BMW at the 84th Geneva International Motor Show 2014.
Contents.

1. BMW at the 84th Geneva International Motor Show 2014. (Summary)

With several world and European premieres on its agenda, BMW is using this year's Geneva International Motor Show to present a selection of fascinating new series-production models which are geared to fulfilling present-day customer requirements and in some cases usher in all-new market segments. Marking their world premiere are the BMW 2 Series Active Tourer (fuel consumption combined: 6.0–4.1 l/100 km [47.1–68.9 mpg imp]; CO_2 emissions combined: 139–109 g/km)*, a totally new compact-class vehicle majoring on functionality of space; the BMW 4 Series Gran Coupe (fuel consumption combined: 8.1–4.5 l/100 km [34.9–62.8 mpg imp]; CO_2 emissions combined: 189–119 g/km), a new four-door Coupe in the mid-size segment; and the second generation of the successful BMW X3 (fuel consumption combined: 8.3–5.0 l/100 km [34.0–56.5 mpg imp]; CO_2 emissions combined: 193–131 g/km). Making its first European appearance is the new, characteristic BMW 2 Series Coupe (fuel consumption combined: 8.1–4.2 l/100 km [34.9–67.3 mpg imp]; CO_2 emissions combined: 189–111 g/km), along with the new BMW M3 Sedan (fuel consumption combined: 8.8–8.3 l/100 km [32.1–34.0 mpg imp]; CO_2 emissions combined: 204–194 g/km) and BMW M4 Coupe (fuel consumption combined: 8.8–8.3 l/100 km [32.1–34.0 mpg imp]; CO_2 emissions combined: 204–194 g/km). The BMW Group is also showcasing the BMW i3 (fuel consumption combined: 0.0 l/100 km [mpg not applicable]); CO_2 emissions combined: 0 g/km) and the progressive BMW i8 sports car (fuel consumption combined: 2.1 l/100 km [134.5 mpg imp]; CO_2 emissions combined: 49 g/km) to highlight its future focus and the versatility of BMW i. The BMW i8 introduces the world's first laser headlights available for a series-produced vehicle, while new services from BMW ConnectedDrive round off BMW's programme at the Geneva Motor Show, traditionally held in early March each year.

* Figures are provisional and have not yet been officially confirmed. The estimated fuel consumption figures have been calculated as per the ECE test cycle.

BMW 2 Series Active Tourer: dynamics and functionality of space.
The new BMW 2 Series Active Tourer is celebrating its world premiere in Geneva. The fresh arrival creates a whole new class of car and combines comfort and functionality of space with the signature BMW values of dynamic ability, style and elegance in the premium compact class. The BMW 2 Series Active Tourer follows in the tyre tracks of the Coupe as the second member of the new BMW 2 Series line-up and impresses from every angle with its

sporty presence and harmonious proportions. New turbocharged engines with three and four cylinders, an extensive package of BMW EfficientDynamics technology and wide-reaching connectivity courtesy of BMW ConnectedDrive illustrate a driving experience defined by sports performance and exemplary efficiency. In order to meet the particular requirements of the compact class in terms of variability and functionality, BMW has given the 2 Series Active Tourer a cutting-edge front-wheel-drive set-up. And it has honed its responses to fully satisfy the dynamic expectations of a model wearing the BMW badge.

BMW 4 Series Gran Coupe: a new yardstick for elegance and extravagance.

The BMW 4 Series Gran Coupe is another car marking its world premiere at the Geneva Motor Show 2014. The premium mid-size four-door Coupe demonstrates BMW's commitment to expanding its model range. Following the BMW 4 Series Coupe (fuel consumption combined: 8.4–4.6 l/100 km [33.6–61.4 mpg imp]; CO_2 emissions combined: 197–121 g/km) and Convertible (fuel consumption combined: 8.4–4.8 l/100 km [33.6–58.9 mpg imp]; CO_2 emissions combined: 195–127 g/km), the Gran Coupe is the third member of the new BMW 4 Series family and – with its well-balanced proportions – is longer, wider and more dynamic than any mid-size model series before it. The BMW 4 Series Gran Coupe merges the stylistic qualities of the two-door Coupe with the functionality of four doors and generous levels of space behind the high-opening tailgate. Five punchy, refined and economical engines will be available from launch, developing outputs ranging from 105 kW/143 hp in the BMW 418d Gran Coupe (fuel consumption urban/extra-urban/combined: 5.4/4.0/4.5 l/100 km [52.3/70.6/62.8 mpg imp]; CO_2 emissions combined: 119 g/km) to 225 kW/306 hp in the BMW 435i Gran Coupe (fuel consumption urban/extra-urban/combined: 11.4/6.2/8.1 l/100 km (24.8/45.6/34.9 mpg imp); CO_2 emissions combined: 189 g/km).

BMW X3: powerful, exclusive appearance and unbeatable everyday usability.

It was back in 2003 that BMW founded the new mid-size Sports Activity Vehicle (SAV) segment with the launch of the X3. That means the BMW X3 has been a paragon of sporty dynamics, premium ambience and robust agility, coupled with low fuel consumption and emissions, for over 10 years now – racking up sales figures of more than one million units in the process. The second generation of the successful BMW X3 has made a compelling case for itself since its introduction in 2010, boasting the best interior and boot measurements and the greatest versatility in its class. And now the new BMW X3 is set to build inexorably on its segment leadership. A pair of new-generation diesel engines, producing more power but once again burning less

fuel, serve to improve dynamic performance and reduce pollutant emissions. The exterior and interior design of the new BMW X3 reveals stylistic revisions and also adds further depth to the car's practicality with detail solutions responding to customer requirements.

BMW 2 Series Coupe: a new dimension in dynamics.
The BMW 2 Series Coupe is a new addition to the BMW range celebrating its European premiere in Geneva. The BMW 2 Series Coupe can be distinguished from the BMW 1 Series line-up (fuel consumption combined: 8.0–3.8 l/100 km [35.3–74.3 mpg imp]; CO_2 emissions combined: 188–99 g/km) by its standalone design, significantly larger dimensions, an engine range and suspension set-up geared squarely to sports performance, and more extensive standard equipment. The four-seater BMW 2 Series Coupe, with its two-door body, brings hallmark elements of BMW Coupes to the compact segment. Sophisticated suspension technology, virtually 50:50 weight distribution and rear-wheel drive ensure the presence of signature BMW handling properties.

BMW M3 Sedan, BMW M4 Coupe: innovative engine technology and a commitment to lightweight design.
The new BMW M3 Sedan and new BMW M4 Coupe both celebrate their European premiere at the Geneva Motor Show 2014, as BMW M GmbH showcases its new take on the high-performance sports car. The all-new, high-revving, six-cylinder in-line engine with M TwinPower Turbo technology delivers maximum output of 317 kW (431 hp) and peak torque of 550 Newton metres (406 lb-ft), the latter figure exceeding that of the previous BMW M3 by almost 40 per cent. Fuel consumption and emissions have been cut by around 25 per cent. Both the BMW M3 Sedan and BMW M4 Coupe (with optional seven-speed M Double Clutch Transmission) cover the sprint from 0 to 100 km/h (62 mph) in 4.1 seconds.

