive all-wheel drive.

- **Innovation: “hands-free tailgate opening”.**

At the 2010 Paris Motor Show, BMW for the first time grants a preview of an innovative comfort function from BMW ConnectedDrive that facilitates loading the car. The “hands-free tailgate opening” function is demonstrated on the new BMW 5 Series Saloon and new BMW 5 Series Touring. When the customer is standing behind the car, this feature allows the tailgate to be automatically opened by a specific movement of the foot. This innovative function will form part of the Comfort Access option and will be available for the new BMW 5 Series Touring and new BMW 5 Series Saloon from autumn 2011.

- **Innovations: the new product range from BMW M GmbH.**

The range of products on offer from BMW M GmbH has been extended by new options that highlight the racing-inspired dynamics of the BMW M3 even more sharply. The M Performance retrofit components from the Original BMW Accessories range make their debut at the 2010 Paris Motor Show and are focused on the areas of aerodynamics and the interior. In addition, an M Sports package is being presented not only for

the new BMW 5 Series Saloon and new BMW 5 Series Touring, but also for the new BMW X3.

- **Innovations: BMW ConnectedDrive with new functions.**

Thanks to the intelligent linking of the driver and his vehicle with the wider world, BMW ConnectedDrive is able to create fascinating possibilities for boosting comfort and safety as well as optimising the use of infotainment functions. BMW ConnectedDrive also takes the global lead when it comes to connecting smartphones and music players in the car. At the 2010 Paris Motor Show, BMW showcases a globally unique technology for integrating BlackBerry smartphones in the car, which among other things permits the display of emails including the text-to-speech function. BMW also presents the new Bluetooth interface technology that was created for the Apple iOS 4 operating system and allows the new Apple iPhone 4 to be integrated, among other devices. Also on show is the iPod Out function, which optimises the operation of various Apple music players in the vehicle. New possibilities for online use are opened up by the WiFi hotspot function that provides rear-seat passengers using a notebook or iPad with wireless internet access while on the move.



3. BMW at the 2010 Paris Motor Show. (Long version)

3.1 Dynamic performance, perfectly packaged: The BMW Concept 6 Series Coupé.

The BMW Concept 6 Series Coupé is a fascinating vision that blends traditional values with innovative design language. This concept model, unveiled for the first time at the 2010 Paris Motor Show, showcases the experience the brand has acquired in more than 70 years of building sporty and elegant coupés. It also paves the way for a new, aesthetically powerful and dynamic interpretation of this breed of vehicle. With the BMW Concept 6 Series Coupé, the German premium carmaker is presenting a new definition of luxury-class 2+2-seater driving enjoyment and exclusiveness.

The powerful proportions and sporty yet elegant lines of the BMW Concept 6 Series Coupé provide the perfect packaging for its dynamic performance and personality. All the classic hallmarks of a BMW coupé are present, including the stretched bonnet, the short front overhang, a passenger compartment set well to the rear, and a low silhouette incorporating a dynamically flowing roofline. The principal bodywork lines run the full length of the concept model, and there is a strong sense of stylistic unity between all the different parts of the vehicle. The lines and surfaces seem to ripple out in a dynamic, pulsating wave.

Eye-catching features of the concept model include the new LED headlights, which combine the typical BMW twin round headlight format with innovative lighting technology. The all-LED design, featured for the first time on a BMW, produces a strikingly bright white light with very sharp and intensive road illumination. The functionality includes Adaptive Headlights, i.e. the headlight beam follows the road at all times. The LED rings for the daytime driving lights accentuate the characteristic, unmistakable BMW front-end styling.

The interior of the BMW Concept 6 Series Coupé conveys functionality, elegance and exclusiveness. The fluent lines and smooth transitions in the cockpit area produce an ambience that extends to the whole interior, embracing both the front- and the rear-seat occupants. The driver-centric interior design is typical of BMW and a hallmark of a sports coupé. Keynotes are the exceptionally stylish design in the centre console area and, providing a

further innovative touch, the freestanding 10.2-inch iDrive Control Display in the centre of the instrument panel. The concept model is also equipped with the Head-Up Display system that offers world-beating functionality and display quality. For maximum listening quality, the hi-fi system was designed specially for the BMW Concept 6 Series Coupé using high-quality components from Danish audio systems specialists Bang & Olufsen.

A proud tradition: the BMW coupé.

As a byword for sporty driving enjoyment, coupé models have a special place in the history of the BMW brand. The BMW Concept 6 Series Coupé is the latest chapter in a tradition which stretches back 70 years and is richly packed with memorable racing wins and many legendary icons in automotive design. Milestones in this evolution include the BMW 327 and BMW 327/28 models, the racing coupés based on the BMW 328, the BMW 503, the BMW 3200 CS, the BMW 2000 CS, the large coupés based on the BMW 3.0 CSi and, from 1976 onwards, the BMW 6 Series models.

With its flawless elegance and impressive performance the BMW 327 Coupé, unveiled in 1938, quickly established itself as the brand's most exclusive pre-war model. With barely a pause, the dynamic performance was then taken a stage further by the BMW 327/28, whose 80 hp sports engine was taken from the BMW 328 Roadster model. In 1940, a one-off coupé version of the BMW 328, driven by Fritz Huschke von Hanstein and Walter Bäumer, was the overall winner of the Mille Miglia endurance race. This triumph came courtesy of rigorous lightweight design, optimised aerodynamics and a powerful and reliable 136 hp in-line six-cylinder engine. In other words, the winning vehicle displayed characteristics which still form the backbone for the design of the more sporty BMW models to this day. The traditional coupé values were given a modern interpretation in the BMW Mille Miglia Concept Coupé, unveiled by BMW in 2006 as a salute to the unsung heroes behind the BMW 328's triumph – the engineers.

In their respective decades, both the BMW 503 from 1955, designed by Albrecht Graf Goertz, and the BMW 2000 CS created by Wilhelm Hofmeister and unveiled in 1965 set new standards in coupé design. The slim pillars and svelte roofline, the narrow BMW twin-kidney grille and the Hofmeister kink at the base of the C-pillar, named after BMW's chief designer of the time, gave

the BMW 2000 CS an unmistakable and elegant styling signature. The design language was developed a stage further in the next-generation model – as was the sports performance, with an even more powerful range of engines. The proportions of the big coupé were refined and improved by a longer bonnet, while twin round headlights gave the front end a characteristic sporty appearance. By 1973 the BMW 3.0 CS, BMW 3.0 CSi and BMW 3.0 CSL models had been launched, powered by in-line six-cylinder engines developing up to 206 hp. In motor sport, too, these models held sway for many years.

The BMW 6 Series has similarly stirred and spurred a passion for sporty driving in a stylish and luxurious two-door format for many years, right through to the BMW M6 Coupé of today with its unmatched dynamism and athleticism and its 373 kW/507 hp high-revving ten-cylinder engine.

Classic coupé proportions in a distinctly sporty format.

A BMW coupé's design is a stylish and authentic expression of superior sports performance rooted in the company's unique experience in engine and chassis development. The proportions, the aesthetically powerful design language and the flowing lines epitomise the characteristic blend of dynamism and unassailable elegance – a design principle that underpins the BMW Concept 6 Series Coupé as well, though in a modern and innovative interpretation. The concept model is an extremely sporty premium luxury-class 2+2-seater. Taking passion for supreme performance to new levels in the BMW 6 Series range, it is an expression of driving enjoyment at its most exclusive.

The low silhouette of the BMW Concept 6 Series Coupé points to the low centre of gravity, which is reflected in agile, surefooted handling. The long bonnet and a passenger cell which is set well back provide advance warning of the Coupé's eager responsiveness and its dynamic power delivery and sprinting performance. The powerful sculpting of the bodywork surfaces, particularly near the rear wheels, gives the concept model an even more athletic appearance, while the roofline in particular, flowing elegantly towards the trailing edge at the rear, is a reminder of the concept's carefully honed aerodynamic qualities.

Dynamic wave effect underpins naturally flowing lines and surfaces.

The bodywork surfaces are defined by bold, precise lines, which divide the body into a mix of concave- and convex-contoured surfaces. The counterpoint between lines and surfaces lends the BMW Concept 6 Series Coupé a natural, authentic aura of sportiness. This interplay is reminiscent of wave motion on the surface of an ocean, generated by the ebb and flow of wind and tides.

All the bodywork lines are continuous and uninterrupted throughout their entire length. They connect the front, side and rear sections of the vehicle to create a sculpted body shape that radiates harmony from every angle.

Road-hugging front end: hallmark BMW styling cues in a new interpretation.

The wide, low-slung, road-hugging front-end stance of the BMW Concept 6 Series Coupé is an accurate reflection of its sporting temperament. The bonnet surfaces are defined by four lines which gradually converge at the front of the vehicle. The two inner lines follow a trajectory towards the BMW emblem, while the two outer lines terminate at the outer edge of the BMW kidney grille, which is wider at the top than at the bottom. The BMW kidney grille marks the front extremity of the body, its slight forward rake imparting the first taste of sportiness to come. The effect is increased by the slight angle in the upper part of the kidney grille bars, which sport hardened glass inserts. This elaborate sculpting gives the hallmark kidney grille an extra-luxurious and avant-garde touch.

The headlights, which are set well back, and below them a bumper contour line that flows downwards and outwards, make the kidney grille appear even more dominant. The lower air intake runs the full width of the front end and is divided by horizontal chrome struts with an undulating surface. A crease defines the lower edge of the air intake and wraps round to the outer sides, where a slight curve draws attention to the wheels and thus to the sense of width. Sharply raked foglamps placed well to the outside of the bonnet, and powered by three adjacent LED light units, further accentuate the width and bold stance of the concept model.

Innovative technology, modified styling, typical BMW night-time look: all-LED twin round headlights make their debut.

The characteristic front-end appearance of the BMW Concept 6 Series Coupé is partly down to the typical BMW twin round headlights. The outward-pointing top part of the trapezoidal headlight housing guides the eye to the widely flared wheel arches. With this concept model, BMW is for the first time presenting all-LED headlights with Adaptive Headlight functionality. LEDs are used for all functions, from the dipped and main beam to the sidelights and daytime running lights, and the direction indicators. The LED accent lights which cut across the top of the twin round headlights create the hooded, intent look characteristic of BMW models.

The innovative lighting technology is accentuated by the upscale styling. One of the cylindrical headlights emerges slightly further than the other from the interior of the light unit, thereby preserving the twin round headlight look even when viewed from the side. The headlights, which are levelled off at their lower edge, are bisected by horizontal ribs containing the LEDs. The diodes produce a strikingly bright white light that provides particularly intensive road illumination. They also reduce dazzle and have a very low electricity consumption. A further feature is that the all-LED headlights are used for both the dipped and the main beam functions, while Adaptive Headlight functionality is incorporated as well. That means the headlights follow the road, swivelling in line with the steering angle and at a speed matched to that of the vehicle.

The sidelights and daytime driving lights take the form of LED rings, the lower edge of which is levelled off – a characteristic theme of this innovative lighting technology. Horizontal strips of six LEDs under the twin headlights are used for the direction indicators. Their lines match those of the similarly horizontally styled LED foglamps, which are located in the lower air intake.

Side view: athletic elegance points to sporting supremacy.

The BMW Concept 6 Series Coupé is a premium-class concept that combines supreme sports performance with style and assurance. At the visual level, these characteristics are communicated by a design that combines the athletic aura of a sports car on the one hand with luxurious elegance on the other. This is particularly striking in side view, where classic

BMW coupé features, presented here in a new interpretation, deftly highlight the distinctive character of this concept model.

The elegantly elongated silhouette of the BMW Concept 6 Series Coupé presents the familiar hallmarks of a sporty BMW 2+2-seater, comprising a long bonnet and wheelbase, a passenger compartment which is set well to the rear and a dynamically flowing roofline. The athletic character of the concept model is generated by sculpted surfaces whose powerful flowing and merging contours create an authentic sports feel.

