



Media Information
05 March 2020

Play the Big Game: The new BMW X1 launched.

Segment leading premium compact SAV, globally and in India.

Biggest, most powerful car in its segment with unmatched driving dynamics.

Three striking design variants: the new SportX, xLine and M Sport.

Best in segment: 5 yrs / 60,000 kms service, maintenance and warranty. Special limited period offer starting INR 15,000 per year.

Unmatched offer from BMW Financial Services India: Ease of ownership with 5 year BMW 360° plan, assured buy-back.

#THEX1 #X1 #BMW X1 #PlayTheBigGame

Chennai. BMW India has launched the new updated version of second-generation BMW X1 today. The new BMW X1 takes the limelight with its refreshed design, attractive features and sophisticated balance between driving dynamics and comfort. Locally produced at BMW Group Plant Chennai, the car is available in BS VI diesel and petrol variants at all BMW dealerships across India.

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A BMW Group Company

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Mr. Rudratej Singh, President and Chief Executive Officer, BMW Group India said, "The BMW X1 has established and owned the dominant position in the premium compact sports activity vehicle (SAV) segment. This is also the trend worldwide - it reflects the global need the X1 serves. The X1 fits in perfectly with the attitude and lifestyle of modern ambitious future leaders who are redefining success - personally and professionally. They don't hold back and live in the present, enjoying the thrill of success, celebrating each moment of their performance, here and now. They are fearless in playing the big game. The X1 is their ally in this thrilling journey of smashing status quo and setting new benchmarks. With the new 2020 BMW X1, we welcome them into the BMW world to experience the thrill of the ultimate driving machine which will add more thrill to their lives."

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The new BMW X1 adapts perfectly not only to a dynamic lifestyle but also to personal taste. It is available in three variants – the new SportX, xLine and M Sport. Each variant has distinguished exterior and interior design features that lend an individual personality to the car. SportX reflects the perfect combination of sporty and ‘X’ elements. xLine puts on a powerful character enhancing the car’s off-road looks. M Sport bestows a masculine character distinguishing itself as an elite sports model.

The new BMW X1 is available in two BS VI petrol and two BS VI diesel variants which are locally produced. The ex-showroom prices are as follows –

BMW X1 sDrive20i SportX (petrol)	:	INR 35,90,000
BMW X1 sDrive20i xLine (petrol)	:	INR 38,70,000
BMW X1 sDrive20d xLine (diesel)	:	INR 39,90,000
BMW X1 sDrive20d M Sport (diesel)	:	INR 42,90,000

*Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but excludes Road Tax, Tax Collected at Source (TCS), RTO statutory taxes/fees, other local tax cess levies and insurance. Price and options are subject to change without prior notice. For further information, please contact the local authorised BMW Dealer.

The new BMW X1 is truly an all-rounder. It is not just a vehicle offer but a comprehensive package that addresses every need from accessibility and cost of ownership perspective. A novel introduction in the segment is a 5 years / 60,000 kilometres service and warranty package for the new BMW X1. The comprehensive solution includes the protective cover of BMW Service Inclusive and BMW Repair Inclusive. Together, they take care of Condition Based Service (CBS), maintenance work and warranty, allowing customers to focus on the one thing that matters – sheer driving pleasure. For customers booking the new BMW X1 in March, the package is available at a special price of just INR 15,000 per year for petrol variants and INR 20,000 per year for diesel variants. BMW India offers a variety of service plans, so customers also have the freedom to choose one according to duration and mileage of their preference.

BMW India Financial Services has introduced an unparalleled 5 year BMW 360° financial plan exclusively for customers booking the new BMW X1 in March. The extremely attractive plan includes low monthly payments starting INR 49,999, assured 5 year buy-back value of INR 15,00,000 and flexible end of term options. Customized and flexible financial solutions can be further designed as per individual requirements.

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