BMW i takes to the stage with two models: electric motoring courtesy of the BMW i3 and BMW i8.
With the joint presentation of its first volume-produced vehicle powered purely by an electric drive system and a sports car currently holding the status of the world's most progressive, the BMW i brand is highlighting the broad spread of its future-oriented vehicle concepts. The two models represent a new, strongly sustainability-focused interpretation of the premium experience. The electric motors and lithium-ion high-voltage batteries of the two models were developed by the BMW Group – in model-specific versions. Another special ingredient conceived exclusively for BMW i is the LifeDrive architecture with passenger cell made from carbon-fibre-reinforced plastic (CFRP), which plays a major role in minimising the weight of the cars. And a world first in a

series-produced car comes in the form of the optional laser headlights developed by BMW, which offer three times the intensity and twice the high-beam range of conventional systems, as well as extremely low energy consumption.

BMW ConnectedDrive: 100 per cent connectivity, improved safety and service, unbeatable flexibility.

BMW ConnectedDrive brings together an extensive range of mobility services unmatched by any rival and which can now also be accessed easily while on the move. Using the connectivity provided by the integrated SIM card, the BMW ConnectedDrive Store allows customers to purchase online options like the Concierge Service – the personalised assistant contactable 24 hours a day – at any time. The SIM card is part of the ConnectedDrive Services option and is also included when the Intelligent Emergency Call function, for example, is specified. BMW ConnectedDrive also spans an extensive selection of assistance and safety systems, including the full-colour, sharp-resolution BMW Head-Up Display. This premium feature, with its unique range of functionality, is available for almost all BMW vehicle classes.

Further information on official fuel consumption figures, specific CO_2 emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO_2 emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from the Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html. LeitfadenCO_2 (GuidelineCO_2) (PDF – 2.7 MB)

2. BMW at the 84th Geneva International Motor Show 2014. (Long version)

2.1 BMW 2 Series Active Tourer: Dynamics and functionality of space melded in true BMW style.

The arrival of the BMW 2 Series Active Tourer (fuel consumption combined: 6.0–4.1 litres per 100 km [47–68.9 mpg imp]; CO_2 emissions: 139–109 g/km)* sees BMW expand its portfolio into another new model segment. The newcomer in the premium compact class skilfully blends comfort and functionality of space with the trademark BMW strengths of dynamism, style and elegance. Following on from the Coupe as the second member of the new BMW 2 Series range, the harmoniously proportioned Active Tourer oozes sportiness from every angle. Measuring just 4,342 millimetres long, 1,800 millimetres wide and 1,555 millimetres in height, it combines compact dimensions on the outside with a strikingly spacious feel on the inside, making it perfectly suited to cope with the growing challenges of urban mobility.

New turbocharged engines with three and four cylinders, a comprehensive package of BMW EfficientDynamics measures and the extensive connectivity provided by BMW ConnectedDrive are all formative elements in a driving experience that centres on sporty performance and exemplary efficiency.

* Figures are provisional and have not yet been officially confirmed. The estimated fuel consumption figures have been calculated as per the ECE text cycle.

Dynamism und functionality of space brought together in classic BMW fashion.

In order to achieve a particularly high level of versatility and functionality in the premium compact class, special design concepts are needed. BMW has therefore opted for a sophisticated front-wheel-drive system for the 2 Series Active Tourer that is able to deliver the degree of driver engagement expected of the brand's models. Together with the long wheelbase of 2,670 millimetres and raised roofline, this configuration enables the room inside to be maximised, resulting in an unprecedented feeling of spaciousness. Driver and front passenger enjoy a far higher seating position than in a sedan, which affords a commanding all-round view at the same time as making it easier to get in and out. The wealth of storage facilities and the option of a fold-flat passenger seat backrest are just two examples of the interior's impressive flexibility and cleverly devised layout. The cabin has a light and spacious feel to it, with all surfaces horizontally structured in a layered look. There is also the option of a large panoramic roof that lets light flood into the interior.

The brand identity with its overriding sense of dynamism is clearly present in the BMW 2 Series Active Tourer too. It shines through in trademark features such as the slightly forward-slanting BMW kidney grille at the front end flanked by the distinctive twin circular headlights. The short front overhang in particular is highly unusual for a front-wheel-drive car, and is just as much a classic BMW styling cue as the short overhang at the rear, the long wheelbase, the Hofmeister kink in the rear side windows and the L-shaped rear lights. Crisp contours and an eye-catching swage line at the sides give added impact to the wheel arches and inject the BMW 2 Series Active Tourer with forward thrust even when stationary. Moving inside, the controls for the radio, air conditioning and air vents are angled towards the driver in another unmistakable BMW design trait.

Maximum versatility and functionality.
The versatile luggage compartment, whose capacity can be enlarged from 468 to 1,510 litres, and the 40:20:40 split-folding rear backrest fitted as standard exemplify this model's excellent everyday practicality. Flexibility is further enhanced by a sliding rear seat, allowing either kneeroom or luggage space to be increased as required. One particularly smart touch is the foldable boot floor that conceals a storage compartment with a handy multifunction tray. The rear backrest can be adjusted to offer either added comfort for the three rear seats or extra luggage space. Access to the luggage compartment couldn't be easier thanks to the large, broad, wide-opening tailgate, which can furthermore be optionally specified with pushbutton automatic opening and closing or the Smart Opener function for supreme ease of operation with a quick flick of the foot.

Latest-generation engines running on three or four cylinders.
The new BMW 2 Series Active Tourer is being launched with a choice of three powerful, light and fuel-efficient three and four-cylinder drive units that form part of a new generation of engines. They are installed transversely and boast a compact design along with BMW TwinPower Turbo technology, at the same time as complying with the EU6 emissions standard.

The BMW among front-wheel-drive cars.
Like all BMW models, the new BMW 2 Series Active Tourer makes its mark with great driving dynamics and the sort of driving experience the brand is renowned for. The newly developed chassis, comprising a single-joint spring strut axle at the front and a multi-link rear axle, combines agility and directional precision with excellent handling stability and suspension comfort. The front drive axle in the new BMW 2 Series Active Tourer has undergone extensive fine-tuning, ensuring that it endows the car with optimum driving dynamics and wonderfully precise steering feedback. The electromechanical steering

and the system's functional arrangement combine to produce a driving sensation that is devoid of interfering torque steer.

The intelligent use of high-tensile and ultra-high-tensile multi-phase steels makes a decisive contribution to safety standards in the BMW 2 Series Active Tourer, while also helping to keep the vehicle's weight down. Apart from being a crucial factor in the model's exceptional driving dynamics, this lightweight engineering is just one among many BMW EfficientDynamics technology elements. These also include the Auto Start Stop function, Brake Energy Regeneration, Optimum Gearshift Indicator, on-demand operation of ancillary units and the integral Air Curtain, which uses two vertical air inlets in the front bumper to direct the airstream along the front wheels.