The side view of the vehicle is defined by four striking lines. The shoulder line runs in a fluent sweep from the headlights to the front wheel arch and on through the waistline and C-pillar to the tail. The typical BMW swage line runs parallel to this. It starts in the gill high up in the front side panel and runs steadily upwards via the door handle to the rear lights. It accentuates the elongated look of the body and, in conjunction with the door sill line, creates a dynamic wedge shape. Below the swage line, a character line, which likewise starts in the side gill, follows a downward trajectory initially and then runs parallel to the door sill line and on into the tail.

The precise interplay of lines and surfaces is most apparent in the rear wheel arch area. The powerful bulge directly above the rear wheels reduces the prominence of the contour line in this area, giving a sense of natural forces harnessed in a consistent and unified body design.

The alloy wheels specially designed for the BMW Concept 6 Series Coupé again tie in closely with the sporty and exclusive character of this concept model. The 20-inch multispoke wheels are a one-off design milled from a solid aluminium block. The individual spokes have an elaborate three-dimensional design, with precisely defined contours and weight-reducing milled openings running parallel to the direction of travel.

Rear design: low visual centre of gravity and accent on width.

The rear styling is dominated by horizontal lines which, in conjunction with the wide track and wide wheel arch flares, accentuate the sense of width and the powerful stance of the BMW Concept 6 Series Coupé. The shoulder areas protrude clearly in rear view, so that even from this angle there is no mistaking the athletic character of the vehicle. The slightly concave rear part of the boot

lid, along with the bumper, the diffuser-style rear apron and all other elements of the rear end, are wide and low-slung. The visual centre of gravity is strikingly low and road-hugging – an effect that is generated mainly by a V-shaped line running from the sides of the boot lid down to the low-mounted numberplate surround.

The crease at the lower edge of the body wraps round from the sides of the Coupé into the rear and finishes in the tailpipe surrounds, which are set well to the outside and enclose matt-polished trapezoidal exhaust tips. The low-rise, horizontally mounted reflectors, which have been removed to the bumper, likewise underline the sense of width in rear view.

The typical BMW L-shaped rear light clusters of the BMW Concept 6 Series Coupé create a further visual link between the sides and the rear of the vehicle. They are split into two parts and extend into the boot lid. Inside the units, two LED light strips create the typical BMW night-time look. This effect is enhanced by the L-shaped lower light unit. The direction indicator, tail light and brake light are likewise LED-powered.

Interior: luxurious, avant-garde and stylish.

The BMW Concept 6 Series Coupé has a full glass roof which lets a great deal of light into the interior of the 2+2-seater, highlighting the generous interior ambience and the light-touch interior design. Carefully selected materials, coupled with meticulous craftsmanship and build quality, underscore the luxurious character of the concept model, which combines exceptional sportiness with an extremely exclusive driving experience.

In the interior, too, the tone is set by fluent lines and harmonious surfaces. In the vicinity of the driver and front passenger, the design of the instrument panel, centre console and door trim stresses bold, dynamic surfaces and sculpted transitions, giving a sense of exclusive safety and security. At the rear, two comfortable single seats offer lavish headroom, legroom and shoulder room, providing first-class comfort even on long journeys.

The surfaces are defined by gently flowing lines which run throughout the interior, creating an effect reminiscent of rippling wave motion and evoking the impression of forward-thrusting dynamism.

Driver-centric design, harmonious integration of the centre console and instrument panel.

The BMW Concept 6 Series Coupé's cockpit also takes the familiar BMW driver-centric design to new levels, in keeping with the distinctively sporty character of this concept model. The centre section of the instrument panel, featuring the iDrive Control Display, the central air vents and the audio and climate controls, is inclined slightly but visibly towards the driver. The electronic gear selector and the Drive Dynamic Control buttons are mounted on the driver's side of the front console. The front passenger side, meanwhile, which is slightly higher than the driver's side, sweeps up with a slight flourish into the upper part of the instrument panel. High-quality leather trim with double stitching in a contrasting colour accentuates the dynamic transition between the centre console and the instrument panel.

The forward-surgling wave theme can also be seen in the contouring of the door panel trim, where the precise interplay between concave and convex surfaces produces a natural duality and tension. The window sill line extends in a gentle sweep into the instrument panel, guiding the eye towards the road. Below this, the door panelling is intersected by a trim component which links the front part of the passenger compartment with the rear. It starts at the rear window sill, then continues forwards and initially downwards, narrowing as it approaches the door panelling, then rising slightly and becoming wider again in the front part of the vehicle. This creates an upward sweep running through the window sill and into the instrument panel.

On the driver's side of the cockpit the eye is drawn to the black-panel instrument cluster. The traditional-style circular dials are generated electronically, using advanced display technology. At rest, all displays are invisible, only springing to life when the engine is started. Black-panel technology is also used for the audio and climate displays on the centre console. A galvanised strip draws a horizontal dividing line across the cockpit below the instrument cluster and also marks the lower edge of the central air vents. This line is then carried over on the front passenger side into a crease on the glove compartment.

Flatscreen-style Control Display and Head-Up Display.

The BMW Concept 6 Series Coupé is equipped with the latest-generation iDrive control system as featured on current production models. That system's innovative principle of separating the control unit from the display is taken a stage further in this concept model. As before, the Controller – situated on the centre console – allows intuitive operation of vehicle-related, infotainment, navigation and telecommunications functions. However, the Control Display now for the first time takes the form of a freestanding 10.2-inch display with high-quality galvanised chrome surround. This display shows the various iDrive menus and options, the audio system status messages and the navigation maps.

The small depth of this high-resolution display gives it a flatscreen look, while the new positioning of the display – extending further into the passenger compartment – also impacts on the centre console, which appears to rise more steeply, accentuating the cockpit-style character of the instrument panel.

The iDrive operating system allows functions to be intuitively controlled with minimal driver distraction from the road and traffic. For additional convenience and safety, the BMW Concept 6 Series Coupé is also fitted with a Head-Up Display. Developed by BMW, this system offers unique functionality and allows important driver information to be projected directly onto the windscreen in the driver's line of sight. For example, in addition to current vehicle speed, the Head-Up Display also shows status messages and warnings from the driver assistance systems, Check Control messages and navigation instructions – all without the driver having to take his eyes off the road.

Top-flight audio enjoyment: fully active car hi-fi system from Bang & Olufsen.

From the very first glance, the BMW Concept 6 Series Coupé promises an outstandingly sporty and exclusive driving experience. Part of this experience is a hi-fi system that was developed specially for this concept model and sets new standards for in-car listening enjoyment. Designed by Danish car hi-fi specialists Bang & Olufsen and specially matched to the interior acoustics of this 2+2-seater, the hi-fi system produces unsurpassed in-car sound quality.

This superior audio experience comes courtesy of extra-high-quality system components – plus innovative sound control technology never before featured in a car hi-fi system.

The Bang & Olufsen High End Surround Sound System produces an exceptionally natural sound from 16 speakers distributed around the cabin. This is a fully active system, which means the two bass speakers, seven mid-range speakers and seven tweeters all have individual amplifiers. The electrical signals are converted into precisely defined sound waves using neodymium magnet drives which combine very high performance with low weight, making them the ideal solution for a car hi-fi system. The mid-range speakers also feature extremely stiff yet extremely lightweight Hexacone diaphragms.

The exceptional sound quality is due not only to vehicle-specific placement of high-quality speakers in the interior but also to innovative amplifier technology. Digital signal processing allows the signals to each speaker to be individually controlled. This technology compensates for any sound reflections inside the vehicle by means of appropriate signal modifications. The Bang & Olufsen High End Surround Sound System uses Dirac Dimensions™ technology to recreate the acoustics of a given “reference” listening environment in the passenger compartment. This prevents the inevitable closeness of vehicle passengers to the speakers from affecting the sound experience. Also, all vehicle occupants enjoy identical sound quality wherever they happen to be sitting. The signals are precisely tuned to give the impression that the speakers are actually outside the vehicle.

The outstanding quality of the Bang & Olufsen high-end surround sound system is accompanied by exclusive styling features. These include high-quality all-aluminium speaker grilles and, most notably, the new-design centre speaker in the instrument panel area. As soon as the audio system is activated, the mid-range speaker grille pops up automatically. At the same time the tweeter lens is extended and distributes sound evenly throughout the car.

BMW Concept 6 Series Coupé: the future of sporty and exclusive driving enjoyment.

As the latest interpretation of quintessential BMW brand values and as a logical development of the company's hallmark design language, the BMW Concept 6 Series Coupé takes a look into the future of sporty and exclusive motoring. In this concept model, the history and future of BMW coupés meet and intersect. Their superior dynamism – whether on the road or on the race track – and their stylish elegance mean that BMW coupés both of yesteryear and of today have a potent ability to arouse desires and inspire fantasies. The BMW Concept 6 Series Coupé is very much in this traditional mould, and from the very first glance promises an exceptional driving experience. Its high-quality design, with its expressive and harmonious proportions and precisely sculpted surfaces, immediately evokes athleticism and assurance. At the same time, the flowing lines are an authentic expression of stylish elegance that extends to every part of the vehicle.

The interior, too, promises an exceptional driving experience. The innovative styling, with the emphasis on fluent lines, along with the high-grade materials and the meticulous craftsmanship and build quality, give the occupants of this 2+2-seater a sense of safety and security, while at the same time imbuing the ambience with a luxurious and avant-garde touch.

In addition, the BMW Concept 6 Series Coupé features the technical highlights one would expect of a car of this exclusive status and high-quality engineering for which the world's most successful premium car manufacturer is noted. All-LED headlights with Adaptive Headlight technology are further proof of the pioneering character of this concept model, along with the Head-Up Display and the unique Bang & Olufsen high-end surround sound system. The BMW Concept 6 Series Coupé sets new standards in dynamism, elegance, design and engineering, seamlessly building on the traditional qualities of BMW coupés of the past, while at the same time offering an innovative interpretation of the enduring fascination of legendary dream cars of yesteryear such as the BMW 3.0 CS.

3.2 Uncompromising driving pleasure: the new BMW X3.



The new BMW X3 is the successor to a top seller and adds a new dimension to the pleasure of driving a Sports Activity Vehicle of this class. More significantly than ever, it establishes benchmarks in agility and efficiency, coupled with noticeably increased driving comfort. The design of the new BMW X3 combines the familiar BMW X character with a dynamically stretched silhouette. Thanks to a generous amount of space and a high degree of variability in the interior, travel comfort as well as transportation capacities can be adapted to individual requirements. BMW xDrive four-wheel-drive technology not only optimises traction, but has been specifically designed for enhanced driving dynamics. The new BMW X3 offers state-of-the-art qualities with uncompromising diversity, combining driving pleasure and efficiency with comfort, functionality, durability and elegance.

At launch, the new BMW X3 offers a choice of two ultra-modern power units. The four-cylinder diesel featured in the new BMW X3 xDrive20d develops maximum power output of 135 kW/184 hp, exceeding that of its predecessor by 5 kW. At the same time, average fuel consumption in the EU test cycle has dropped by 14 percent to 5.6 litres/100 km (50.4 mpg imp). The new BMW X3 xDrive35i, meanwhile, is powered by a 225 kW/306 hp in-line six-cylinder petrol engine.

The design: urbane elegance, dynamically flowing lines and the characteristic features of a BMW X model.

The body design of the new BMW X3 conveys urbane elegance, durability and agility. When viewed from the side, the combination of a flat front end and a high rear end creates a dynamic wedge shape that underlines the vehicle's sporting characteristics. Convex and concave surfaces are accentuated with distinctively structured lines, giving the car body the appearance of a meticulously modelled sculpture. The BMW X-specific black bordering on the lower edge of the body of the new BMW X3 adds a particularly discreet touch.

At the front end of the new BMW X3, the forward-slanting BMW kidney grille, a large headlight assembly, a powerful-looking front apron and the bonnet

boasting six contour lines sweeping down to meet at the kidney grille, signal breathtaking presence. Together with the round headlights, the foglamps – which are positioned far towards the outside – form the triangular light source arrangement characteristic of BMW X models. The upper edge of the headlight assembly sports an accentuating chrome trim, creating the focused look so typical of BMW vehicles. In conjunction with the optional Xenon headlights, the vehicle features daytime driving lights that function by means of bright white LED light rings.

