



Media Information
February 2011

For the most discerning requirements: BMW X5 and BMW X6 present a new range of special options for spring 2011.

Attractive additions to the range of comfort-enhancing features, alloy wheels and BMW ConnectedDrive services. BMW X6 Sports Activity Coupé now also available as a five-seater.

Munich. Superior handling, commanding traction and characteristic styling are key contributors to the stand-out position the BMW X5 and BMW X6 models enjoy among the premium all-wheel-drive vehicles of their segment. Spring 2011 sees the introduction of specific additions to the range of special options to ratchet up the appeal even further. Among other features, new 20-inch light-alloy wheel rims are available for both models, while the choice of BMW ConnectedDrive technology has been augmented by the innovative BMW Apps feature. Meanwhile, a three-seater rear seat option making its debut in April 2011 adds greater flexibility to the usage of the interior of the BMW X6 Sports Activity Coupé, which started out as a four-seater model.

The new rear-seat variant is available for all BMW X6 models with the exception of the BMW ActiveHybrid X6, and can also be ordered for the BMW X6 M. The extra seat replaces the storage unit in the rear centre of the four-seater model. The five-seater Sports Activity Coupé is also optionally available in Nevada and Exclusive Nappa leather as well as BMW Individual Merino leather, encompassing the entire colour range. Another novelty is the operation of the standard eight-speed Sport automatic transmission. In future, the BMW X6 will feature shift paddles on the steering wheel whose operating logic follows the principle familiar from BMW M cars: for manual shifting of the eight-speed Sport automatic transmission, the right paddle is used for upshifts and the left for downshifts.

For the BMW X5 and BMW X6 alike, the choice of alloy wheels has been extended by a further option that positively enhances both the

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car's dynamic cornering behaviour and its appearance. The 20-inch wheels in Y-spoke design and with a Black high gloss finish are combined with mixed tyres measuring 275/40 R 20 at the front and 315/35 R 20 at the rear. From spring 2011, Comfort Access – likewise available for both models – will include vicinity lighting integrated in the exterior door handles. In addition to automatic unlocking and activation of the ignition, this feature provides effective illumination of the car's surroundings as soon as the electronic control of Comfort Access has recognised the car key carried by the driver.

Following directly on from the market launch, the extended range of BMW ConnectedDrive services also becomes available for the BMW X5 and the BMW X6. In future both models will be able to avail themselves of the BMW Apps special option. This feature enables owners of an Apple iPhone to stay in touch with the online services Facebook and Twitter while in the car, as well as receive radio stations from all over the world, irrespective of the car's location, thanks to a web radio function. In addition to the current BMW ConnectedDrive application, customers will have a range of functions and apps available for free download at the Apple App Store.

With these latest innovations, BMW is systematically pursuing its ongoing product optimisation for these two models built at its US plant in Spartanburg. Most recently, last year's market launch of the new BMW X5 and the comprehensive upgrading of the BMW X6's drive technology gave a further boost to BMW's success in this competitive environment. As well as the continued rise in BMW X5 sales in 2010, global growth in demand for the BMW X6 is also feeding the exceptional market success of the BMW X models. In just three years, more than 110,000 units of these Sports Activity Coupés have already been sold, 46,404 of them in 2010 alone. The BMW X5 posted worldwide sales of 102,178 units in the last business year.



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The BMW Group

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

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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