M Sport package for maximum presence.
Besides the standard trim, two further equipment lines both allow owners to put an individual slant on the interior and exterior. The Sport Line places the emphasis on the dynamic side, while the Luxury Line is all about elegance and exclusiveness. The M Sport package that will be available from November opens up even greater scope for customisation. An M Aerodynamics package, M Sport suspension and 17 or 18-inch M light-alloy wheels on the outside are complemented by an M leather steering wheel and specially upholstered sports seats in the interior to maximise the on-road presence of the BMW 2 Series Active Tourer. The range will be extended from late autumn to include variants equipped with the xDrive intelligent all-wheel-drive system.

High degree of connectivity for enhanced safety and comfort.
Standards of safety and comfort aboard the BMW 2 Series Active Tourer are boosted by the assistance systems and various infotainment features that are collectively known as BMW ConnectedDrive. Take, for instance, the Traffic Jam Assistant or the camera-based cruise control system with Stop & Go function, which both work using a mono camera. They assist with accelerating and braking (longitudinal guidance) as well as steering (lateral guidance with the Traffic Jam Assistant), at the same time as relieving the driver of monotonous tasks, such as when driving in a queue of traffic on the motorway or in heavy city-centre traffic. BMW ConnectedDrive Services & Apps bring smartphone applications into the vehicle and allow innovative features like the Concierge Service or Real Time Traffic Information to be added. These can also be booked at a later date and for flexible periods of time.

The BMW 2 Series Active Tourer is the first model in the premium compact class to be made available with a Head-Up Display, which projects all relevant driving information into the driver's field of vision in full colour. Instead of being displayed on the windscreen itself, the information is shown on a screen that extends out between the steering wheel and windscreen. This enables drivers to view all key information without having to divert their attention from the road.

2.2 BMW 4 Series Gran Coupe: New elegance and luxury in the mid-size segment.

BMW presents the new BMW 4 Series Gran Coupe (combined fuel consumption: 8.1–4.5 l/100 km [34.8–62.7 mpg imp]; combined CO_2 emissions: 189–119 g/km), the first four-door Coupe in the premium mid-size class that represents a consistent extension of the model range. Following the launch of the BMW 4 Series Coupe and Convertible, the Gran Coupe is the third model to join the new BMW 4 Series, which is longer, wider and more dynamic than any of the previous mid-size series due to the balanced proportions of the vehicles. The new BMW 4 Series Gran Coupe combines the sleek look of a two-door Coupe with the functionality provided by four doors and expansive spaciousness, including a wide-access luggage compartment.

Perfect balance and enhanced presence in the mid-size range.
The BMW 4 Series Gran Coupe has exactly the same dimensions as the two-door Coupe: a length of 4,638 millimetres, a width of 1,825 millimetres and a wheelbase of 2,810 millimetres. Up front, both models are identical and share the typical BMW design features like the double-kidney grille, twin round headlights and the large air intake in the front apron. However, the roof of the BMW 4 Series Gran Coupe is 12 millimetres higher, 112 mm longer and gently stretched, allowing it to flow smoothly into the rear quarter panels and boot lid. The typical BMW short overhangs, the long bonnet and the set-back passenger compartment complement the design of the BMW 4 Series Gran Coupe to express perfect balance combined with a bold presence.

This extended roofline highlights the elegance and sophistication of the BMW 4 Series Gran Coupe while setting new standards for aesthetics in the mid-size class that also have decisive practical advantages. For example, there is more headroom in the interior, not to mention added comfort. The boot volume of 480 litres is 35 litres larger than that of the two-door version for more convenience in meeting the challenges of everyday driving situations with the BMW 4 Series Gran Coupe.

Dynamic and elegant concept with functional features.
When compared with a two-door Coupe, the BMW 4 Series Gran Coupe offers passengers easier access when entering or leaving the vehicle thanks to the four-door configuration. The doors are frameless, having the characteristic design features of BMW mid-size Coupes that emphasise the

elegance of the vehicle concept. The functional elegance of the 4+1 seater is highlighted by prominent round instruments with a black panel look and the freestanding flat-screen iDrive monitor. The wide-access boot opening and spacious luggage area makes loading and unloading much easier. The 40:20:40 split-folding backrest of the rear seat ensures added flexibility. The maximum volume of the boot is 1,300 litres and is best-in-class when it comes to the premium four-door Coupes currently offered. The boot lid is equipped as standard with an automatic opening and closing mechanism for maximum convenience, and the Smart Opener feature can be ordered to open and close the lid with a movement of the foot.

Wide-ranging customisation options offered by three special equipment packages, the M Sport package and the BMW Individual programme.

The interior of the BMW 4 Series Gran Coupe represents elegance and sophistication combined with outstanding ergonomics. All controls are configured to give the driver optimal access to them. An approach known as layering – the intelligent utilisation of space through the structuring of lines and surfaces into layers – expresses the hallmark BMW driver focus. Lines from the cockpit stretch along the front doors and the B-column into the rear passenger compartment. They create a sense of unity encompassing the front and back seats, as do the seamless transitions formed by the interior door panels. The shape of the rear bench seat resembles the look of two individual seats, but the upholstered “console surface” between them can also accommodate a third passenger in the middle (4+1-seater). Extraordinary material combinations and unrivalled quality of workmanship define the premium ambience on board the new BMW 4 Series Gran Coupe. The standard model variant, plus three optional equipment packages and the M Sport package, leave no wishes unfulfilled for drivers wanting a special look and feel. The BMW Individual programme offered at market launch includes options for creating an exclusive vehicle with special leather interior packages, exterior colours and 19-inch light-alloy wheels.

Four and six-cylinder petrol engines, plus two four-cylinder diesel engines available at model launch.

The new BMW 4 Series Gran Coupe offers a choice of five powerful, refined and efficient engines. The high end is represented by the 435i’s six-cylinder in-line 3.0-litre petrol engine delivering 225 kW/306 hp (fuel consumption urban/extra-urban/combined: 11.4/6.2/8.1 l/100 km [24.7/45.5/34.8 mpg imp]; combined CO_2 emissions: 189 g/km). The BMW 428i Gran Coupe (fuel consumption urban/extra-urban/combined: 8.9/5.3/6.6 l/100 km [31.7/53.3/42.8 mpg imp]; combined CO_2 emissions: 154 g/km) and the BMW 420i Gran Coupe (fuel consumption urban/extra-urban/combined:

8.7/5.1/6.4 l/100 km [32.4/55.3/44.1 mpg imp]; combined CO_2 emissions: 149 g/km) are equipped with light and powerful four-cylinder engines that deliver 180 kW/245 hp and 135 kW/184 hp respectively. Like all BMW diesel variants, the two four-cylinder engines offered for the BMW 4 Series Gran Coupe are known for their smoothness, torque and outstanding efficiency. The BMW 420d Gran Coupe (fuel consumption urban/extra-urban/combined: 5.8/4.1/4.7 l/100 km [48.7/68.9/60.1 mpg imp]; combined CO_2 emissions: 124 g/km) delivers 135 kW/184 hp with an average fuel consumption, depending on tyres, of only 4.7 to 4.9 litres per 100 kilometres / 60.1 to 57.6 mpg imp (4.6 to 4.7 litres / 61.4 to 60.1 mpg imp with sport automatic transmission) and sprints from 0 to 100 km/h (0 to 62 mph) in only 7.7 seconds (7.5 seconds with sport automatic transmission). The engine in the BMW 418d Gran Coupe (fuel consumption urban/extra-urban/combined: 5.4/4.0/4.5 l/100 km [52.3/70.6/62.7 mpg imp]; combined CO_2 emissions: 119 g/km) has an output of 105 kW/143 hp and consumes 4.5 to 4.7 litres per 100 kilometres (62.7 to 60.1 mpg imp).