The side view of the new BMW X3 is also characterised by a unique interpretation of typical BMW X design features. Powerfully flared wheel arches and the short distance between the front axle and the instrument panel are an indication of four-wheel-drive technology and emphasise the robust character of the Sports Activity Vehicle. The dynamic appearance of the silhouette is additionally accentuated by three character lines. The new BMW X3's brand-typical contour line at door handle level rises steeply within the front wheel arch area before flowing gently to the rear end. Two less pronounced lines follow the course of the line above the wheel arches.

The rear end is characterised by horizontal lines, underlining the new BMW X3's robust character. Accurately applied lines and expressively modelled surfaces create attractive light and shadow effects. The tail lights, which are located far to the outside, have a distinctive T shape that is characteristic of the BMW X3. Combined with optional Xenon light, LED light banks reflect a typical BMW night-time design.

Interior: premium ambience, intelligent functionality.

A generous and variable spatial concept, high-grade materials and a characteristic three-dimensional surface design provide the interior of the new BMW X3 with a modern, premium ambience and intelligent functionality. The horizontal orientation of the instrument panel accentuates the width of the interior, while the hallmark BMW driver orientation is emphasised by the asymmetrically designed centre console. The raised seating position facilitates easy entry, whilst also optimising the view of the traffic situation. The Control Display of the optional BMW iDrive operating system is harmoniously integrated into the instrument panel, and the 8.8-inch high-resolution screen of the navigation system Professional featured in the new BMW X3 is the largest on-board monitor in its class.

Both in the front and at the rear the new BMW X3 features numerous large storage compartments, trays and cup holders. The three rear seats offer outstanding comfort for travelling long distances and significantly more legroom and elbowroom compared to the outgoing model. With a volume of between 550 and 1,600 litres (19.4 and 56.5 cu. ft.), the luggage compartment of the new BMW X3 is the best in its class. At the same time, the versatility with which available space can be adapted to suit individual requirements is likewise unrivalled. The rear seat backrests can be split at a ratio of 40:20:40 and the three segments folded down either individually or together, allowing the luggage compartment to be adapted in stages depending on requirements.

Engine range: four-cylinder diesel and straight-six petrol engine of the latest generation.

The new BMW X3 xDrive20d now offers better performance and higher efficiency than any of its comparable rivals. It is powered by a 2.0-litre four-cylinder turbo diesel engine with aluminium crankcase and common rail direct injection, delivering maximum power output of 135 kW/184 hp at 4,000 rpm and peak torque of 380 Nm (280 lb-ft) between 1,750 and 2,750 rpm. The engine develops sufficient power to allow the vehicle to accelerate from 0 to 100 km/h in 8.5 seconds, reaching its top speed at 210 km/h (130 mph). With average fuel consumption of 5.6 litres/100 km (50.4 mpg imp) and CO₂ emissions of 149 grams per kilometre, the BMW X3 xDrive20d establishes a new benchmark for efficiency in this vehicle segment. The new BMW X3 xDrive20d with automatic transmission achieves identical acceleration, top speed and fuel consumption, with a CO₂ emission level of 147 grams per kilometre.

Spontaneous response, high-revving characteristics, excellent running smoothness and efficient fuel economy characterise the power unit featured in the BMW X3 xDrive35i. These are the qualities typical of a straight-six-cylinder BMW engine, and thanks to an innovative technological concept, they come together at an exceptionally high level. BMW TwinPower Turbo technology, High Precision Injection and VALVETRONIC variable valve control have been combined with each other for the first time. As a result, the 3.0-litre power unit delivers peak output of 225 kW/306 hp at 5,800 rpm, with maximum torque of 400 Nm (295 lb-ft) available at 1,300 rpm. This engine

enables the X3 xDrive35i to sprint from 0 to 100 km/h (62 mph) in just 5.7 seconds, continuing to a top speed of 245 km/h (152 mph). The BMW X3 xDrive35i offers not only the most dynamic driving characteristics, but also by far the most favourable fuel consumption and emission levels within the competitive environment of its engine class. Average fuel consumption in the EU test cycle is 8.8 litres/100 km (32.1 mpg imp) and CO₂ emissions are 204 grams per kilometre.

BMW EfficientDynamics in the new BMW X3: debut for Auto Start-Stop function in conjunction with automatic transmission.

The new BMW X3 xDrive35i is equipped as standard with an eight-speed automatic transmission. This option, also unique among the competition, is available for the BMW X3 xDrive20d as an alternative to the standard six-speed manual gearbox.

The automatic transmission is combined for the first time with an Auto Start-Stop function. When stopping at road junctions or in a traffic jam, the engine is automatically switched off. As soon as the brake pedal is released, the engine restarts. If the Auto Hold function is activated, brief pressure on the accelerator pedal is sufficient. The Auto Start-Stop function is also a standard feature in the X3 xDrive20d with manual gearbox, which is additionally equipped with an optimum shift indicator. Furthermore, the equipment featured in all model variants, which includes Brake Energy Regeneration, Electric Power Steering (EPS), demand-controlled ancillary components, intelligent lightweight construction and tyres with reduced rolling resistance, contributes towards lower fuel consumption and exhaust emission levels.

Newly developed suspension, optimised xDrive and unique options for tailored dynamics and comfort.

The new BMW X3 comes with BMW xDrive permanent all-wheel-drive technology as standard. This electronically controlled system ensures variable distribution of drive torque to the front and rear axles. The control unit, which is interlinked with Dynamic Stability Control (DSC), intervenes at an early stage to counteract any tendency to oversteer or understeer through rapid and precise response. By means of innovative tuning designed to enhance driving dynamics, the intelligent all-wheel-drive technology optimises not only traction but, above all, handling in bends. Even during steady cornering, a higher percentage of drive torque is transferred to the rear wheels. Optional

Performance Control enhances the BMW X3's agile handling even further. Targeted braking of the rear wheel nearest the inside of the bend coupled with a simultaneous increase in drive power ensure exceptionally agile steering behaviour. This makes for enhanced dynamics in bends and optimum traction.

The new BMW X3 also features completely redeveloped suspension technology. The combination of a double-joint spring-strut axle at the front and a multi-link rear axle secures the ideal prerequisites for optimising agility and driving comfort in equal measure. Electric Power Steering (EPS), including the Servotronic function for speed-dependent power steering, is incorporated in a BMW X3 model for the first time and contributes significantly to its precise handling. The all-new variable sports steering available as an option reduces the degree of steering movement necessary to turn the front wheels. As a result, less steering effort is required for parking, cornering and obstacle avoidance manoeuvres.

Dynamic Damping Control is optionally available for the new BMW X3. The electronically controlled dampers adapt to both road surface conditions and the driver's style of motoring. The driver is able to influence the damper control map by means of the Drive Dynamic Control system. This function, available for the first time for a BMW X model, allows the driver to choose between NORMAL, SPORT and SPORT+ modes by using a button on the centre console. As well as damping behaviour, this adjusts accelerator progression, engine response, the power steering curve, DSC response thresholds and – depending on the desired options – the shifting dynamics of the automatic transmission. All these factors combine to ensure a well-balanced overall set-up.

Like all BMW X models, the new BMW X3 also boasts an extremely torsion-resistant body, precisely defined support structures and large deformation zones. The safety equipment package comprises front and pelvic thorax airbags, side curtain head airbags, three-point automatic seatbelts on all seats, belt force limiters, belt latch tensioners and crash-active front headrests, as well as ISOFIX child seat mounts in the rear.

Innovative options and an extensive range of BMW ConnectedDrive functions.

The choice of optional features ranges from 2-zone automatic climate control, a panorama sunroof, high-end audio equipment and the Professional navigation system with hard-disk storage, to automatic rear lid operation and a tow hitch with an electrically pivoting ball head. The choice of driver assistance systems offered by BMW ConnectedDrive is unique in this class. The new BMW X3 can be equipped, among other features, with the systems Head-Up Display, Adaptive Headlights, High-Beam Assistant, Cruise Control with braking function (standard on the BMW X3 xDrive35i) and rear view camera including Top View. In addition, the entire BMW Online range of services is now available for this new-generation Sports Activity Vehicle for the first time.

World premiere in Paris: M Sports package for the new BMW X3.

Alongside the new BMW X3, the 2010 Paris Motor Show also sees the world debut of the M Sports package developed for the new edition of this Sports Activity Vehicle. A model-specific option from BMW M GmbH, it is scheduled to launch in the second quarter of 2011 and comprises attractive chassis, aerodynamics, exterior and interior components that allow for further optimisation of the exceptional dynamics of the new BMW X3 as well as lending them a visually striking look. The range of features includes the M aerodynamics package, chromed exhaust tailpipes and BMW Individual High Gloss Shadow Line for the side window surrounds and roof railing. The front, side and rear body components of the M aerodynamics package come in body colour, and the inlay in the rear apron is painted in Dark Shadow metallic.

Sports suspension tuning and 18-inch M light-alloy wheels, along with Performance Control for the standard-fitted xDrive all-wheel-drive system, boost the dynamic potential of the Sports Activity Vehicle. In the new BMW X3 xDrive35i they are complemented by a sports automatic transmission featuring steering wheel shift paddles and variable sports steering including Servotronic. As an option, 19-inch M light-alloy wheels are also available with differently sized front and rear tyres, while the accessories range also offers 20-inch M light-alloy wheels with different front and rear tyres.

Sports seats in a cloth/leather combination, an M leather steering wheel with multifunction buttons including cruise control, door entry sills with the M logo and an M driver's footrest contribute to enhanced driving pleasure in the interior of the new BMW X3 with the M Sports package. This premium sporting ambience is rounded off by the BMW Individual roof liner in Anthracite, interior trim in Fine Brushed Aluminium, an M gear lever knob (only for the BMW X3 xDrive20d with manual gearbox) and a stainless steel inlay in the luggage compartment loading sill.

Production at the BMW Spartanburg plant.

Agility and comfort, sportiness and efficiency, durability and elegance, variability and a premium ambience – the new BMW X3 resoundingly meets the varying demands made on a modern Sports Activity Vehicle. With its multifaceted qualities it sets new standards in the segment established by its predecessor.

The new BMW X3 is produced at the BMW Spartanburg plant in accordance with stringent BMW Group quality standards. With the production of the BMW X5 and BMW X6 models, the location – in South Carolina, USA – has become the competence centre for BMW X models within the BMW Group's worldwide production network. Thanks to comprehensive extension measures, the conditions for integrating the new BMW X3 into the production process are also in place.



3.3 Groundbreaking, diverse, leading the way worldwide: BMW EfficientDynamics – the most effective concept for reducing CO₂ today and the basis for the mobility of tomorrow.

The BMW EfficientDynamics programme offers fresh expressions of the brand's customary driving pleasure, as well as additional ways of reducing fuel consumption and emissions. And the latest results and long-term perspectives of the development strategy can be found on display at the 2010 Paris Motor Show. Exceptionally efficient new engines and the further optimisation of drive system-related technologies aimed at reducing fuel consumption ensure that BMW is able to offer maximum driving pleasure and efficiency in every vehicle segment. Pioneering vehicle concepts show the way to even further reductions in fuel consumption and emissions towards the eventual aim of achieving CO₂-free mobility. BMW is focusing on attaining this goal through both the use of hydrogen as an energy source and its ongoing commitment to the development of electric drive systems.

More driving pleasure, lower CO₂ emissions – this principle of the BMW EfficientDynamics development strategy is clearly reflected in the BMW brand's current model range. In all vehicle classes, BMW models display an exceptionally favourable balance between performance and fuel consumption/emissions. Underpinning this achievement is highly advanced drive system technology and the standard application of BMW EfficientDynamics measures which, depending on the model series, range from Brake Energy Regeneration, the Auto Start-Stop function and an optimum shift indicator to the demand-based operation of ancillary components, intelligent lightweight design and optimised aerodynamics.

Auto Start-Stop function also available for six-cylinder and automatic models.

