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September 18, 2014

**10 years BMW 1 Series: Pioneer of driving pleasure, trailblazer of BMW EfficientDynamics.
Brand-typical sportiness, characteristic design, path-breaking efficiency, premium quality and innovative equipment features as factors of success in the compact segment – with sales of almost 1.9 million units worldwide.**

Munich. Can typical BMW driving pleasure also inspire in the compact segment? In the late summer of 2004, a sustainable and impressive answer to this question was provided. The BMW 1 Series made its debut – the first automobile to combine the brand's characteristic driving dynamics, a sporty and elegant design and premium quality with the functional advantages of a five-door car with compact dimensions. 10 years further on, the BMW 1 Series is still the benchmark for sportiness in its class and the epitome of efficiency, reliability and innovative equipment features. Its unique qualities have rendered it a bestseller, with almost 1.9 million units having been sold worldwide.

Meanwhile, the BMW 1 Series' history is being continued with the second model generation, offering numerous highlights that reflect the series' multifaceted potential and high level of appeal. The BMW 1 Series became the basis for a 5-door and a 3-door body variant, a coupe and a convertible, for the "World Green Car of the Year 2008", for the first BMW model with a CO₂ emission level of less than 100 grams per kilometre, for the brand's first electric vehicle for day-to-day use and for a BMW M automobile with 250 kW/340 hp, for the leader of the endurance test ranking of the trade magazine "Auto Bild" and the winner of the "Goldenes Lenkrad" in 2008 and 2011.

Thanks to the implementation of extensive EfficientDynamics technology, the BMW 1 Series became the leading pioneer in the consistent reduction of fuel consumption and emission levels. It was the brand's first series to include as from 2007 an Auto Start Stop function, a gearshift indicator, brake energy regeneration and electric power steering and more. Thanks to its enormous popularity, the

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BMW 1 Series also became the driving force for the steadily increasing sales figures achieved by the world's most successful premium automobile manufacturer.

Unique in the compact segment: A typical BMW for the “Joy Principle”.

With the Munich-based premium carmaker's venture into the compact segment, the unmistakable characteristics of a BMW model were adopted into a new format. The brand-typical proportions with a long bonnet, short overhangs, a long wheelbase and an aft-set passenger cell, the temperamental and dynamically designed body surfaces, the driver-oriented cockpit arrangement, powerful, longitudinally installed engines, high-class suspension technology and power transmission to the rear wheels, to this very day still unique in its class, all helped the BMW 1 Series attain its outstanding position that became the starting point for its worldwide sales success. From the very beginning, the BMW 1 Series underscored its significance through sophisticated, innovative equipment options previously only available in higher vehicle segments. Runflat tyres, adaptive headlight range control, a two-stage brake light, the Start/Stop unit and options such as Comfort Access, the iDrive control system as well as driver assistant systems and mobility services from BMW ConnectedDrive using intelligent networking found their way into the compact class with the BMW 1 Series. Moreover, the BMW 1 Series also took on an exemplary role in terms of safety. In the Euro NCAP crash test, both the first (2004) and the second model generation (2011) each received the highest rating of 5 stars.

In order to highlight the new model's exceptional qualities and reach additional target groups, new approaches were also adopted in the field of PR and marketing. For the first time and in addition to conventional advertising, a comprehensive online campaign and communication methods conceived exclusively for use with smartphones played a crucial role. On the website www.Prinzip-Freude.de, test drives were propagated at an early stage. Star of the



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TV spot released under the motto “Joy” was none other than Kermit the frog. With his unconventional, self-mocking charm, the world-famous protagonist of the Muppet Show proved to be the ideal figure to promote the new model.

Compact driving pleasure in great variety: BMW 1 Series in four body variants.