All diesel and petrol engines feature the latest BMW TwinPower Turbo technology and comply with the EU6 emissions standard. The ultramodern engines combine impressive elasticity and dynamics with very low fuel consumption and emissions.

xDrive and two Steptronic transmissions are available.
At model launch, the BMW 428i Gran Coupe and 420d Gran Coupe can be optionally equipped with BMW xDrive intelligent all-wheel-drive technology. (428i xDrive: fuel consumption urban/extra-urban/combined: 9.0/5.5/6.8 l/100 km [31.3/51.3/41.5 mpg imp]; combined CO_2 emissions: 159 g/km; 420d xDrive: fuel consumption urban/extra-urban/combined: 6.1/4.2/4.9 l/100 km [46.3/67.2/57.6 mpg imp]; combined CO_2 emissions: 129 g/km) The standard variant of the new BMW 4 Series Gran Coupe features a six-speed manual transmission, but all engines can be combined with the optional eight-speed Steptronic or eight-speed sport Steptronic transmissions, which also feature manual shifting using paddles on the steering wheel.

BMW EfficientDynamics – sporty performance, low consumption.
The elegant and dynamic character of the BMW 4 Series Gran Coupe is accompanied by excellent economy and efficiency. The source of this low fuel consumption can be traced to the BMW EfficientDynamics strategy, with wide-ranging innovations for intelligent mobility. These innovations include the optimised fuel economy of the petrol and diesel engines, the lightweight construction concept and honed aerodynamics with features such as a smooth covered underbody and the use of Air Curtains and Air Breathers. Brake Energy Regeneration, the Auto Start Stop function, the gear shift

indicator and ancillary components that are activated on demand also contribute to fuel savings and reduced emissions. Automatic transmissions (Steptronic) can also reduce consumption with coasting mode, and even more is possible with ECO PRO mode.

BMW ConnectedDrive – 100 per cent connectivity.

The entire range of BMW ConnectedDrive options can be ordered for the BMW 4 Series Gran Coupe. Among the highlights are the Navigation System Professional, the full-colour BMW Head-Up Display, Driving Assistant, the glare-free High Beam Assistant, Active Protection and the latest development stage of Active Cruise Control with Stop & Go function. Innovative interface technology also permits easy integration of smartphones in the vehicles. This supports the use of the dynamically growing selection of apps available, for example, from Audible or Deezer, for various purposes in the vehicles.

2.3 The BMW X3: Powerful, exclusive appearance and maximum versatility.

It was back in 2003 that BMW founded the new mid-size Sports Activity Vehicle (SAV) segment with the launch of the X3. That means the BMW X3 has been a paragon of sporty dynamics, premium ambience and robust agility, coupled with low fuel consumption and emissions, for over 10 years now – racking up sales figures of more than one million units in the process. The second generation of the successful BMW X3 has made a compelling case for itself since its introduction in 2010, boasting the best interior and boot measurements and the greatest versatility in its class.

And now the new BMW X3 (fuel consumption combined: 8.3–4.7* l/100 km [34.0–60.1 mpg imp]; CO_2 emissions combined: 193–124* g/km) is set to build inexorably on its segment leadership. A pair of new-generation diesel engines, producing more power but once again burning less fuel, serve to improve dynamic performance and reduce pollutant emissions. The exterior and interior design of the new BMW X3 reveal stylistic revisions and also add further depth to the car's practicality with detail solutions responding to customer requirements.

* Figures with optional reduced-rolling-resistance tyres on 17-inch Streamline style 306 wheels.

Dynamic appearance and exclusive ambience.
The new BMW X3 cuts a visually more powerful figure with its new, modified twin circular headlights (LED headlights are optional), a more eye-catching kidney grille, new front and rear bumpers, and exterior mirrors with integrated turn signal indicators – shining an even brighter spotlight on signature BMW X model design features. A high level of perceived quality and exclusivity also defines the interior of the new BMW X3. Chrome applications, a centre console with optional automatic climate control system in high-gloss black-panel look, and new cupholders with a sliding cover for the centre console underline the car's premium appearance. New exterior colours, upholstery designs, interior trim strips and light-alloy wheels enable even more refined individualisation. The new xLine equipment package, meanwhile, allows owners to lend greater emphasis still to the dynamic and robust SAV character of the BMW X3. And the Smart Opener for the automatic tailgate and storage package (both optional) further enhance the already impressive functionality of the BMW X3.

World premiere for the new 2.0-litre diesel unit with 140 kW/190 hp.
The new BMW X3 is available from launch with a choice of four diesel and three petrol engines, with outputs ranging from 110 kW/150 hp to 230 kW/313 hp. The state-of-the-art units with BMW TwinPower Turbo technology guarantee outstanding performance combined with low fuel consumption, and all meet the EU6 exhaust gas standard. At the same time, the output of the X3 xDrive20d (fuel consumption urban/extra-urban/combined: 5.8–5.4*/5.1–4.8*/5.4–5.0* l/100 km [48.7–52.3/55.4–58.9/52.3–56.5 mpg imp]; CO_2 emissions combined: 141–131* g/km), for example, rises from 135 kW/184 hp to 140 kW/190 hp, while the fuel consumption of the automatic version is 7.1 per cent lower than that of its predecessor. The BMW X3 xDrive20d, which gives this new 2.0-litre turbodiesel its global premiere, therefore sets the benchmark in its class. It is an achievement matched by the new 110 kW/150 hp BMW X3 sDrive18d (fuel consumption urban/extra-urban/combined: 5.8–5.4*/4.7–4.3*/5.1–4.7* l/100 km [48.7–52.3/60.1–65.7/55.4–60.1 mpg imp]; CO_2 emissions combined: 134–124* g/km) with classical rear-wheel drive and a six-speed manual gearbox. Likewise leading the way in their segments are the BMW X3 xDrive28i (fuel consumption urban/extra-urban/combined: 9.3–8.7*/6.3–5.9*/7.4–7.0* l/100 km (30.4–32.4/44.8–47.8/38.2–40.3 mpg imp); CO_2 emissions combined: 172–162* g/km) with 180 kW/245 hp and the BMW X3 xDrive35i (fuel consumption urban/extra-urban/combined: 10.7/6.9/8.3 l/100 km [26.4/40.9/34.0 mpg imp]; CO_2 emissions combined: 193 g/km) with 225 kW/306 hp.