The launch of the new BMW X3 represents another step forward in the rollout of BMW EfficientDynamics technology as standard across the model range. For the first time, the Auto Start-Stop function is now also available in conjunction with a six-cylinder engine. What's more, customers can specify the system for the new BMW X3 in combination not only with the six-speed manual gearbox, but also with the eight-speed automatic. The new edition of the successful Sports Activity Vehicle is also the first BMW X model to feature

electromechanical power steering. Here, the steering's power assistance is generated by an electric motor. This motor is only activated when power assistance is required, which makes a significant contribution to reducing the amount of energy the vehicle needs.

The number of BMW models with CO₂ emissions of 140 grams per kilometre or below in the EU test cycle has now reached 30. Indeed, ten current BMW models now have a CO₂ rating of 120 g/km or under. Five of these are BMW 3 Series models and five of them BMW 1 Series cars; their low emissions allow them to benefit from extremely favourable vehicle tax classification in many countries.

Moreover, as at autumn 2010 all the models in the current BMW range fulfil the EU5 exhaust emissions standard. And the number of models which – with optional BMW BluePerformance technology – already meet the EU6 standard due to come into force in 2014 has grown again. The new BMW 530d Touring joins the BMW 530d Saloon, BMW 320d Saloon and BMW 320d Touring, BMW 330d Saloon, BMW 730d and BMW 730Ld as the seventh model in the range using this technology to gain EU6 status.

BMW ActiveHybrid: a unique combination of efficiency and dynamics.

BMW ActiveHybrid technology represents another mainstay of BMW EfficientDynamics. With the BMW ActiveHybrid 7 and BMW ActiveHybrid X6 models, the German premium carmaker now has two cars in its range which use the intelligent model-specific link-up of combustion engine and electric drive system to enhance dynamic performance and significantly reduce fuel consumption and emissions.

The BMW ActiveHybrid 7 is the world's first vehicle to feature a combination of a V8 petrol engine, an eight-speed automatic transmission and an electric motor as part of a mild hybrid concept. Its drive technology generates system output of 342 kW/465 hp and maximum torque of 700 Nm (516 lb-ft). The drive concept of the BMW ActiveHybrid 7 offers new ways of taking both the efficiency of the Saloon and its dynamics and comfort to impressive new heights.

In the BMW ActiveHybrid X6, the intelligently controlled interplay of a V8 engine with two electric synchronous motors delivers system output of 357 kW/485 hp and peak torque of 780 Nm (575 lb-ft). The world's first Sports Activity Coupé with full hybrid drive paves the way for a totally new driving experience coupled with equally impressive efficiency.

project i: electromobility on the road to series production.

The BMW Group is also using its Efficient Dynamics programme to push forward research and testing projects for further groundbreaking drive concepts. For example, some 600 fully electric vehicles from the MINI brand are being run as everyday transport by selected private and business customers as part of a pilot project under way in California, New York and New Jersey. This project will provide valuable insights into how we can maximise the efficiency of personal mobility using all-electric vehicles. The MINI E is also on the road in several European cities. These field studies are likewise being monitored scientifically – both to analyse the operation of the vehicle technology and its demands on supply infrastructure, and to chart user behaviour in everyday driving conditions.

The BMW Concept ActiveE has been developed in anticipation of a comparable pilot project on a further increased scale. Based on the BMW 1 Series Coupé, this concept car makes its French debut at the 2010 Paris Motor Show and combines emission-free driving with dynamic acceleration, four full-size seats, a boot area offering capacity of some 200 litres (7 cu. ft.), and rear-wheel drive. The aim of this concept is again to drive forward the brand's progression along the road towards emission-free mobility.

Electromobility is an important element in the development work taking place within project i. To this end, the BMW Group is working on various ideas, including innovative vehicle concepts for use in major cities in various markets. The BMW Group is currently preparing a Megacity Vehicle for series production, with the aim of bringing it onto the market in 2013 as an emission-free electric car for major conurbations. This model is poised to set new milestones not only in terms of drive technology, but also in the area of lightweight design. For example, the Megacity Vehicle will be the world's first volume production car to be built with a passenger compartment made from carbon fibre reinforced plastic.

An option for the future: using hydrogen as an energy source.

The BMW Group is backing renewable hydrogen as an energy source to underpin sustainable automotive transportation in the future. Produced in a small series of 100 vehicles, the BMW Hydrogen 7 has now covered around four million kilometres (2.5 million miles) around the world. Running the hydrogen-powered Saloon intensively in real-world conditions will provide the evidence that this drive concept is equipped to meet the requirements of everyday driving and therefore represents another realistic option for the future.

The Efficient Dynamics programme, resource-saving production processes and high social standards for its employees across all its plants have allowed the BMW Group to strengthen its outstanding position in the latest Dow Jones Sustainability Index. Created by the cooperation of Dow Jones Indexes, Stoxx Limited and Zurich-based asset management company SAM, this classification index is seen as the most important global yardstick for corporate responsibility. For the fifth time in succession the BMW Group was ranked as the “most sustainable car company in the world”.

In addition, the BMW Group has been presented with the special award for sustainable innovation management as part of the “Best Innovator” competition organised under the auspices of the German Ministry of Economics and Technology. Explaining their decision to name BMW as the recipient of the special award, the jury singled out the company’s adherence to its Efficient Dynamics development strategy as a template for both the qualities of current models and the sustainability of future products.

3.4 Electric mobility BMW-style: the BMW Concept ActiveE.



The BMW Group is presenting a further milestone on the way to sustainable CO₂-free mobility. The BMW Concept ActiveE, now getting its first showing in France, takes a look into the future of all-electric BMW motoring. The realistic concept model is based on the globally successful BMW 1 Series Coupé. It embodies the exceptional agility and driving enjoyment associated with that model, and for the first time combines it with zero-emission powertrain technology.

The BMW Concept ActiveE is a logical continuation of the BMW Group's research and development activities in the field of electric mobility. Following the MINI E, this concept model is the second vehicle to be developed by the BMW Group under the project i banner. In this connection the BMW Group has announced that it is developing a second fleet of electrically powered vehicles for field testing by private users. The findings gathered in the course of this large-scale field trial will feed into the development of an electrically powered production vehicle.

Key features of the BMW Concept ActiveE include the innovative layout of the electric drivetrain components, power electronics and battery system. The intelligent integration of components into the existing BMW 1 Series Coupé package leaves room for four full-size seats and an approximately 200-litre (7 cu. ft.) luggage compartment. The electric motor specially developed for the first all-electric BMW has output of 125 kW/170 hp and peak torque of 250 Nm (184 lb-ft). It accelerates the vehicle from 0 to 60 km/h (37 mph) in less than nine seconds. The BMW Concept ActiveE weighs in at around 1,800 kilograms.

The energy for the electric motor is supplied from the likewise all-new high-voltage lithium-ion batteries with optimised power and capacity, which give a driving range in day-to-day operation of approximately 160 kilometres (100 miles) and boast quick recharging times. The battery system can be fully recharged using a 230/240V, 50 amp "wallbox" in just three hours.

Innovative technology for CO₂-free mobility.

The BMW Concept ActiveE presents a new dimension in all-electric mobility. The dynamic performance potential and high torque of the drivetrain, along with the typical BMW rear-wheel-drive set-up, ensure typical BMW driving enjoyment – yet with no CO₂ tailpipe emissions whatsoever.

Electric mobility has a key place in the development of innovative vehicle concepts and powertrain systems in the framework of the BMW Group's Efficient Dynamics strategy. BMW is currently developing a number of innovative, zero-emission mobility solutions for major urban areas. One of these concepts, the Megacity Vehicle, features all-electric drive as one of a number of options. The BMW Concept ActiveE takes this concept an important stage further.

Energy recuperation increases driving range.

The first all-electric BMW offers an intensive driving experience, with impressively instantaneous response and the ability to closely control deceleration through the accelerator pedal. As soon as the driver eases up on the accelerator, the electric motor acts as a generator, converting the kinetic energy into electricity which is then fed back into the vehicle battery. Intensive use of this energy recuperation by the electric motor can increase the driving range by up to 20 percent.

Energy recuperation generates a braking effect which makes a useful contribution to vehicle deceleration and, particularly at constantly varying mid-range speeds, promotes a very relaxed driving style. Around town, approximately 75 percent of all braking operations can be performed in this way, i.e. without using the brake pedal at all.

The regenerative braking power acts on the rear wheels only. Only when the driver's braking request exceeds a given level is the conventional brake system engaged as well.

BMW-style driving experience, spaciousness on a par with the BMW 1 Series Coupé.

The positioning of the battery cells lowers the vehicle's centre of gravity, while the flexible distribution of the battery cells also helps to ensure the balanced axle weight distribution characteristic of BMW vehicles. Here, too, the BMW

Concept ActiveE offers all the ingredients for the kind of agile driving experience one expects of a BMW. And the space-saving location of the lithium-ion batteries also has functional benefits – the BMW Concept ActiveE entails no restrictions or compromises on interior spaciousness compared with the conventional BMW 1 Series Coupé.

For reasons of both safety and functionality, the power electronics are positioned above the electric motor, which is integrated in the rear axle. Although this reduces the depth and capacity of the boot, there is still plenty of flexible luggage capacity for normal day-to-day requirements. In fact, the boot capacity of approximately 200 litres (7 cu. ft.) exceeds that of a BMW 1 Series Convertible with the top down.

BMW ConnectedDrive remote functions.

BMW ConnectedDrive offers a number of services which have been developed exclusively for the BMW Concept ActiveE. The accent is on user-friendly and convenient transmission of accurate vehicle status information. For example, the driver can check the charge status of the lithium-ion batteries, and therefore the vehicle's remaining driving range, whatever his distance from the vehicle. The remote functions can also help him find a nearby public recharging point.

The remote functions are geared closely to typical everyday driving scenarios. For example, if the driver is charging the vehicle while on a shopping trip, it only takes a moment to check the charge status by mobile phone. The driver can also find out how long it will take to recharge the batteries sufficiently for him to drive home, so he can plan his schedule accordingly.

Another plus point in terms of flexibility is that the driver can use the remote functions to check for nearby public recharging stations in the vicinity of any given location. The relevant information appears on his mobile phone, letting him know in good time whether he can use a spontaneously planned stop-off to recharge the vehicle batteries.

Design: unmistakably a BMW 1 Series Coupé – yet a new concept.

The BMW Concept ActiveE is unquestionably based on the BMW compact-class model which is noted for its agility and efficiency. But at the same time a

number of specific styling features also indicate that this is the first ever all-electric BMW.

With its powerful proportions, the BMW Concept ActiveE likewise conveys a very sporty brand of elegance. In side view, for example, the eye is drawn to model-specific, aerodynamically styled alloy wheels. At the rear, the concept-dictated absence of a rear apron perforation – there being no need for a tailpipe – is an obvious clue that this is a zero-emission vehicle. The Liquid White metallic paintwork and the PCB-inspired Electric Blue graphics on the bonnet, doors, roof and boot lid, not to mention the “ActiveE”, “eDrive” and “Efficient Dynamics” logos on the doors and side panels, are further giveaways.

In the interior, too, this concept model demonstrates clearly differentiated styling, for example in the model-specific leather seats with embossed graphics and blue accent seams, while the instrument panel and door panel trim are embellished with Liquid White interior trim strips. Also, both the instrument cluster and the iDrive control system feature various EV-specific displays.

On the instrument panel a battery charge display, which indicates the current battery charge status in percentage terms, replaces the rev counter of a conventional model. A further instrument shows how much battery power is currently being consumed, and also how much power is being fed back by regenerative braking. In addition to the familiar features, the central information display also includes a battery charge gauge, an active system status indicator, and information about the location of the nearest recharging points.



3.5 Efficient driving enjoyment, elegant versatility: the new BMW 5 Series Touring – world debut of xDrive and M sports package.

The new BMW 5 Series Touring offers a perfect blend of driving enjoyment, efficiency, versatility and sporting elegance. The fourth generation of the Executive Touring model boasts powerful design aesthetics and state-of-the-art premium-class functionality, and couples typical BMW driving dynamics with exemplary efficiency. As an upper mid-range estate, the new BMW 5 Series Touring also boasts an extensive variety of comfort and safety features, including a wide range of driver assistance systems.

