



Press Release  
19 December 2012

## **Design and aesthetics at their finest: Limited Edition Lifestyle comes to the BMW 1 Series Coupe and BMW 1 Series Convertible.**

**Munich.** Agile handling, exclusive equipment features and an elegantly sporty design have secured the status of the BMW 1 Series Coupe and BMW 1 Series Convertible as passports to an elevated level of driving pleasure in the premium compact segment. The new Limited Edition Lifestyle equipment package shines the spotlight even more brightly on the aesthetic qualities of these dynamic two-door cars and underlines their special position in the marketplace. The package includes a carefully composed selection of exclusive, high-quality equipment details, which add further interest to the outside and inside of the BMW 1 Series Coupe and BMW 1 Series Convertible and enhance their appeal and distinctive allure. Added to which, it can also be combined with the BMW M Sport package.

The BMW 1 Series Coupe and BMW 1 Series Convertible are at their most aesthetically pleasing in the exclusive exterior paint colour Mineral White metallic, although Sapphire Black metallic and Space Grey metallic are also available as alternatives. Whichever shade customers opt for, the BMW kidney grille will greet them with white decorative trim and white kidney grille bars with chromed fronts. This elegant appearance is underlined by Chrome Line window recess finishers and side window surrounds. Classy 18-inch light-alloy wheels in double-spoke design and with a Ferric Grey paint finish also catch the eye.

The exhaust tailpipe embellishers in matt chrome or black chrome (BMW 135i and BMW 123d) add further flourishes, while the Lifestyle Edition version of the BMW 1 Series Convertible achieves a particularly successful contrasting effect; its brown soft-top with silver pigmentation generates fascinating light effects. Leather trim in Tobacco brown adorned with white contrast stitching dominates the interior of the Lifestyle Edition, and a brown sports leather steering wheel continues the theme. If the M Sport package is specified, the Coupe and Convertible will be kitted out with an M leather steering wheel in black. Adding the finishing touches to the high-end interior ambience are door sill finishers bearing "BMW Limited Edition" lettering, Fineline Stream exquisite wood trim strips, an anthracite-coloured roof liner and floor mats with colour-coordinated piping.

For further questions please contact:

Kai Lichte, Product Communications BMW Automobiles  
Phone: +49-89-382-51240, Fax: +49-89-382-20626

Ralph Huber, Head of Product Communications BMW Automobiles  
Phone: +49-89-382-68778, Fax: +49-89-382-20626

E-Mail: [presse@bmw.de](mailto:presse@bmw.de)  
Internet: [www.press.bmwgroup.de](http://www.press.bmwgroup.de)

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49-89-382-51240

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



Press Release

Date 19 December 2012

Subject **Design and aesthetics at their finest: Limited Edition Lifestyle comes to the BMW 1 Series Coupe and BMW 1 Series Convertible.**

Page 2

### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

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

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>