* Figures with optional reduced-rolling-resistance tyres on 17-inch Streamline style 306 wheels.

BMW EfficientDynamics: driving pleasure and low fuel consumption.
The trailblazing BMW EfficientDynamics package of technology brings the Auto Start Stop function, coasting function, Brake Energy Regeneration and on-demand operation of ancillary units to the new BMW X3, resulting in the lowest fuel consumption and emissions in the segment. In addition, fourth-generation low-rolling-resistance tyres make a significant contribution to the excellent environmental performance of the new BMW X3 by reducing CO_2 emissions by 7 g/km.

BMW ConnectedDrive: driver assistance and infotainment.
The new BMW X3 advances the company's commitment to the link-up of driver, vehicle and outside world, an area in which BMW is an undisputed leader. Among the outstanding new features from BMW ConnectedDrive on board the BMW X3 are the iDrive Controller with integrated touchpad (for text input using finger movements), Parking Assistant, the full-colour BMW Head-Up Display, the anti-dazzle High Beam Assistant and Driving Assistant Plus,

including Lane Departure Warning, Active Cruise Control with Stop & Go function and preventive pedestrian protection.

Also available under the BMW ConnectedDrive umbrella are Real Time Traffic Information (RTTI), Concierge Services and the Intelligent Emergency Call function. A range of apps enable the use of Facebook and Twitter, AUPEO! internet radio and music platforms like Napster and Deezer.

2.4 BMW 2 Series Coupe: A new dimension in dynamics.

A new model series, the BMW 2 Series Coupe (combined fuel consumption: 8.1–4.2 l/100 km [34.9–67.3 mpg imp]; combined CO_2 emissions: 189–111 g/km), is making its debut in the BMW range. It replaces the highly successful BMW 1 Series Coupe (fuel consumption combined: 8.0–3.8 l/100 km [35.3–74.3 mpg imp]; CO_2 emissions combined: 188–99 g/km), more than 150,000 of which were built and sold to customers around the world in the course of its lifetime. With its different design and substantially larger dimensions, its focus on sporty engines and a sporty chassis set-up, and with more extensive specification that includes automatic climate control as standard equipment, the BMW 2 Series Coupe is clearly differentiated from the BMW 1 Series. The new models are four-seater rear-wheel drive compact models embodying characteristic BMW Coupe themes, including the typical two-door body.

Dynamic driving experience.
Typical BMW dynamics and handling characteristics are provided by a chassis with double-joint spring-strut front axle, five-link rear axle and rear-wheel drive. The wider track, low centre of gravity and near-ideal 50:50 axle load distribution achieve the balance between sporty agility and driving comfort which customers have come to expect of a BMW.

An extensive range of engines incorporating BMW TwinPower Turbo technology will be available right from the launch of this model series. The BMW 220i Coupe (fuel consumption urban/extra-urban/combined: 8.3/4.8/6.1 l/100 km [34/58.8/46.3 mpg imp]; combined CO_2 emissions: 142 g/km) is the first compact BMW model to be equipped with the 135 kW/184 hp 2.0-litre four-cylinder petrol engine. The line-up also includes high-torque BMW four-cylinder diesel engines, comprising a 105 kW/143 hp unit in the BMW 218d Coupe (fuel consumption urban/extra-urban/combined: 5.3/3.8/4.3 l/100 km [53.3/74.3/65.7 mpg imp]; combined CO_2 emissions: 114 g/km), a 135 kW/184 hp unit in the BMW 220d Coupe (fuel consumption urban/extra-urban/combined: 5.6/3.9/4.5 l/100 km [50.4/72.4/62.7 mpg imp]; combined CO_2 emissions: 125 g/km) and a powerful 160 kW/218 hp unit in the BMW 225d Coupe (fuel consumption urban/extra-urban/combined: 5.6/4.2/4.7 l/100 km [50.4/67.2/60.1 mpg imp]; combined CO_2 emissions: 124 g/km).

Available right from the launch date, the top-of-the-line BMW M235i Coupe (fuel consumption urban/extra-urban/combined: 10.9/6.4/8.1 l/100 km [25.9/44.1/34.8 mpg imp]; combined CO_2 emissions: 189 g/km) is a high-performance BMW M Performance model whose 240 kW/326 hp three-litre six-in-line petrol engine with M Performance TwinPower technology offers impressive power reserves. This model also features M-specific chassis tuning and an aerodynamically optimised body.

In the BMW 2 Series models, too, BMW EfficientDynamics technology ensures exceptional fuel economy. Such efficiency-promoting features include the new aerodynamics-enhancing Air Curtains, ECO PRO mode with coasting function for vehicles with automatic transmission, and the Proactive Driving Assistant for vehicles with Professional navigation system.

Larger, wider, more spacious.
The dynamic body lines of this model (which is almost 11 centimetres longer than the current BMW 1 Series), the distinctive front and rear styling and the fact that the body is at its widest over the rear axle, emphasising the rear-wheel drive configuration, are telltale distinguishing features of the BMW 2 Series.

The new Coupe series is both longer and wider than the predecessor model. This also translates to a more spacious interior with more front headroom, more rear legroom and more boot space. The longer wheelbase and wider track, together with the lower-slung silhouette, accentuate the car's sense of dynamism.

The typical BMW Coupe three-box body architecture with clearly defined boot and low-slung silhouette, a long bonnet, doors with frameless side windows and a dynamically elongated roofline, which makes a fluent transition into the tail end, are all to be found in this new model too.

These features, along with the striking swage lines which wrap round into the tail end, revisit characteristic styling themes of the legendary BMW 02 Series models from the 1960s and 70s, and evoke BMW's long tradition of building sporty and agile compact models.

BMW ConnectedDrive.
The BMW 2 Series Coupe sets further benchmarks in the compact segment with its intelligent connectivity and assistance systems. BMW ConnectedDrive includes a wide range of practical mobility services and safety-enhancing driver assistance systems, either as standard or as optional features. Highlights include the new iDrive Touch Controller, whose touch-sensitive

interface allows drivers to input characters or points of interest directly using their finger, and the Driving Assistant, which includes a pedestrian warning function. Other features include extended smartphone and music player integration and integration of apps, for example for internet services such as Facebook and Twitter.

2.5 BMW M3 Sedan und BMW M4 Coupe: Innovative engine technology and systematic lightweight design.

The launch of the new BMW M3 Sedan (fuel consumption combined: 8.8–8.3 l/100 km [32.1–34.0 mpg imp]; CO_2 emissions combined: 204–194 g/km) and the new BMW M4 Coupe (fuel consumption combined: 8.8–8.3 l/100 km [32.1–34.0 mpg imp]; CO_2 emissions combined: 204–194 g/km) sees BMW M GmbH revealing a new interpretation of the high-performance sports car – and carrying the BMW M philosophy over into the fifth generation of the M3. More than 40,000 examples of the fourth-generation BMW M3 Coupe were built, and now the BMW M4 Coupe is poised to continue this success story. The "M4" badge is a reference to the model series that provides the basis for the new M model – and, for the first time, the Coupe will be introduced at the same time as the four-door variant. Logic dictates the latter will be christened the BMW M3 Sedan.