Hard on the heels of the market launch of the new Touring series, BMW has chosen the 2010 Paris Motor Show to present three additional six-cylinder engines, plus two models equipped with the intelligent BMW all-wheel-drive system xDrive. An M Sports package specially developed for the new BMW 5 Series Touring also makes its debut.

Clearly differentiated styling, sporting elegance and state-of-the-art functionality.

The design of the new BMW 5 Series Touring is distinguished by strongly individual proportions and bodywork design. This clear styling signature creates a dynamic and powerful appearance. The long bonnet, short overhangs, the longest wheelbase in its class, the elongated side silhouette and the dynamically sloping roofline give the new BMW 5 Series Touring model unrivalled elegance in its class.

With its versatile interior and intelligent details, the new BMW 5 Series Touring is equipped to meet a wide variety of requirements. The luggage compartment has a capacity of 560 litres (19.7 cu. ft.). This can be increased to 1,670 litres (59 cu. ft.), thanks to rear seat backrest functionality which is unique in this segment. The 40:20:40-split backrest reclines in seven positions over a range of 11 degrees, and can be folded down using two levers in the luggage compartment. The load compartment cover is automatically lowered when the tailgate is closed. The tailgate rear window opens separately from the tailgate itself, flipping up automatically at the press of a button.

The driving experience: top-class dynamics and unadulterated comfort.

State-of-the-art drivetrain and suspension technology delivers outstanding sporty driving qualities and enhanced comfort. Drive Dynamic Control is optionally available, offering a choice of suspension settings. Self-levelling rear air suspension comes as standard and the new BMW 5 Series Touring can be optionally specified with Dynamic Damping Control, Adaptive Drive and Integral Active Steering.

Autumn 2010 brings several new engines for the new BMW 5 Series Touring, increasing the choice to three petrol and four diesel engines. A 3.0-litre in-line six-cylinder engine with lean-burn direct petrol injection (High Precision Injection) in the new BMW 528i Touring delivers output of 190 kW/258 hp at 6,600 rpm and peak torque of 310 Nm (228 lb-ft) between 2,600 and 5,000 rpm. This model has a 0 to 100 km/h (62 mph) acceleration time of 6.9 seconds and average fuel consumption in the EU test cycle of 8.0 litres/100 km (35.3 mpg imp).

Alongside the mid-powered new BMW 528i Touring, the in-line six-cylinder models also include the 225 kW/306 hp BMW 535i Touring with BMW TwinPower Turbo, High Precision Injection and VALVETRONIC, while the BMW 523i Touring with lean-burn High Precision Injection develops 150 kW/204 hp.

The most powerful diesel model in the new line-up is the BMW 535d Touring. Its in-line six-cylinder engine with BMW TwinPower Turbo and common rail direct injection develops maximum power of 220 kW/300 hp and accelerates this Touring model in 5.7 seconds from 0 to 100 km/h (62 mph). An eight-speed automatic transmission comes as standard. Average fuel consumption for this model in the EU test cycle is 6.3 l/100 km (44.8 mpg imp), with CO₂ emissions of 165 g/km.

The second new diesel model is the BMW 525d Touring. Its in-line six-cylinder engine is again a 3.0-litre unit and is equipped with a VNT turbocharger and common rail direct injection. It develops 150 kW/204 at 4,000 rpm and peak torque of 450 Nm (332 lb-ft) between 1,750 and 2,500 rpm. The BMW 525d Touring accelerates from 0 to 100 km/h (62 mph) in 7.3

seconds and posts average fuel consumption in the EU test cycle of 6.3 l/100 km (44.8 mpg imp).

The two new versions join a diesel engine range which at launch comprised one four-cylinder and one six-cylinder engine. The BMW 520d Touring is powered by a 135 kW/184 hp four-cylinder turbodiesel engine with aluminium crankcase and common rail direct injection and is equipped as standard with Auto Start-Stop. Its average EU5 fuel consumption is 5.1 l/100 km (55.4 mpg imp), with CO₂ emissions of 135 g/km, making it the most fuel-efficient model in its class. The BMW 530d Touring, meanwhile, is powered by an in-line six-cylinder diesel unit developing 180 kW/245 hp. If fitted with optional BMW BluePerformance technology, this model is EU6-compliant. All BMW 5 Series Touring models are EU5-compliant as standard.

An eight-speed automatic transmission is optionally available for all models in the new BMW 5 Series Touring range (standard on the BMW 535d). This transmission, along with Electric Power Steering (EPS) which features in all models in the range, further improves fuel efficiency. Model-specific combinations of the following BMW EfficientDynamics measures are fitted as standard: Brake Energy Regeneration, Auto Start-Stop (BMW 520d), optimum shift indicator, on-demand control of ancillary units and active air flap control. Intelligent lightweight design measures include the use of aluminium in the doors, bonnet, front side panels and drivetrain and suspension components.

BMW also highlights the introduction of xDrive all-wheel-drive for the Touring models. xDrive will be available from spring 2011 in the BMW 535i xDrive Touring and BMW 530d xDrive Touring. This permanent, electronically controlled all-wheel-drive system ensures optimal power distribution at all times, splitting the drive power between the front and rear wheels variably and precisely in line with driving conditions, for improved traction on unsurfaced terrain and enhanced driving dynamics. The adjustments are made with split-second speed as soon as the sensors – which monitor slip at all four wheels – indicate the need. xDrive adopts a proactive strategy, stabilising the vehicle even before the driver becomes aware that action is required. Its dynamics-enhancing logic steadily increases the amount of drive power sent to the rear wheels as soon as the new BMW 5 Series Touring enters a corner.

Debut for BMW ConnectedDrive innovations and M Sports package.

The range of BMW ConnectedDrive features available for the new BMW 5 Series includes the driver assistance systems Park Assist, Surround View, Collision Warning with braking function plus Active Cruise Control, Lane Change Warning, Lane Departure Warning, Speed Limit Info, High-Beam Assistant, BMW Night Vision with Pedestrian Detection, and Head-Up-Display. Amongst other things, a number of innovative Bluetooth-enabled office functions are also available.

Also making its debut at the Paris Motor Show is the M Sports package for the new BMW 5 Series Touring. The M Sports suspension with a 10 mm (0.4 inch) reduction in ride height, the M aerodynamics package and the 18-inch double-spoke M alloy wheels improve driving dynamics and give the vehicle a more powerful stance. Optionally, 19-inch M alloy wheels are available. Inside, a strong sporting character is emphasised by sports seats with upholstery in Alcantara/cloth specially developed for the M Sports package. Their exclusive character is accentuated by high-quality materials, contrasting seams and the M logo on the seats. Other interior features of the M Sports package include an M leather steering wheel, M gear lever knob, M footrest, Anthracite BMW Individual roof lining and M aluminium hexagon interior trim strips.

Preview: “hands-free tailgate opener” improves loading convenience.

At the Paris Motor Show, BMW is also previewing a further innovation which was devised as part of the BMW ConnectedDrive development philosophy and plays a key role in loading convenience. The “hands-free tailgate opening” function is demonstrated on the new BMW 5 Series Saloon and new BMW 5 Series Touring. This feature allows customers standing behind the vehicle to open the luggage compartment automatically with a movement of their foot. It means that if they want to load numerous – or particularly large – items of luggage, they no longer need to put these items down on the ground and free up a hand before opening the tailgate.

The new convenience function uses two sensor strips placed on different planes in the bumper. The placement of the sensors makes it possible to identify the customer’s foot movement without any risk of confusing it, for example, with a ball rolling under the car. The opening mechanism can only

be activated if the control unit also identifies the car key, which the customer must be carrying with him. The “hands-free tailgate opener” will be available for the new BMW 5 Series Touring and new BMW 5 Series Saloon from autumn 2011 as part of the BMW ConnectedDrive Comfort Access option.

Joint production with the BMW 7 Series at the Dingolfing plant.

The BMW 5 Series Touring is based on a new vehicle architecture which it shares with the luxury BMW 7 Series Saloons. Joint production of the BMW 5 Series Touring, BMW 5 Series Saloon, BMW 5 Series Gran Turismo and BMW 7 Series at the BMW Dingolfing plant, combined with component sharing, makes for highly efficient production and the highest quality standards.



3.6 Business class delivers superb dynamics and effortless superiority: new diesel engine, xDrive and M Sports package for the new BMW 5 Series Saloon.

The new BMW 5 Series Saloon is a byword for superior design aesthetics and driving enjoyment in the upper mid-range sector. With its sporty, elegant styling, typical BMW driving dynamics, outstanding efficiency and innovative comfort and safety features, every aspect of the sixth generation of this Executive Saloon reflects the vast engineering and development experience of the world's leading premium carmaker. A few months after the market launch of this new series, BMW has chosen the 2010 Paris Motor Show to present a further diesel saloon model and to launch intelligent all-wheel-drive xDrive versions of the 5 Series Saloon. Paris also hosts the world debut of the M Sports package for the new BMW 5 Series Saloon.

Now making its debut in the new BMW 5 Series Saloon range, the intelligent BMW xDrive all-wheel-drive system ensures confident handling under all road and weather conditions. The permanent, electronically controlled system provides optimal power distribution at all times, splitting the drive power between the front and rear wheels variably and precisely, in line with driving conditions. Under normal driving conditions, the drive is split 40:60 between the front and rear wheels. This ratio can be changed in fractions of a second if the sensors – which monitor slip at all four wheels – indicate the need. xDrive adopts a proactive strategy, stabilising the vehicle even before the driver is aware that action is required. The system's dynamics-enhancing logic steadily increases the amount of drive sent to the rear wheels as soon as the vehicle enters a corner. On exiting the corner, xDrive then returns to its default setting to maintain optimal traction and stability.

The system will be used initially in the new BMW 550i xDrive Saloon, with the BMW 535i xDrive and BMW 530d xDrive following in the first quarter of 2011. The top-of-the-line 5 Series model is powered by a 300 kW/407 hp V8 engine with BMW TwinPower Turbo and direct petrol injection and comes with an eight-speed automatic transmission as standard. The BMW 550i xDrive Saloon accelerates from 0 to 100 km/h (62 mph) in 4.8 seconds and its average fuel consumption in the EU test cycle is 11.0 /100 km (25.7 mpg imp).

In the BMW 535i xDrive Saloon, the all-wheel-drive system is combined with the most powerful in-line six-cylinder diesel engine in the 5 Series range – a 3.0-litre unit equipped with BMW TwinPower Turbo technology, High Precision Injection and VALVETRONIC. This engine develops maximum power of 225 kW/306 hp at 5,800 rpm and maximum torque of 400 Nm (295 lb-ft) between 1,200 and 5,000 rpm. On the diesel side, an xDrive version of the BMW 530d Saloon marks its debut in Paris. Its all-aluminium turbodiesel engine with common rail direct injection develops 180 kW/245 hp at 4,000 rpm and maximum torque of 540 Nm (398 lb-ft) between 1,750 and 3,000 rpm.

Sportiest diesel-engined BMW 5 Series Saloon makes its debut.

September 2010 saw the launch of the fourth and most powerful diesel model in the range – the BMW 535d Saloon. The 3.0-litre displacement of this in-line six-cylinder engine with BMW TwinPower Turbo and Common Rail direct injection delivers maximum power of 220 kW/300 hp at 4,400 rpm and peak torque of 600 Nm (442 lb-ft), which comes on stream at just 1,750 rpm. The turbocharging system of this engine, which happens to be the world's sportiest six-cylinder diesel unit, uses the Variable Twin Turbo principle. That means a smaller turbocharger comes on stream first, at just above idling speed, while heavier throttle application engages the larger turbocharger as well.

The strong bottom-end power, which is sustained well into the rpm range, gives the BMW 535d Saloon – combined as standard with an eight-speed automatic transmission – a 0 to 100 km/h (62 mph) acceleration time of 5.7 seconds. This sporty temperament is combined with impressive fuel efficiency, mainly courtesy of the all-aluminium engine's common rail injection system, which develops a maximum pressure of 2,000 bar and provides extremely precise fuel metering. The BMW 535d Saloon has average fuel consumption in the EU test cycle of 6.1 l/100 km (46.3 mpg imp).