The BMW 1 Series was originally launched as a classic four-door hatchback with a large tailgate. Within the framework of the model update in the spring of 2007, the 5-door car was supplemented by a sport-oriented 3-door body variant, which clearly asserted the dynamic driving characteristics of the BMW 1 Series, of which more than 200,000 had been sold by that time. Additional dynamics came into play with the introduction of the third model in November of the same year. As a two-door model featuring a classic three-box design, four seats and exceptionally powerful engines, the BMW 1 Series Coupe offered the most intensive form of driving pleasure in the compact segment, with sales of more than 150,000 units worldwide before being replaced last year. The BMW 1 Series Convertible with a classic soft top and a low shoulder line guaranteeing that brand-typical open driving experience, was equally as successful. The first open-top premium automobile in the compact segment followed in April 2008, finally selling more than 130 000 times.

The current model generation of the BMW 1 Series (fuel consumption combined: 8.0–3.8 l/100 km; CO₂ emissions combined: 188–99 g/km) is available both in a 5-door and a 3-door version. Furthermore, BMW emphasises the increased significance of premium compact models for the international automotive markets by supplementing the product range with a second series. With the introduction of the BMW 2 Series Coupe (fuel consumption combined: 8.1–4.3 l/100 km; CO₂ emissions combined: 189–114 g/km) and the BMW 2 Series Convertible (fuel consumption combined: 8.5–4.4 l/100 km; CO₂ emissions combined: 199–116



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g/km), driving dynamics and sporty elegance have reached a new dimension within the compact segment.

Power output, running smoothness, suspension technology and performance at the highest level.

At the market launch of the BMW 1 Series, there was a choice of two four-cylinder petrol engines and two four-cylinder diesel engines. The high-revving, extremely powerful engines with outputs ranging from 85 kW/115 hp to 120 kW/163 hp were an integral part of an overall package offering an immediate guarantee of superior performance in the compact segment. Power was transferred to the rear wheels via the standard 6-speed manual transmission or the optional 6-speed automatic transmission respectively. Moreover, the concept for outstanding agility and safe handling comprised exceptionally sophisticated suspension technology, featuring as a central element a double-joint spring strut axle at the front and an entirely newly developed five-arm rear axle. The high level of stiffness, the weight-optimised body construction and the well-balanced 50 : 50 weight distribution between front and rear axle were also typical BMW attributes.

The magnitude of the potential of this vehicle concept, which was consistently designed for sporty and precisely controllable driving characteristics, had already been demonstrated on the Northern Loop of the Nürburgring in early 2005. There, a new, spectacularly powerful variant of the BMW 1 Series – the BMW 130i – took just 8 minutes and 35 seconds to get around the demanding circuit. Underneath the bonnet was a straight six-cylinder engine with a magnesium-aluminium alloy crankcase, double VANOS variable camshaft adjustment and VALVETRONIC fully variable valve control, whose fascinating performance characteristics had till then only been featured in the luxurious BMW 630i Coupe. The BMW 130i's 190 kW/258 hp power unit accelerated from 0 to 100 km/h in 6.2 seconds, meaning that the power development and running smoothness of a straight six-cylinder engine could now be experienced in the compact segment for the very first time.



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Following the introduction of the BMW 1 Series Coupe and the BMW 1 Series Convertible, driving dynamics were enhanced even further. The 225 kW/306 hp straight six-cylinder supercharged engine with direct petrol injection was employed in the models BMW 135i Coupe and BMW 135i Convertible. In March 2010, both of these top athletes were bestowed with the equally powerful straight six-cylinder of the new generation with BMW TwinPower Turbo technology including VALVETRONIC, which could be optionally combined with a 7-speed dual clutch transmission. As a result, the BMW 135i Coupe now sprinted from 0 to 100 km/h in a mere 5.2 seconds, the BMW 135i Convertible following just behind with 5.5 seconds.

Compact high-performance sports car produced in a limited edition: The BMW 1 Series M Coupe.

Right from the start, both models were equipped as standard with an M sports suspension and an M aerodynamics package.