BMW M brings racing technology to the road.
"Four generations of the BMW M3 have blended motor sport genes and uncompromised everyday usability within an emotionally rich overall concept," explains Dr Friedrich Nitschke, President BMW M GmbH. "The BMW M3 Sedan and BMW M4 Coupe represent an ongoing commitment to this philosophy. The engine is the heart of every M model, and the new turbocharged six-cylinder unit fitted in the two new cars combines the virtues of a high-revving naturally aspirated unit with the strengths of turbocharger technology. A committed lightweight design concept produces a weight saving of around 80 kilograms over the outgoing M3. The BMW M3 and BMW M4 take motor sport technology from the track to the road, and thousands of laps of the legendary Nürburgring Nordschleife – the world's most exacting race track – have readied the new models for that transition. Meticulous and passion-fuelled development work has underpinned the creation of two high-performance sports cars that set new standards in terms of overall concept, precision and agility."

New engine with torque increased by around 40 per cent.
The high-revving six-cylinder in-line engine with M TwinPower Turbo technology newly developed for the new BMW M3 Sedan and new BMW M4 Coupe produces a maximum output of 317 kW (431 hp) is available across a wide rev band and outstrips the figure recorded by the outgoing BMW M3 by roughly 40 per cent. And yet the engine also achieves a reduction in fuel consumption and emissions of around 25 per cent. Both the

BMW M3 Sedan and BMW M4 Coupe cover the sprint from 0 to 100 km/h / 62 mph in 4.1 seconds (with the optional seven-speed M Double Clutch Transmission with Drivelogic).

Systematic lightweight technology.
In the interests of maximising dynamic ability and ensuring excellent efficiency, weight savings of around 80 kilograms have been achieved over a comparably equipped predecessor model. The BMW M4 Coupe, for example, has a DIN kerb weight of 1,497 kilograms, thanks to the rigorous application of intelligent lightweight design measures. These include the increased use of lightweight materials such as carbon-fibre-reinforced plastic (CFRP) and aluminium for a number of chassis and body components. Indeed, both models feature a carbon roof.

Geared for everyday usability as well as the race track.
One of the primary objectives in the development of the BMW M3 Sedan and BMW M4 Coupe was to ensure the new cars offered impressive race track capability. Hence the presence of a track-specification cooling system, which ensures that the optimum temperature balance for the engine, turbochargers and transmission is maintained at all times.

In order to accentuate the racing character of the two models in terms of both their technical composition and the fine-tuning of the cars, the engineers worked closely with BMW Motorsport's professional racing drivers during the development phase. For example, DTM drivers Bruno Spengler and Timo Glock took part in the extensive testing and set-up work carried out at the Nürburgring-Nordschleife circuit.

2.6 BMW i on the grid with two models: Electric mobility courtesy of the BMW i3 and the BMW i8.

BMW i stands for tailor-made vehicle concepts, sustainability along the entire value chain, complementary mobility services and a new understanding of premium. The brand takes into consideration worldwide ecological, economic and social change. In addition to the BMW i3 (fuel consumption combined: 0.0 l/100km; CO_2 emissions combined: 0 g/km), which celebrated its premiere in 2013, BMW i will be offering a further, uniquely fascinating model as of 2014 – the plug-in hybrid sports car BMW i8 (fuel consumption combined: 2.1–0.0 l/100 km [134+ mpg]; CO_2 emissions combined: 49–0 g/km).

Conceptual and technological development at BMW i is underpinned by extensive research and development work. At the same time, there have been large-scale field studies to examine the behaviour of purely electrically powered vehicles in everyday traffic conditions. In the process, a great deal of valuable experience has been gained and is reflected in the innovative vehicle concepts and mobility solutions offered by BMW i. Characteristic BMW driving pleasure in conjunction with emission-free mobility, cutting-edge design, intelligent lightweight construction as well as resource-conserving and energy-saving production methods complement each other to create the unique premium characteristics of BMW i automobiles such as the new all-electric BMW i3 and the upcoming BMW i8 plug-in hybrid sports car.

Sustainability that also embraces the production process.
What makes the BMW i approach so unique is the revolutionary, holistically sustainable concept which ranges from initial development and design, production and utilisation right up to recycling and offers, in all respects, sustainability at the same level as conventional BMW standards in terms of quality and driving pleasure. BMW i thinks beyond the actual vehicle itself and makes allowances for the entire value chain. For example, BMW i vehicles are produced at the BMW Leipzig plant using electricity that is gained directly from wind turbines located on the factory premises and – thanks to a new production method – built using a fraction of the energy that is required for conventional vehicle construction. For the very first time at this factory, premium automobiles are being produced that are designed from the outset to be powered solely by electricity or by a plug-in hybrid drive system respectively. These are vehicles that, unlike so-called conversion models, are not based on conventional automobile structures and merely equipped with

additional electric components, but vehicles that are designed right from the start to attain sustainable electric mobility.

BMW LifeDrive concept lowers vehicle weight.
Sustainable electric mobility calls for completely new solutions – which also applies to the vehicle architecture. At BMW i, this solution is termed “LifeDrive”, a vehicle architecture especially designed for the electric vehicle. This innovation not only more than compensates for the weight of the battery, but also lowers the centre of gravity, guaranteeing a high degree of occupant safety. The LifeDrive architecture of the BMW i3 and the i8 comprises two modules – the Life Module as a passenger compartment and the Drive Module, a suspension set-up featuring integrated drive technology.

The Life Module consists of high-strength, extremely light carbon, a material that is 50 per cent lighter than steel but significantly more rigid. The BMW Group is the world’s first company to industrialise the CFRP production process for economical usage in automobile production. Thanks to the use of this material, it was possible to dispense with the B pillar in the entrance area of both the BMW i3 and the BMW i8, thereby conveying a distinct feeling of spaciousness and permitting convenient access to the interior. The Drive Module is made of lightweight aluminium and accommodates all suspension, heating/air conditioning and drive components as well as the battery. All in all, this means more room for the passengers and, thanks to the low centre of gravity, typical BMW agility and road-holding characteristics.

BMW eDrive guarantees zero-emission driving pleasure.
Das Antriebskonzept BMW eDrive, also den Elektromotor und den flüssigkeitsgekühlten Lithium-Ionen-Hochvoltspeicher, hat BMW selbst entwickelt. Der Elektromotor beschleunigt aus dem Stand mit maximalem Drehmoment und ermöglicht bei Nutzung 100 Prozent regenerativer Stromquellen emissionsfreies Fahren. Dies führt dazu, dass der BMW i3 in seinem Fahrzeugleben nur rund die Hälfte des CO_2-Footprint hinterlässt wie das Referenzfahrzeug, das World Green Car of the Year 2008, the BMW 118d (urban/extra-urban/combined: 5.1/3.6/4.1 l/100 km [55.3/78.4/68.9 mpg imp]; CO_2 emissions: 119 g/km). At the same time, typical BMW driving pleasure remains the trademark of the BMW i3 and, of course, the BMW i8 as well.