The new additions bring the number of engines now available for the new BMW 5 Series Saloon to four petrol and four diesel units. The most fuel-efficient unit, a 2.0-litre four-cylinder diesel engine, developing maximum power of 135 kW/184 hp, is used in the entry-level BMW 520d. This model, equipped as standard with Auto Start-Stop, and boasting average fuel

consumption in the EU test cycle of 4.9 l/100 km (57.6 mpg imp) and CO₂ emissions of 129 g/km, has further improved its class-leading position.

Unadulterated dynamism: M Sports package for the new BMW 5 Series Saloon.

The 2010 Paris Motor Show sees BMW unveil the M Sports package specially developed for the sportiest saloon in its class. Comprising M Sports suspension with 10 mm (0.4 inch) reduction in ride height along with the M aerodynamics package and 18-inch double-spoke M alloy wheels, the M Sports package improves driving dynamics and gives the vehicle a brawnier appearance. Optionally, 19-inch M alloy wheels are available. On the BMW 5 Series Saloon, both versions of the M alloy wheels are equipped with differently sized front and rear tyres. Optionally, the M Sports package for the BMW 5 Series Saloon can be complemented by a model-specific M rear spoiler.

Inside, a strong sporty accent is provided by sports seats with special M Sports package upholstery in Alcantara/cloth. Their exclusiveness is accentuated by high-quality materials, contrasting seams and the M logo on the seats. The M Sports package also includes further interior features such as the M leather steering wheel, the M gear lever knob, the M footrest, the Anthracite-coloured BMW Individual roof lining and M aluminium hexagon interior trim strips.



3.7 Innovative interior space concept meets intelligent all-wheel drive: the BMW 5 Series Gran Turismo – now with xDrive for all engine variants.

BMW, the world's leading premium carmaker, is steadily expanding its range of all-wheel-drive vehicles. From autumn 2010, all the BMW 5 Series Gran Turismo models are also available with intelligent xDrive all-wheel drive. That means that xDrive can be combined with an eight-cylinder or a six-in-line petrol engine, or with one of two six-cylinder diesel engines.

The BMW 5 Series Gran Turismo is a unique vehicle concept that combines elegance, spaciousness and interior adaptability. The impeccable ride quality of this concept becomes even more seductive when combined with xDrive. Since June 2010 this permanent electronic all-wheel-drive technology, which splits drive power between the front and rear wheels in line with the current driving conditions, has been available in the BMW 530d xDrive Gran Turismo and BMW 550i xDrive Gran Turismo. Now the BMW 535d xDrive Gran Turismo and BMW 535i xDrive Gran Turismo have joined the ranks. The versatility of the premium-class BMW 5 Series Gran Turismo models is further enhanced when combined with BMW xDrive.

Top-of-the-line model gets all-wheel drive: the BMW 550i xDrive Gran Turismo.

The BMW 550i xDrive Gran Turismo is powered by a V8 engine with BMW TwinPower Turbo technology and direct petrol injection (High Precision Injection). The 4.4-litre V8 develops maximum power of 300 kW/407 hp between 5,500 and 6,400 rpm and peak torque of 600 Nm (442 lb-ft) between 1,750 and 4,500 rpm. The xDrive all-wheel-drive system translates the strong bottom-end power, which is sustained well into the rpm range, into even more precise and confident driving dynamics. Acceleration from 0 to 100 km/h (62 mph) takes just 5.4 seconds, with a governed top speed of 250 km/h (155 mph). Average fuel consumption in the EU test cycle is 11.8 l/100 km (23.9 mpg imp), with CO₂ emissions of 275 g/km. The BMW 550i xDrive Gran Turismo is the first model to combine intelligent all-wheel drive with the outstandingly dynamic, smooth and efficient eight-speed automatic transmission.

Moving on, the in-line six-cylinder diesel engine of the BMW 530d xDrive Gran Turismo, too, is designed to the latest state of the art. It has a displacement of 3.0 litres and features an all-aluminium crankcase. Its VNT turbocharger system ensures robust power delivery that adapts seamlessly to the driving situation. The fuel supply is controlled by a latest-generation common rail direct injection system with piezoelectric injectors which develop a maximum pressure of 1,800 bar, giving the engine an output of 180 kW/245 hp at 4,000 rpm and maximum torque of 540 Nm (398 lb-ft), which is on tap from just 1,750 rpm. The BMW 530d xDrive Gran Turismo accelerates from 0 to 100 km/h (62 mph) in 6.9 seconds on its way to a top speed of 235 km/h (146 mph). The sporty performance comes with average fuel consumption of 6.9 l/100 km (40.9 mpg imp) in the EU test cycle, and CO₂ emissions of 183 g/km.

BMW 535d xDrive Gran Turismo: powerful diesel engine, intelligent all-wheel drive.

An even more powerful new-generation in-line six-cylinder diesel engine is used in the BMW 535d xDrive Gran Turismo. This all-aluminium unit with BMW TwinPower Turbo technology and Common Rail direct injection develops output of 220 kW/300 hp at 4,400 rpm and maximum torque of 600 Nm (442 lb-ft) between 1,500 and 2,500 rpm. The BMW 535d xDrive Gran Turismo takes 6.0 seconds to accelerate from 0 to 100 km/h (62 mph), on its way to an electronically governed top speed of 250 km/h (155 mph). Equally impressive is the average fuel consumption of 7.1 l/100 km (39.8 mpg imp) in the EU test cycle, with CO₂ emissions of 187 g/km.

Returning to the petrol engines, the in-line six-cylinder engine of the BMW 535i xDrive Gran Turismo combines turbocharging with direct injection and VALVETRONIC variable valve control. This unique combination is responsible for the BMW TwinPower Turbo engine's ultra-fast reactions to accelerator pedal movements. The optimised VALVETRONIC system and also the twin-scroll turbocharger, which splits the exhaust manifold and the turbocharger itself between two sets of three cylinders, all do their bit to ensure speedy response, while the direct petrol injection system meters the fuel supply with extreme precision, injecting it into the combustion chambers at a pressure of up to 200 bar. The displacement of 3.0 litres delivers output of 225 kW/306 hp at 5,800 rpm and peak torque of 400 Nm (295 lb-ft), which is available between 1,200 and 5,000 rpm. The BMW xDrive Gran Turismo boasts a 0 to

100 km/h (62 mph) time of 6.3 seconds and an electronically governed top speed of 250 km/h (155 mph). Average fuel consumption in the EU test cycle is 9.3 litres/100 km (30.3 mpg imp), with CO₂ emissions of 216 g/km.

BMW xDrive for optimised traction and even sharper driving dynamics.

The intelligent BMW xDrive all-wheel-drive system, originally designed for the BMW X models, has subsequently been introduced successively to the BMW 5 Series, BMW 3 Series and BMW 7 Series ranges and has been continuously improved and refined. In its class, this system offers uniquely precise drive power control for improved traction on unsurfaced terrain and enhanced on-road handling. The system is referred to as an “intelligent” all-wheel-drive system because, via a transfer case with electronically controlled multi-plate clutch, it continuously modulates the drive power split so as to send more power to the axle with the best grip, in line with the driving situation. In this way BMW xDrive also aids stability during fast cornering by quickly detecting oversteer and understeer and taking effective corrective action.



3.8 Enhanced dynamics, greater diversity, more individuality: the BMW M GmbH product range for autumn 2010.

The BMW M GmbH product range presented at the 2010 Paris Motor Show has been extended yet again. From autumn 2010, customers keen to lend their BMW M3 an extra individual edge and further enhance its dynamic potential can order new M Performance retrofit components from the Original BMW Accessories range. These include hand-made carbon components and a lightweight sports silencer. The same launch schedule applies for the new equipment options and additional innovative services from BMW ConnectedDrive designed to optimise the driving experience in the BMW X5 M and BMW X6 M.

The dynamic character of the new BMW 5 Series Saloon and new BMW 5 Series Touring can now be highlighted by the M Sports package, available in model-specific form and unveiled for the first time at the 2010 Paris Motor Show. An M Sports package for the new BMW X3 can also be seen at the show in the French capital ahead of its market launch in November 2010. And the BMW Individual product range will be bolstered by further attractive extras for the BMW 7 Series and BMW 5 Series line-ups from autumn 2010.

Tailor-made dynamics: the M Performance range for the BMW M3.

The high-revving 4.0-litre V8 engine in the BMW M3 develops 309 kW/420 hp and gives the high-performance sports car exceptional thrust, while the unmistakable M design lends it an imposingly athletic appearance. Meanwhile, M Performance retrofit components from the Original BMW Accessories range allow customers to give the driving dynamics and styling of their M3 a specially honed individual edge. The newly designed product range, which comprises attractive and extremely high-quality retrofit components for the drive system, chassis, aerodynamics and cockpit, is available via the BMW M GmbH Dealer network and BMW branches.

The M Performance sports silencer for the BMW M3 gives the V8 engine a particularly distinctive sound. The extremely temperature-resistant silencer is 40 percent lighter than the standard production item and is made from a chromium-nickel material developed for motor sports. The hallmark M twin

tailpipes are titanium. 19-inch M light-alloy wheels in Competition design optimise the dynamic potential of the BMW M3, while an M Performance rear spoiler and M Performance front apron flaps in hand-made carbon provide additional downforce. Exterior mirror caps in carbon lend visual expression to the enhanced dynamics, while inside the car the track-inspired driving experience is accentuated by aluminium pedals and carbon interior trim.

The M Performance components are all available individually. At the same time, though, they are designed to work well together – from both a styling and an engineering point of view – and can be combined as desired. All items meet the BMW Group's enviably high standards of safety and quality.

New BMW ConnectedDrive services for the BMW X5 M and BMW X6 M.

From autumn 2010 the innovative BMW ConnectedDrive range of services is set to give the BMW X5 M and BMW X6 M models even more impressive comfort, infotainment and safety. The list of options for the two leading sports models in the BMW X class has already been extended to include the driver assistance systems Side View and Speed Limit Info. But now new integration technology for mobile phones and music players also gives the driver the benefit of further innovative functions which can be operated via the car's iDrive control system.

From autumn 2010 vehicles fitted with the optional Professional navigation system including mobile phone preparation with Bluetooth interface will offer customers the use of the new office functions. For example, calendar entries, text-based messages (SMS, email), tasks and memos can be viewed in the Control Display and read out by the text-to-speech function. The telephone function allows contacts lists, including images, to be transferred from a mobile phone into the vehicle. The Bluetooth audio streaming function – also new – enables music files to be sent over wirelessly from an external device into the vehicle. If a mobile phone or music player is connected to the vehicle via the optional USB interface, album cover images for an audio file can be transferred onto the on-board monitor.

Providing clear signs of unbeatable driving pleasure: the M Sports package for the new BMW 5 Series Saloon and new BMW 5 Series Touring.

In autumn 2010 a model-specific M Sports package becomes available for the new BMW 5 Series Saloon and new BMW 5 Series Touring, the sportiest representatives of their respective segments. The ten millimetre (0.4 inch) lower M Sports suspension, M aerodynamics package and 18-inch M light-alloy wheels in double-spoke design enhance driving dynamics and give the car a particularly muscular appearance. 19-inch M light-alloy wheels are available as an option. Both M light-alloy wheel variants come with mixed tyres on the BMW 5 Series Saloon. In addition, an M rear spoiler developed specially for the M Sports package for the BMW 5 Series Saloon is available as an option.

Sports seats with Alcantara/cloth upholstery specially developed for the M Sports package give the interior a particularly sporty feel. Their exclusive character is emphasised by high-quality materials, contrast stitching and an M logo on the seat. Among the other interior features in the M Sports package are the M leather steering wheel, M gear lever knob, M footrest, Anthracite-coloured BMW Individual roof liner and aluminium hexagon interior trim strips.

Class-leading dynamics: the new BMW X3 with M Sports package.

BMW M GmbH is also unveiling an M Sports package for the new BMW X3 ahead of its market launch in November 2010. This includes attractive chassis, aerodynamic, exterior and interior components. The new Sports Activity Vehicle has the best acceleration and fuel economy figures in its class, and the M Sports package will further optimise its already outstanding dynamics and lend them striking visual expression. This package is expected to be available from the second quarter of 2011. Among the components included will be the M aerodynamics package, exhaust tailpipes with chrome embellishers and the BMW Individual High Gloss Shadow Line for the side window surrounds and roof rails. The body components in the M aerodynamics package for the front, sides and rear of the car are painted in body colour, the inlay for the rear apron in Dark Shadow metallic.

