



Media information  
27 May 2019

## **M Performance Parts for the new BMW 1 Series already available at market launch.** **Numerous accessory options refines the sporty character of the compact 5-door model.**

**Munich.** With its modern suspension, innovative technologies and powerful engines, the new BMW 1 Series (fuel consumption combined: 7.1 – 3.8 l/100 km [39.8 – 74.3 mpg imp]; CO<sub>2</sub> emissions combined: 162 – 100 g/km\*) sets a new benchmark in the premium compact class in terms of driving dynamics. As such, the distinctive character and outstanding agility of the third engine generation ensures an unmistakable sporty driving experience ex works. However, this can be intensified even further: as soon after the market launch of the new BMW 1 Series, an extensive range of exclusive M Performance Parts is available that allow the car's sporty appearance and dynamic potential to be given an additional boost. As is customary for BMW, all components are harmonised with each other and with the specific character of the new model. In addition to enhancing the car's sporty, dynamic appearance on the exterior in particular, the parts also meet functional requirements in terms of lightweight construction and aerodynamics. This is not least due to the extensive racing expertise contributed by BMW M GmbH to the development of the M Performance components.

### **Sporty lightness: aerodynamic and exterior components.**

Various lightweight construction parts in a new carbon fibre look and components in high-gloss black underscore the car's sporty appearance while at the same time highlighting the lines of the body. What is more, the M Performance front splitter, the horizontal-flow rear spoiler and the aero flicks in high-gloss black optimise aerodynamics, thereby enhancing the talents of the compact 5-door model in the area of driving dynamics. The same applies to the high-gloss black side sill insert and the rear diffuser in lightweight carbon fibre. All M Performance components were developed especially for the new BMW 1 Series and perfectly harmonised in the wind tunnel. The high-quality carbon fibre components are crafted elaborately by hand before being sealed with a clear finish and given a high-gloss polish. This also applies to the M Performance exterior mirror caps, whose high-tech character provides an attractive eye-

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\* All figures relating to the performance, fuel/electric power consumption and CO<sub>2</sub> emissions are provisional.

The figures for fuel consumption, CO<sub>2</sub> emissions and power consumption are calculated based on the measurement methods stipulated in the current version of Regulation (EU) 2007/715. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration. The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub> emissions.

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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catcher. BMW M Performance Parts also offers the new M kidney grille with mesh design as a retrofitting solution.

### **Highlights the proportions: lettering in Frozen Black.**

In addition, the range of M Performance Parts also includes options to further refine the car's sporty exterior design. The side lettering in Frozen Black highlights the model's new proportions, for example, adding an attractive accentuation to the body. The decor set with striking colouring and M Performance inscription goes perfectly with the other mounted parts, individually highlighting the car's sporty character. As a supplement to this, the vehicle front can be refined with lettering in high-gloss black.

### **For powerful deceleration: 18-inch M Performance sports brake.**

In keeping with its increased driving dynamics, the new BMW 1 Series can also be fitted with an 18-inch M Performance sports brake system, whose striking characteristics are enhanced deceleration performance and increased thermal resilience – even in extreme conditions. The brake's attractive appearance with calipers finished in red provides a perfect match for the car's sporty design style; this is showcased especially effectively in combination with an open wheel design. As compared to the standard brake system, the front axle has larger inner-vented, perforated discs in lightweight design which are powerfully gripped by 4-piston fixed calipers. The amply sized calipers are made of a aluminium alloy so as to save weight. The rear axle features matching lightweight construction brake discs with single-piston floating caliper.

### **All-round perfection: sporty complete wheel sets in 18 and 19 inches.**

Matching the sports brake, BMW offers the high-quality M Performance forged wheel Y-Spoke 554M in an 18-inch format. This weight-optimised summerwheel in Jet Black matt features a multicoloured graphic print that perfectly showcases the M Performance inscription and M logo. The light alloy wheel Y-Spoke 711M in Ferric Grey is likewise available in an 18-inch format. This winter wheel is suitable for use with snow chains and can also be combined with the M Performance sports brake. The range also includes the 19-inch M Performance light alloy wheel Double Spoke 555M in bicolour look, which is available as a complete wheel set for use in summer.

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The M Performance wheel bags are recommended as a practical solution for storing and transporting these high-quality wheels. They protect the driver and vehicle from soiling and are convenient for loading due to their reinforced handles. Markings ensure rapid wheel allocation, while the attractive M Performance design creates a racing atmosphere even in the garage at home.

### **Sporty flair directly on entry: LED door projectors with M Performance motifs.**

The BMW door projectors provide a sporty welcome even when the doors are opened. With the three different motives included in the M Performance slide set it is possible to have the BMW M logo or other graphics projected onto the ground next to the vehicle. The lighting not only ensures comfort and safety when entering and exiting the vehicle, it also creates a very exclusive, distinctive atmosphere. The sporty motifs are clearly perceptible, even at dusk.

### **Pure racing feeling: sporty highlights in the cockpit.**

Distinctive touches of sporty enhancement are also available for the interior of the new BMW 1 Series. The M Performance steering wheel with distinctive Alcantara grip area and large thumbrest offers genuine racing feeling, for example. In addition to the steering wheel's pleasant touch combined with an excellent grip, visual accentuations are provided by the red marking at the 12 o'clock position and the silver-grey hand-sewn cross-stitching. The steering wheel's sporty high-tech character can be further enhanced with the M Performance steering wheel trim, for which there is a choice between carbon fibre/Alcantara and carbon fibre/leather. In both cases, the 6 o'clock detail bears the M Performance inscription. There is an additional option for vehicles with Steptronic sports transmission: high-quality M Performance carbon fibre shift paddles can be selected to further enhance the motor racing atmosphere in the cockpit.

Finally, another attractive supplement for vehicles with sporty M Performance fittings is provided by the high-quality velvet velour floor mats with embroidered M Performance inscription, a leather-look surround complete with contrasting seam and a pennant in the typical M colours blue, light blue and red. In addition to their sporty look, the non-slip and high-grip floor mats provide an excellent fit.

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### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9,815 billion on revenues amounting to € 97,480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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