BMW i3 – compact and sporty.
The BMW i3 is the first all-electric series vehicle produced by BMW i and the first premium automobile designed right from the start to be powered solely by electricity. The BMW i3 creates entirely new and pathbreaking possibilities to experience driving pleasure, sustainability and networking in urban traffic conditions. The visionary design of the BMW i3 authentically expresses both

the typical BMW sportiness and the efficiency of the 4-seater car alike. Its innovative vehicle concept combines lightness, stability and safety with a remarkably high level of spatial comfort. In perfect interplay with the driver assistance systems and BMW ConnectedDrive mobility services developed exclusively for BMW i, as well as the services provided by 360° ELECTRIC, emission-free mobility within the urban environment becomes both a fascinating and practical everyday experience that also convinces in terms of fuel economy. For example, ongoing maintenance costs for a BMW i3 in Germany are 30 per cent lower than those of a BMW 320d (urban/extra-urban/combined: 5.9/4.0/4.7 l/100 km [47.8/70.6/60.1 mpg imp]; CO_2 emissions: 119 g/km).

Dynamic appearance and spacious interior.
The BMW i3 boasts a new interpretation of typical BMW design characteristics. At the front, the flat double kidney grille sporting a colour accent and the U-shaped headlights attract immediate attention. Like the roof and the tailgate, the bonnet, under which a 35-litre storage space is provided, is always finished in black, regardless of the exterior body colour, giving the car a flatter and more dynamic appearance. Viewed from the side, the BMW i3 looks particularly dynamic, thanks to 19-inch forged alloy wheels, short overhangs and a flowing silhouette. The front and rear doors open in opposite directions, permitting convenient access thanks to the large door openings and the B pillar being integrated into the door. The U-shaped headlights with LED daytime driving lights at the front and the likewise U-shaped taillights are also striking features of the BMW i3.

In spite of its extremely compact exterior length of just under four metres, the BMW i3 offers its occupants a surprisingly generous amount of space. The spacious and airy interior convinces with a lounge-like, relaxing atmosphere. The distinctive styling of the instrument panel and door elements convey a sense of lightness and the interior elements made of renewable raw materials enable occupants to experience the sustainability of this new vehicle concept at any time.

The electric motor of the BMW i3 delivers a maximum power output of 125 kW/170 hp and a maximum torque of 250 Nm (184 lb-ft), transferring spontaneously developed power to the rear wheels via a single-stage gearbox. The BMW i3 sprints from 0 to 100 km/h (62 mph) in just 7.2 seconds, whilst a speed of 60 km/h (approx. 37 mph) is reached from a standstill in a mere 3.7 seconds. The low centre of gravity and well-balanced axle load distribution ensure a high level of directional stability and agility. The energy storage module facilitates a range of 130 to 160 kilometres (approx. 80 to 100 miles) in everyday operation. Depending on the drive mode, vehicle range can be

extended by between 20 and 40 kilometres (approx. 12 and 24 miles). The BMW i3 can also be equipped with an optional Range Extender, which keeps the charge of the lithium-ion battery at a constant level during operation as soon as it drops below a certain value. The Range Extender comprises a 650 cc, 25 kW/34 hp two-cylinder petrol engine, which is located above the rear axle immediately next to the electric drive motor. The maximum possible range in everyday operation is then increased to around 300 kilometres (approx. 186 miles).

BMW i8 – trailblazer in the sports car segment.
The BMW i8 was intentionally conceived right from the start as a high-performing and exceptionally efficient plug-in hybrid sports car. The model-specific plug-in hybrid system of the BMW i8, which was exclusively developed and produced by the BMW Group, marks a new evolutionary milestone in the development of the company's Efficient Dynamics technology. The basic principle of Efficient Dynamics – enhanced driving pleasure, lower fuel consumption – is particularly resolutely implemented in the BMW i8. With the performance characteristics of a thoroughbred sports car and the fuel economy of a small car, the BMW i8 plug-in hybrid sets benchmarks that can only be achieved by incorporating the revolutionary LifeDrive vehicle concept. As a result, the BMW i8 is the trailblazer of a new generation of sports cars that are defined not only by performance, but also by intelligent solutions to the challenges of individual mobility of the future.

The BMW i8 boasts an entirely new sports car design featuring many aerodynamically refined details. At the same time, the 2+2-seater car is immediately recognisable as a model of the BMW i brand and a sports car of a new generation. At the front, the bonnet is encompassed by slightly higher wheel arches and, together with the almost closed kidney grille, shapes an extremely flat and muscular frontal view. The precise swage line emphasises the wedge shape of the body and, together with the sloping roofline and the C pillar, creates an aerodynamic and sporty exterior design. In order to further optimise fuel economy, the BMW i8 ensures aerodynamically favourable airflow within all areas of the body, including Stream Flow air routing from the side to the rear, a smooth underside and the diffuser located beneath the rear end. Optional laser headlights developed exclusively by BMW with three-fold light intensity, doubled high beam range and extremely low energy consumption are unique worldwide.

In a world-first, laser headlights developed by BMW are now available as an option for a series-produced model. They boast three times the light intensity and double the range of conventional headlights, as well as extremely low energy consumption. Tiny laser diodes generate a very bright, white light that

is pleasant on the eye. Compared to LED headlights, which are already highly efficient, they cut energy usage by at least a further 50 per cent. Laser light generates 170 lumens per watt compared to around 100 lumens in the case of LED lighting, a little over 80 for xenon headlights and around 20 for halogen lights. Laser light is monochromatic, which means the light waves all have the same length and a constant phase difference. That results in a near-parallel, high-luminance beam which enables high-precision adjustment and a range of almost 600 metres. And it all comes with minimal demands on space because laser diodes are 10 times smaller than LEDs. Incidentally, this laser light is entirely safe: what are originally blue laser beams emitted by the diodes are first directed to a layer of phosphorus that turns them into harmless light resembling natural daylight. The resulting high-contrast illumination of the road makes for fatigue-free and safe driving after dark.

The interior of the BMW i8 conveys sportiness, dynamics and lightness. Distinct driver orientation and a modern cockpit design characterise the sports car of the future. All data required for driving such as speed, range and state of charge are shown on the instrument display in three-dimensional form. Familiar from other BMW models, the central control display on the instrument panel provides a representation of all further vehicle functions, including the extensive BMW ConnectedDrive services, which have been especially adapted to suit the demands of the plug-in hybrid technology featured in the BMW i8.