Sports chassis tuning, 18-inch M light-alloy wheels and Performance Control for the standard xDrive all-wheel-drive system enhance the dynamic potential

of the Sports Activity Vehicle. In the new BMW X3 xDrive35i these features are augmented by a Sports automatic gearbox with steering wheel shift paddles and variable sports steering with Servotronic. 19-inch M light-alloy wheels with different front and rear tyres can be ordered as an option.

Cloth/leather sports seats, an M leather steering wheel with multifunction buttons and cruise control, entry sills bearing the M logo and an M driver's footrest add to the driving pleasure inside the new BMW X3 with M Sports package. The classy yet sporty ambience is rounded off by the BMW Individual roof liner in Anthracite, interior trim in Fine Brushed Aluminium, the M gear lever (only available for the BMW X3 xDrive20d with manual gearbox) and a stainless steel inlay for the luggage compartment loading sill.

Exclusive style enhancement: new options from BMW Individual.

From autumn 2010 an attractive new range of options from the BMW Individual programme is available for the BMW 7 Series models, new BMW 5 Series Saloon and new BMW 5 Series Touring. The BMW Individual cool box becomes available for the first time for the BMW ActiveHybrid 7.

The options from the BMW Individual range available for the new BMW 5 Series Saloon are now also offered for the new BMW 5 Series Touring from launch. The BMW Individual High Gloss Shadow Line and BMW Individual Exterior Line Aluminium satinated lend an extra touch of sophistication to the car's external appearance. The stylish interior, meanwhile, can be given added emphasis with the BMW Individual roof liner in Anthracite. BMW Individual reading lights for the rear compartment offer rear passengers optimum lighting conditions with their enhanced luminosity and a wider pool of light than that emitted by the standard reading lights. Plus, the variable adjustment function enables them to be moved precisely to the desired direction.



4. Perfect connections to your world: latest innovations from BMW ConnectedDrive.

BMW ConnectedDrive ensures BMW drivers remain comfortable, safe and fully connected with the outside world at all times, even while on the move. The new services from BMW ConnectedDrive and the extended integration of mobile devices offer additional scope for using entertainment, information and communications functions inside the vehicle. An increased variety – unequalled by any other carmaker – of internet-based services, office applications and entertainment media used by drivers on an everyday basis is now available inside the car. The flawless integration of all these functions into the car's control system allows the driver to use them more intuitively, comfortably and reliably than ever before, while keeping distraction from the road to a minimum.

The Destination Images and Weather in Map View services exclusive to BMW help to optimise the functionality of the interconnected navigation system. BMW is also continuing to build on its global leadership in the integration of mobile devices. Making their debut at the 2010 Paris Motor Show are the iPod Out function, a rear-seat telephone with cordless handset and WiFi hotspot, and the display function for emails when using office functions via Bluetooth.

Optimum journey planning using the interlinked navigation system.

BMW ConnectedDrive uses innovative functions to make the car's navigation system easier and more convenient to use. The Destination Images and Weather in Map View services available for all new BMW models from autumn 2010 add dynamic content from BMW Online to the data stored in the navigation system. This interlinked navigation capability enables even easier journey planning. The Destination Images service presents the driver with an additional navigational aid by feeding in images from the Panoramio from Google website. When the navigation system is in active route guidance mode, pictures of the destination entered into the system are selected and uploaded from Panoramio directly into the vehicle via an internet connection using BMW Online.

The Weather in Map View service provides drivers with current European weather information. If the navigation system has been activated, weather maps can be displayed showing current weather conditions, including temperature, at selected European locations. Map scales start at 1 cm to 20 kilometres. The weather information is updated at two-hourly intervals.

Fully integrated: the exclusive iPod Out function.

The introduction of a new interface technology in 2011 will enable all new BMW models to support the new iPod Out function of iOS 4, the latest version of Apple's mobile operating system. iPod Out widens the range of Apple iPhone and Apple iPod touch functions that BMW drivers can use easily inside their vehicle. The iPod Out function allows display and control capability for music playback from an iPhone or iPod touch using the on-board monitor and vehicle controls. The on-board monitor gives BMW drivers direct access to the latest iPod functions. These include a custom playlist and the Genius function, which searches the user's library to compile a playlist of tracks that go well together. To use the iPod Out function customers will need to be running the iOS 4 operating system on the iPhone 3G, iPhone 3GS, iPhone 4 or iPod touch (second and third generation).

The new interface technology developed by the BMW Group for this purpose will ensure that current and future iPod Out functions for the iPhone and iPod touch can be used in the vehicle on a long-term basis. And vehicles equipped with this technology in the future can be adapted more quickly to iPod touch and iPhone software updates. All of which means the BMW Group is once again taking a leading role in the integration of information and entertainment functions using the iPhone and iPod touch.

Cover Arts function adds extra entertainment pleasure.

The Cover Arts function available for all new BMW models from autumn 2010 optimises the selection of audio files stored on a mobile phone or music player. The iDrive control system can be used to access the device's music library if the device is integrated into the vehicle network via the USB interface. The on-board monitor will then display both the track listings and the associated album cover artwork stored on the mobile phone or music player.

Exclusively from BMW ConnectedDrive: transfer email messages via Bluetooth.

BMW is the first carmaker worldwide to offer customers the option of displaying email messages inside the vehicle via Bluetooth. From autumn 2010, owners of a BlackBerry® Smartphone from mobile phone manufacturer RIM (Research In Motion) can use the iDrive control system in their BMW to access the mobile phone's email directory. A new Bluetooth interface designed to integrate the BlackBerry into the vehicle allows emails to be received, viewed on the Control Display and read out via the optional text-to-speech function.

The new email access options follow on from the Bluetooth office functions from BMW ConnectedDrive presented at the start of the year. These services also boast globally unique functionality, which allows them to transfer both call and contacts lists, as well as calendar entries, text messages (SMS), tasks and memos from compatible smartphones into the vehicle via the Bluetooth interface. The entries can then be accessed and viewed using the iDrive Controller and Control Display. Plus, any image file accompanying a contact address in the mobile phone is also displayed on the on-board monitor. The ability to transfer emails into the vehicle represents another milestone in the integration of the latest smartphones. The BlackBerry® Pearl™ 3G 9105 is the first smartphone to support this function from launch.

The vehicle as a hotspot: rear-seat telephone with cordless handset and WiFi.

From autumn 2010, rear-seat passengers in all BMW 7 Series models can enjoy extra comfort when it comes to using the telephone and online connections thanks to a fully equipped telephone with cordless handset integrated into the centre console of the rear compartment. The handset uses a Bluetooth connection, while the vehicle's external aerial optimises the quality of telephone connections.

The combination of the new rear-seat telephone and WiFi hotspot function is a unique feature worldwide and gives passengers using a laptop computer, Apple iPad or other device online access while travelling. The connection to the internet is established using an internet-compatible mobile phone or data-enabled SIM card. The mobile phone is integrated into the vehicle using a

snap-in adapter, which also comes with a card drawer. The encrypted WiFi connection allows passengers to use compatible devices to surf the web. A stable online connection with virtually 100 percent coverage is provided by the seamless transition between the UMTS and GSM networks. And the vehicle aerial helps the user to enjoy optimum reception at all times when using the WiFi hotspot to access the internet.

The WiFi hotspot function is also available as a retrofit option from the Original BMW Accessories range (see also chapter 5) for all current BMW models equipped with the latest generation of the iDrive control system and mobile phone preparation with Bluetooth interface.

Unbeatable functionality has been further enhanced.

Through the intelligent networking of driver, vehicle and outside world, BMW ConnectedDrive is making a unique contribution to optimising comfort and safety and allowing innovative usage of in-car entertainment and information functions. No other carmaker can point to a similarly extensive portfolio of driver assistance systems, technology for in-vehicle use of mobile devices and mobility aids such as traffic information reports, emergency call functions, vehicle-related, information and office services, travel and leisure planners, and internet services.

Among the services exclusive to BMW are the personal telephone information service launched in 1999 and BMW TeleServices, used for sending vehicle data to a BMW Service Partner. BMW is the world's only carmaker to offer all of its current models with services such as unlimited in-vehicle internet access and Google Local Search, which allows company addresses to be called up directly from the internet and then transferred into the vehicle's navigation system. BMW has also shown market leadership with the introduction of Advanced Emergency Call with automatic position finding. In the event of an accident, this system automatically transfers data to the emergency services, allowing them to prepare at an early stage the requisite medical care for those involved.

Beyond this, BMW ConnectedDrive also offers an extensive selection of driver assistance systems which provide additional assurance and safety at the wheel and again set new standards worldwide with the scope of their functionality. For example, BMW Night Vision with Pedestrian Recognition

uses a thermal imaging camera to detect – with unmatched precision – cyclists and pedestrians ahead of the vehicle but outside the range of the headlights. And the further optimised Head-Up Display – which boasts exceptional image quality, functionality and flexibility – makes a significant contribution to driver concentration. The system projects important driving information onto the windscreen within the driver's field of view, where it can be registered without distraction from the road ahead.



5. Fresh features for greater driving pleasure, safety and comfort: Original BMW Accessories.

Original BMW Accessories offer BMW drivers some excellent options when it comes to meeting individual requirements and expressing personal style. The extensive selection of retrofit components, available as a complement to the range of standard equipment and factory-fit options, allow drivers to make detailed optimisations to the dynamics, comfort, functionality and other characteristic features of their BMW. The range of Original BMW Accessories has now been extended with additional products and covers the latest BMW models.

Alongside the world premiere of the new BMW X3, the 2010 Paris Motor Show also sees the presentation of a host of Original BMW Accessories for this Sports Activity Vehicle. In spring 2011, a line-up of innovative products will be introduced for all model series which optimise the use of in-car infotainment and communications functions. The new components range from an attachment system – the BMW holder for the Apple iPad™ – to the BMW Car Hotspot, which enables wireless internet surfing while on the move over a WiFi connection.

The BMW Performance Line product range also features some new additions. Among the new items being presented concurrently with the 2010 Paris Motor Show are the BMW Performance Power Kit for the latest generation of engines for the BMW 135i and BMW 335i (cars built from 03/2010) and the BMW Performance Aerodynamics Kit for the new BMW X5. The Paris Motor Show is also the venue for the premiere of the newly developed M Performance components that are available from autumn 2010 exclusively for the BMW M3 as part of the Original BMW Accessories range.

Exclusive, sporty, functional: Original BMW Accessories for the new BMW X3.

The new BMW X3 once again sets new standards in its class, thanks to superior agility, unbeatable versatility, premium quality and innovative equipment features. The Original BMW Accessories specially developed for the new model allow the characteristic attributes of the Sports Activity Vehicle

to be accentuated even further. For example, extra exterior flourishes are provided by 20-inch M light-alloy wheels in bi-colour double-spoke design and the X-Line Pro accessories package, which comprises a trim element for the front bumper, side skirt trim and an inlay for the rear bumper. The matt silver-painted components underline the robust character of the new BMW X3.

The high-class ambience inside the new X3 is further emphasised by the Interior Chrome Package, which features accent strips for the decorative trim on the front passenger side, the front section of the centre console, the cup holder and the air vents in the rear, plus decorative trim for the doors, the frame of the on-board monitor and the roof switch unit in pearl-effect chrome.

With its generously sized interior and 40:20:40 split/folding rear seat backrest, the new BMW X3 boasts the greatest versatility in its class. The Travel & Comfort System from the Original BMW Accessories range offers high-quality details which help to enhance the intelligent functionality of the X3. These include a base carrier system, which fixes onto the locking mechanism on the headrests, and attachments designed to do various jobs, including carrying items of clothing and enabling the use of mobile devices. These attachments, which are fixed to the base carrier by means of a plug-in connector, include a height- and tilt-adjustable folding table with an integrated cup holder, a universal hook for hanging up coats, jackets and light bags, and a coat hanger (which can be removed along with the item of clothing hanging on it). The BMW holder for the Apple iPad™, which can be ordered for both the new BMW X3 and all other model series, can also be connected to the base carrier.