Notwithstanding this, the BMW M GmbH's activities with regard to the BMW 1 Series were far from being exhausted. At the end of 2010, the company specialising in the development of high-performance sports cars launched the BMW 1 Series M Coupe. Likewise, the two-seater model was positioned in the compact segment, but nevertheless in a class of its own. Its 250 kW/340 hp straight six-cylinder engine featuring M TwinPower Turbo technology, suspension components taken from the BMW M3 as well as a model-specific body design with powerfully athletic contours and optimised aerodynamics rendered the BMW 1 Series M Coupe a charismatic ambassador of driving pleasure of the highest calibre. Even more impressive than the acceleration from 0 to 100 km/h in just 4.9 seconds was the handling precision in highly critical driving situations, an attribute that is typical of BMW M automobiles.

The BMW 1 Series M Coupe has been honoured with the red dot design award, the iF Design Award and the GOOD DESIGN Award and was deployed as a safety car at the MotoGP racing events, the Motorcycle Road World Championship. The compact high-



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performance sports car was produced until 2012 in a limited edition of 6,000 units and is today already considered by fans of particularly dynamic driving pleasure to be in a class of its own, ensuring high value retention and the status of a collector's item.

The technical development skills applied by the BMW M GmbH are also evident in the new model generation. The sportiest model variants with exceptionally powerful straight six-cylinder engines, suspension technology precisely aligned to high performance and aerodynamically optimised exterior features adopt a special status as BMW M Performance automobiles. There are currently four models on offer in the compact segment – the 3-door BMW M135i and the 5-door BMW M135i, each with 235 kW/320 hp, as well as the BMW M235i Coupe and the BMW M235i Convertible with 240 kW/326 hp. All BMW M Performance automobiles in the compact segment can be optionally equipped with an 8-speed Steptronic sports transmission. Moreover, intelligent BMW xDrive is optionally available for the 3-door BMW M135i, the 5-door BMW M135i and the 5-door BMW M235i Coupe. With the 8-speed Steptronic sports transmission and variable on-demand power distribution between the front and rear axles, the BMW M235i xDrive Coupe boosts acceleration to 4.6 seconds, the best result for a compact model from BMW.

BMW 1 Series: “World Green Car of the Year” and pacemaker for BMW EfficientDynamics.

From the very beginning, state-of-the-art engines with double VANOS and VALVETRONIC or turbo diesel technology including Common Rail direct injection, intelligent lightweight construction and favourable aerodynamic characteristics fostered not only agile sportiness, but also the supreme efficiency of models from the BMW 1 Series. Thanks to an outstanding relation between performance and fuel economy, the series contributed significantly towards the broad effect of the measures developed within the framework of BMW EfficientDynamics for a continuous reduction of fuel consumption and emission levels. The model year 2007 witnessed



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the introduction to the BMW 1 Series of a comprehensive range of completely newly conceived engines offering even better efficiency. At the same time, it became the brand's first series to include as standard a comprehensive and unique BMW EfficientDynamics technology package comprising, inter alia, brake energy regeneration, Auto Start Stop function, shift point indicator, active air vent control, tyres with reduced rolling resistance, electric power steering and additional on-demand controlled ancillary components. As a result, the BMW 1 Series became the pacemaker for the consistent lowering of the fleet fuel consumption and CO₂ emissions of BMW automobiles. Between 2006 and 2008 alone, average fuel consumption of BMW models on the German automotive market dropped by 16 percent – this being more than double the figure achieved by competitors in the premium segment.

The exemplary efficiency of the BMW 1 Series also attracted a great deal of attention internationally. In 2008, the 3-door BMW 118d powered by a 2-litre four-cylinder diesel engine with 105 kW/143 hp was voted "World Green Car of the Year". The jury comprising international trade journalists rated its temperamental power delivery and average fuel consumption of 4.5 litres per 100 km in the EU test cycle and a CO₂ emission level of 119 grams per km as an outstanding example of efficient technology in a series production vehicle.