The technical highlight of the BMW i8 is undoubtedly BMW eDrive, drive technology developed by BMW for use in all electric and plug-in hybrid models. This is supplemented by the completely new 1.5-litre, three-cylinder petrol engine. Power from the two motors (electric at the front and petrol at the rear) is transferred to the road without any noticeable interruption of traction and, in SPORT mode, using four-wheel drive technology. Thanks to an overall system power output of 266 kW/362 hp, the BMW i8 offers the performance of a sports-car: 0–100 km/h (62 mph) in 4.4 seconds, with top speed being electronically limited to 250 km/h (approx. 155 mph). Average fuel consumption of the BMW i8 as per ECE test cycle for plug-in hybrid vehicles is 2.1 litres/100 kilometres (134.5 mpg imp), coupled with a CO_2 emission level of 49 grams per kilometre. Maximum possible vehicle range in solely electric operation is approximately 35 kilometres (22 miles), whereby the battery of the plug-in hybrid can also be constantly recharged by the three-cylinder petrol engine during the journey. This means that during overland journeys for example, the BMW i8 can be driven through towns and cities at any time entirely by electric power, whilst outside built-up areas, the battery is recharged by the combustion engine so that sufficient capacity is available to drive through the next town using only the power from the electric motor.

360° ELECTRIC and BMW ConnectedDrive make electric mobility simple.

In addition to the actual vehicle, the 360° ELECTRIC programme from BMW i offers customers an extensive range of products and premium services guaranteed to satisfy all needs and provide answers to all questions. These include recharging at home using the BMW i Wallbox, recharging at public charging stations, mobility assurance and the integration of innovative mobility services offered by BMW ConnectedDrive. The programme supports the comfortable, reliable and flexible use of the electric vehicle and provides answers to all questions pertaining to electric mobility. As a result, the 360° ELECTRIC programme makes a significant contribution towards making a BMW i customer's everyday life considerably easier.

Innovative driver assistance systems such as the Traffic Jam Assistant, Parking Assistant or the Collision and Pedestrian Warning Assistant with City Braking Function, as well as BMW ConnectedDrive mobility services exclusively adapted to suit purely electric drive technology, help cope with emission-free driving in everyday traffic conditions. In addition, navigation services especially developed within the framework of 360° ELECTRIC for the demands of electromobility complement the proven range of BMW ConnectedDrive products.

Every BMW i is fitted as standard with a SIM card and a navigation system, the range of functions of which is supplemented by BMW ConnectedDrive services that have been specifically developed for BMW i. The Dynamic Range Assistant accompanies route planning and the current journey. If the destination chosen in the navigation system is outside the vehicle's range, the driver is assisted by the recommendation to change either to the ECO PRO mode or the ECO PRO+ mode and by the calculation of an economically more favourable alternative route. Should it become necessary to recharge the battery at a public charging station, the respective stations available within the vicinity are then displayed to the driver.

BMW i vehicles achieve a new dimension in the networking of the driver and the car. The BMW i Remote app also provides useful mobility planning data on the customer's smartphone. Both inside and outside the vehicle, BMW i ConnectedDrive offers intermodal routing that is unique worldwide and incorporates public transport connections, parking spaces and footpaths into mobility planning. From travelling in the BMW i to the search for a parking space or taking the bus or the subway right up to the final stage of the journey covered on foot, BMW ConnectedDrive services for BMW i guide the customer accurately and efficiently to any desired destination.

2.7 BMW ConnectedDrive: 100 per cent connectivity, enhanced safety, wide range of services, maximum flexibility.

BMW ConnectedDrive comprises a full suite of mobility services which is unique on the market today and can be conveniently selected even while on the move. Over the course of the year, online-based services like the Concierge Service – a personal 24-hour assistant – will be available to order at any time from the BMW ConnectedDrive Store thanks to the SIM card built into the car. This SIM card forms part of the ConnectedDrive Services specification or comes with Intelligent Emergency Call, for example. BMW ConnectedDrive also includes an extensive range of assistance and safety systems. The full-colour, sharp-resolution BMW Head-Up Display with its unique functionality is a premium feature which is available in almost all BMW vehicle classes.

BMW ConnectedDrive Store can be visited directly from the vehicle.
The BMW ConnectedDrive Store is open for business round the clock, and can be accessed both from a home PC and from the vehicle, via the vehicle's built-in SIM card. Customers can visit the store at any time to order BMW ConnectedDrive mobility and infotainment services. In many cases these services are offered with a flexible contract term, allowing trial use of the service at a lower, entry-level price.

The gateway to this unique world of online-based services is the online customer portal ("My BMW ConnectedDrive"). Once the one-off registration for the new user and their vehicle(s) has been completed, users are able to access their own personal, password-protected BMW ConnectedDrive area and create their own personal settings. The customer portal can be used to access the BMW ConnectedDrive Store either from a home computer or from within the vehicle. In-car operation is intuitive and simple, using the iDrive Controller and the centrally located Control Display in the instrument panel. As on the home computer, all the services that are available for the vehicle are listed in the display, along with costs and contract term options (from one month to several years). All customers have to do is enter their password, choose a contract term, confirm the payment method details already in the portal database and, a few minutes later, the selected options will have been activated and are ready for use. Using the BMW ConnectedDrive Store, the vehicle's functions can be significantly extended and updated at any time, so that a BMW can stay up to date with

the latest technology even many years after it was purchased. The same possibilities are also available for a second owner or a used BMW.

Concierge Service – advice round the clock.
This innovative application connects customers with a BMW call centre agent 24 hours a day, 365 days a year, at the press of a button. Amongst other things, drivers can ask this personal adviser to check the whereabouts of the nearest out-of-hours chemist, reserve a hotel room or provide cinema listings. Telephone numbers, email addresses and website addresses can be supplied, while address data can be forwarded directly to the navigation system as a destination. To use the Concierge Service, the vehicle must be equipped with ConnectedDrive Services and the built-in SIM card.

Intelligent Emergency Call – added safety.
By 2015 it will be mandatory for all new vehicles in the EU to be equipped with an automated emergency call system. With Intelligent Emergency Call, BMW ConnectedDrive already offers a safety system with accident severity detection, a feature which goes far beyond the statutory requirements for 2015. If the crash sensors detect that an accident involving airbag deployment has taken place, the Intelligent Emergency Call system makes a telephone call to the BMW Call Centre via the vehicle's integrated SIM card. Simultaneously the system also notifies the call centre of the vehicle's position, the vehicle model, the severity of the accident and the number of people who may be injured. On the basis of all this data, the BMW Call Centre decides what action to take to ensure the fastest and most effective emergency response. The BMW Call Centre then remains in contact with the occupants of the accident vehicle until the emergency services arrive on the scene.
Intelligent Emergency Call offers both automated and manual activation, so that drivers are also able to organise emergency assistance for other road users.

BMW Head-Up Display projects all important information into the driver's direct line of sight.
The BMW Head-Up Display shows a complete range of important information in full colour and ultra-sharp resolution in the driver's direct line of sight. Driving speed, navigation details or information from the driver assistance systems can be read without the driver having to take their eyes off the road. BMW Head-Up Displays are now available in almost all BMW vehicle classes, using one of two different projection systems. Projection onto a glass panel between the steering wheel and windscreen now allows this premium feature to be offered even in vehicles for which it was previously unavailable due to the position of the windscreen. The new BMW 2 Series Active Tourer (combined fuel consumption: 6.0–4.1 l/100 km [47.1–68.9 mpg imp];

combined CO_2 emissions: 139–109 g/km) is the first BMW to be fitted with this type of BMW Head-Up Display.