Top-class in-car entertainment and communications: the iPad holder and WiFi hotspot.

A selection of new additions to the Original BMW Accessories range have been specially developed for the use of internet-enabled smartphones, laptop computers and the Apple iPad™ and offer additional convenience, extended functionality and a higher level of integration for safe in-car use of mobile devices. The new BMW holder for the Apple iPad™ teams up with the base carrier of the Travel & Comfort System, which makes its debut in the new BMW X3 and will be available for all other model series from spring 2011, and

allows rear passengers to make optimum use of both the office and entertainment functions of their iPad. Turning the holder by 90 degrees in either direction allows the position of the iPad to be adapted to the desired usage. The horizontal format is most effective for viewing photos or videos, for example. The vertical format, meanwhile, is the best choice for office applications, and in this position the tilt angle of the Apple iPad™ can be varied.

The BMW Car Hotspot, meanwhile, offers a new way of surfing the internet while on the move using a WiFi connection. This function is available from autumn 2010 both as an option from BMW ConnectedDrive and as a retrofit item from the Original BMW Accessories range. This innovative technology allows passengers to hook up to the internet using their smartphone, iPad, netbook or other device with WiFi access. The online connection is established by the BMW Car Hotspot. A data-enabled SIM card is either placed directly into the BMW Car Hotspot or fitted in a mobile phone with SIM Access Profile (SAP) which is integrated into the vehicle via the snap-in adapter. The encrypted WiFi connection then allows the passengers to surf the internet using suitably equipped devices. A stable online connection with virtually 100 percent coverage is provided by the seamless transition between the UMTS and GSM networks, and the connection is enhanced by the external vehicle aerial. Moreover, using the BMW Car Hotspot leads to a reduction in radiation levels inside the vehicle and extends the battery life of the mobile device.

Easy connection and an innovative application for the Apple iPhone.

BMW drivers keen to use their Apple iPhone™ as safely as possible, with maximum ease and to its full potential while on the move will welcome the arrival, in spring 2011, of additional items in the Original BMW Accessories range alongside the familiar snap-in adapter. These include the extremely high-quality BMW Station for the Apple iPhone™, which has been specially developed for BMW models not fitted as standard with the iDrive control system. The BMW Station for the Apple iPhone™ is available for BMW 1 Series and BMW 3 Series models, the BMW Z4, BMW X1, new BMW X3 and outgoing BMW X3 with this specification. The BMW Station for the Apple iPhone™ is placed in an optimum position within the driver's field of view and allows the mobile phone to be docked without visible cable connections. It

also comes with a hands-free kit featuring a high-quality directional microphone and radio mute function for incoming calls, plus a charging function for the mobile phone.

A BMW-specific software application for the Apple iPhone™ will be available from spring 2011 as an ideal addition to the BMW Station for the Apple iPhone™. Optimised for in-car use, this BMW Link app combines the telephone and music player functions of the mobile phone with a navigation function and selected services from BMW ConnectedDrive, such as breakdown assistance, Google Local Search and News. To ensure that the functions deliver maximum benefit in the car and that the iPhone is optimally aligned, the BMW Station for the Apple iPhone™ can be used in horizontal format and offers a wide range of adjustment.

BMW Performance Power Kit for the BMW 135i and BMW 335i.

A BMW Performance Power Kit can now be ordered for the sportiest BMW 1 Series and BMW 3 Series models. The retrofit kit, available from autumn 2010 from the Original BMW Accessories range, has been specially developed for the latest-generation six-cylinder in-line engine – featuring BMW TwinPower Turbo, direct injection and VALVETRONIC – fitted in the BMW 135i Coupé, BMW 135i Convertible, BMW 335i Saloon, BMW 335i Touring, BMW 335i Coupé and BMW 335i Convertible.

The BMW Performance Power Kit comprises modified engine management, an additional, repositioned aluminium water cooler and an extremely powerful fan. These modifications increase the maximum output of the 3.0-litre powerplant by 15 kW/20 hp to 240 kW/326 hp. Peak torque now stands at 430 Nm (317 lb-ft) for cars fitted with the six-speed manual gearbox and 450 Nm (332 lb-ft) in conjunction with the six-speed automatic or seven-speed double-clutch Sports automatic transmission, and is available from engine speeds as low as 1,500 rpm.

BMW Performance Aerodynamics Kit for the new BMW X5.

With new engines, an eight-speed automatic transmission, a re-tuned xDrive all-wheel-drive system and superior chassis technology, the new BMW X5 continues to build on its position as the sportiest vehicle in its class. Its dynamic character can now be accentuated particularly effectively with the BMW Performance Aerodynamics Kit from the Original BMW Accessories

range. The kit is tailored precisely – in terms of both style and function – to the new BMW X5 and comprises extra elements for the front and rear bumpers, as well as specially designed side skirts.

High performance down to the details: M Performance components for the BMW M3.

M Performance retrofit components from the Original BMW Accessories range allow customers to give the outstanding dynamics and athletic design of the BMW M3 a specially honed individual edge. The new product range, comprising attractive and extremely high-quality retrofit components for the drive system, chassis, aerodynamics and cockpit, is available via the BMW M GmbH Dealer network and BMW branches.

The M Performance sports silencer for the BMW M3 gives the V8 engine a particularly distinctive sound. The extremely temperature-resistant silencer is 40 percent lighter than the standard production item and is made from a chromium-nickel material developed for motor sports. The hallmark M twin tailpipes are titanium. 19-inch M light-alloy wheels in Competition Design optimise the dynamic potential of the BMW M3, while an M Performance rear spoiler and M Performance front apron flaps in hand-made carbon provide added downforce. Exterior mirror caps in carbon lend visual expression to the enhanced dynamics, while inside the car the track-inspired driving experience is emphasised by aluminium pedals and carbon interior trim.

Like all the products in the Original BMW Accessories range, the BMW Performance and M Performance components all meet the BMW Group's stringent quality and safety standards. They are therefore also subject to BMW's warranty terms and conditions. Sales and fitting of all Original BMW Accessories products are handled by BMW Dealers and Service Partners as well as BMW branches.

6. The Joy of BMW. The BMW Lifestyle Collection.



A BMW is far more than the sum of its parts. “The Joy of Driving” can be experienced not just with our cars and motorcycles – this philosophy extends beyond the production of vehicles. The BMW brand has many facets, still every product bearing the white and blue BMW logo has to measure up to the same high standards. That’s why every item in the BMW Lifestyle Collection is an ambassador of the BMW brand.

Drive, innovation and design: All products sport the characteristics of the BMW brand featuring high functionality and outstanding quality. For many decades products are being developed for the BMW Lifestyle Collection. By now the line includes bikes and the appropriate equipment, fashion and accessories such as watches, sunglasses and luggage, miniatures, products for kids, the BMW M Collection and the BMW Motorsport, Yachtsport and Golfsport collections.

BMW Bikes: Bicycles built with advanced automotive engineering.

BMW has been building bikes for years. The incorporation of BMW’s design philosophy, the complex manufacturing methods and the materials used make them real BMW products. BMW only utilizes its own independently developed frames that measure up to both the rigorous standards of external testing institutes and BMW’s own high test standards. Whether it’s the Mountainbike Enduro, Cross Country, Cruise Bike, or Touring Bike – for almost every terrain, there’s a BMW brand bike. The philosophy is simple: those who drive BMWs expect a premium vehicle in the world. This also applies to each BMW bike.

The exceptional quality of a bike can be seen in its basic structural element: the frame. Here BMW never selects mass-produced components but only uses in-house innovations, the unique design of which comes from the kind of precise manufacturing methods developed exclusively for cars. No other bicycle has such a remarkable foundation. The frames and additional high-quality components are tested by independent institutes according to BMW standards, which far exceed those of the rest of the industry. Quality comes with experience and, after 60 years of building bicycles, BMW can offer

premium models for mountains, valleys, the road, and the first mobile moments of a child's life.

Eye-catcher on wheels: The limited edition BMW M Bike is a spectacular blend of state-of-the-art technology, design, and exclusivity. Disk brakes and a sophisticated matt anthracite frame bearing the M-logo are combined with a leather seat, striking rims, grips, and a bright-red saddle inlay. The Shimano SLX gear system is light and sturdy, the Manitou Match suspension fork on the front wheel is extremely durable, and the disk brakes provide for secure stopping.

King of the hills: The sporty BMW Cross Country mountain bike in pearl white is a design product with premium technology. The perfectly conceived bike is equipped with superior components and can take on any terrain at any speed. It comes with a lockable suspension fork and frame geometry that allows for an athletic sitting position. The BMW Enduro Mountainbike is a premium off-road bike that is a lot of fun to ride whether you're on a free-ride tour or taking on a gentle climb. With hydraulic disk brakes and Shimano XT drive system, it features premium components.

Town and country and so much more: The BMW Cruise Bike is the optimal choice for day trips, be it a weekend outing through the countryside or along the beach on vacation. In contrast to many other bikes, the stem can be individually adjusted to the rider's body, making it a comfortable ride even over longer distances. The BMW Touring Bike is ideal for those who mostly ride on roads. It features the same frame as the Cruise Bike, but comes with a rear rack and street accessories.

Master of metamorphosis: With the BMW Kidsbike, little bike riders can go on tour. The special thing about this bicycle is that it grows as your child does. For children as young as two and a half, it is a walking bike, but through the simple assembly of the pedals, it then turns into a children's bicycle. For safety's sake, all Kidsbikes are delivered with a TÜV-tested helmet in the same color as the ordered frame.

BMW Miniatures: The world of great automobiles – in miniature.

The BMW Miniatures bring joy to even the most sophisticated collectors. Like their "big brothers," they are built to the absolutely highest standards. Whether it's such classics as the legendary "Isetta" or the fleet's newest

models. Only renowned suppliers are granted a BMW manufacturing license and their products must continually pass the critical review of BMW designers. In the end, every single model serves as a representative for an illustrious automotive history, driven by BMW.

BMW 507, Isetta, R 1200 C Cruiser, X5, Z8, and the 6 Series Convertible – names that conjure up special fascination. Names that awaken images and a sense of desire and longing, putting one's own personal memories into a new context. Names that carry on the tradition of the BMW Revue. Miniature versions of cars and motorcycles seem to make time stand still, providing fresh perspectives on history. The BMW miniatures are the prize of any collection but also take center stage as individual pieces, created with the same precision as the originals – right down to the tiniest details. With these models, the BMW brand is brought to life even off the highway.

Small ambassadors for a great brand.

Reproducing the lines, proportions, and details in scales of 1:18 or 1:87, while recreating the essential character of the life-size prototype, is a real achievement. These models bring history to life, providing fans and collectors with a taste of an exclusive lifestyle that conveys the legend of BMW. In each of these compact masterpieces, the tradition, joy in innovation, and dynamic of the white and blue brand can be felt. In proportion, these miniatures have the same qualities that make real BMW automobiles so unique.

Premium quality.

BMW's miniatures also stand out with their premium quality, no matter how small they are. There are vehicle models with real interior carpeting, miniatures with fuel-tank doors that open and close, and in the 1:87 version the BMW logo can only be seen with a magnifying glass. The design selection is rigorous: only models are chosen that stand up to the demanding tests of BMW designers. The automobiles are then manufactured by prestigious model car companies.

The materials used depend on the individual dimensions. For the 1:87 model, synthetics or zinc die casting is being used. 1:43 and 1:18 models are made by means of zinc die casting with synthetic components. Models like the BMW 5 Series Touring (1:18) are equipped with leather effect and interior carpeting and just like the original, the luggage compartment sports a dual tailgate.

Who collects what?

Every collection has a special focus that is as unique as the collectors themselves. Whether it be classic cars, convertibles, or sedans – anything goes. Many collectors focus on one scale, others concentrate on particular eras or subjects. And some specialize in brands such as BMW miniatures, which bring the history of the automobile as well as its contemporary forms to their home.

The comprehensive line of BMW Lifestyle products is available at selected BMW dealers and online at www.bmw-shop.com.