Innovations in the field of engine development implemented in the BMW 1 Series regularly demonstrated their efficiency enhancing potential. This applies not only to the four-cylinder petrol engines with direct fuel injection in lean operation introduced in 2007, but also to the four-cylinder diesel engine presented the same year featuring multi-stage supercharging and a maximum output of 150 kW/204 hp, which in the BMW 123d Coupe, for example, achieved acceleration from 0 to 100 km/h in 7 seconds and an average fuel consumption of 5.2 litres/100 km according to the EU standard.



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A milestone on the way to emission-free mobility: The BMW ActiveE.

The compact three-door car proved to be the ideal basis for a particularly path-breaking drive concept. In 2011, low-volume production of the BMW ActiveE, the brand's first electric vehicle designed for everyday use, commenced. An electric motor with 125 kW/170 hp, lithium-ion batteries and intelligent energy management permitted locally emission-free driving pleasure combined with rear-wheel drive, four seats and the sporting charisma of the compact BMW 1 Series Coupe.

The drive concept featured in the BMW ActiveE formed the basis for the BMW eDrive technology that ensures emission-free driving pleasure in the BMW i3 of today. Extensive field tests on the low-volume model, which proved to be extremely suitable for everyday deployment, delivered valuable information on the practical use of electric vehicles. These days, the BMW ActiveE is still demonstrating its high degree of maturity in the vehicle fleet of the premium car sharing provider DriveNow and elsewhere.

New generation of the BMW 1 Series: Taking first place in the efficiency rating thanks to BMW TwinPower Turbo technology.

The current model generation of the BMW 1 Series is powered only by petrol and diesel engines featuring BMW TwinPower Turbo technology which, thanks to their high internal effectiveness, ensure even better efficiency. This optimisation was particularly effectively implemented in the case of the 85 kW/116 hp diesel model BMW 116d EfficientDynamics Edition, the average fuel consumption of which was reduced to 3.8 litres per 100 kilometres, with its CO₂ emission level being lowered to 99 grams per kilometre. As a result, it is currently the most efficient model in the BMW range.

Moreover, the 8-speed Steptronic transmission, which is unique in the compact segment and available for virtually all engine variants, makes a contribution towards enhanced driving pleasure and a



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reduction in fuel consumption and emission levels. The extent of the EfficientDynamics technology, which is standard on all models of the BMW 1 Series, was complemented by the ECO PRO mode and other features.

The drive portfolio is now even more attractive and diverse thanks to BMW xDrive, a system included in BMW 1 Series models of the current generation. The intelligent four-wheel concept is not only optionally available for BMW M Performance automobiles, but also for the models BMW 118d and BMW 120d in both 3- and 4-door versions.

State-of-the-art production processes for premium quality and outstanding reliability.

Production of the BMW 1 Series commenced in 2004 at the BMW Regensburg plant, which was extensively expanded for the manufacture of the new model. The new facilities excelled through a high level of efficiency and flexibility as well as optimised ergonomics. Innovative production processes were developed in order to ensure maximum quality of the individually customised premium compact vehicles. Computer-controlled construction of the pressing tools for sheet steel processing guaranteed quality-optimised realisation of the BMW 1 Series' characteristic body design. Further innovations included the modular construction method applied on the assembly line, the powder coating technology used for the first time on a compact model and the customer-oriented sales and production process (COSP), facilitating changes of the individual vehicle configuration just ten days before commencement of production.

In 2007, production of the 3-door version of the BMW 1 Series, the BMW 1 Series Coupe and the BMW 1 Series Convertible commenced at the BMW Leipzig plant in compliance with the same quality standards and using state-of-the-art manufacturing methods. At this production location, which had only just been inaugurated in 2005, a crucial milestone was also celebrated in April 2010: By that time, one million BMW 1 Series vehicles had rolled off the assembly



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line. The milestone model was a 3-door BMW 118d from Leipzig. Likewise, the purely electrically powered ActiveE was built at the BMW Leipzig plant, right there where the models BMW i3 and BMW i8 are produced today.

The outstandingly high quality standards, which were adhered to from the very start in the production of BMW 1 Series models, also manifests itself in the high value retention and the reliability that is regularly verified by independent analyses. For example, in 2009, the BMW 130i had already managed to seize top position in the endurance test ranking of the trade magazine "Auto Bild". Thanks to a trouble-free drive covering a distance of 100 000 kilometres, the sporty six-cylinder model achieved the best marathon result of the year. For this accomplishment, the professional testers awarded the grade 1+ and voted the BMW 130i the "best ever Auto Bild endurance test car". The BMW 130i held this lead until the update of the ranking procedure and the addition of new criteria this year.

The introduction of the second model generation of the BMW 1 Series was linked to a new distribution of tasks between production locations. The 5-door version and the 3-door version of the BMW 1 Series are now produced at the Regensburg plant. The 5-door BMW 1 Series is also built in Leipzig, as are the BMW 2 Series Coupe and the BMW 2 Series Convertible.

Innovative features from higher segments set standards in the compact class.

With the expansion of the model range to include vehicles of the compact segment, BMW was not only able to fulfil the steadily increasing customer demands in this class, but also provide totally new driving experiences, in particular with a view to vehicle dynamics. Since the introduction of the BMW 1 Series, the decision in favour of a compact model has been associated with the highest quality standards, individuality and unmistakable driving pleasure. Moreover, to this day, in terms of product substance and equipment features, the BMW 1 Series also conveys to the compact segment the



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premium demands normally only found in higher segments. Consequently, for 10 years now, models of the BMW 1 Series have time and time again set standards in the compact class.

With the emergence of the BMW 1 Series, active and passive safety features such as flat tyre indicator, runflat tyres, two-stage brake lights, adaptive headlight range control and the multi-stage vehicle stability system DSC (Dynamic Stability Control) including DTC (Dynamic Traction Control) all made their way into the compact class. Furthermore, sports seats with additional backrest width adjustment, the Start/Stop system for engine activation, the iDrive control system with foldable monitor, a safety partition net integrated into the rear seat backrest, the Comfort Access feature, Bluetooth hands-free equipment and the condition-based system, which monitors and indicates the service requirement of wear components such as brake linings, are all unique in the segment.

With the launch of the current BMW 1 Series model generation, the range of BMW Lines was also established for the very first time. Since then, customised individualisation has been possible thanks to a choice of the BMW Sport Line and the BMW Urban Line options, each of them including specific exterior and interior features that are precisely attuned to each other.

Since the introduction of the second model generation, the BMW 1 Series has set the benchmark above all in terms of intelligent networking. The diversity of driver assistant systems and mobility services from BMW ConnectedDrive is unmatched in the segment and encompasses, for example, the Parking Assistant, rear-view camera, High Beam Assistant, the Speed Limit Info feature with no passing indicator and the Driving Assistant including lane departure warning, collision warning and pedestrian recognition. In addition to the convenient integration of smartphones and music players, BMW ConnectedDrive also offers Internet-based services, including the possibility of integrating additional services into the vehicle with the help of apps. As a result, services that are unique to the compact



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segment such as the traffic jam warning provided by Real Time Traffic Information, access to social media services such as Facebook and Twitter as well as the BMW Concierge telephone information service are also available for the BMW 1 Series.

The latest example of the progressive character of BMW compact models is the enhancement of comfort functions in the BMW 2 Series Convertible made possible thanks to intelligent networking. The open-top 4-seater is the brand's first model in which it is possible to update navigation data "over the air" via a mobile communication link thanks to the SIM card integrated as standard into the vehicle.

Further information on official fuel consumption figures, specific CO2 emission values and the electric power consumption of new passenger cars are included in the following guideline: "Leitfaden über Kraftstoffverbrauch, die CO2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO2 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/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. LeitfadenCO2 (Guideline CO2) (PDF – 2.7 MB)

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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