



## Press and Corporate Affairs

Media Information

10 October 2013

### **The Epitome of Design and Innovation: The new BMW 5 Series arrives in India.**

### **The Most Advanced 5 Series Ever: Even More Progressive, Individual and Attractive.**

Three distinct lines: the Luxury Line, the Modern Line and the M Sport introduced for the first time.

**Gurgaon.** The model update of BMW's immensely successful four-door sedan, the new BMW 5 Series was launched today in India.

The new BMW 5 Series is locally produced at the BMW Plant Chennai in diesel variants and is available at BMW dealerships across India from today onwards.

Mr. Philipp von Sahr, President, BMW Group India said, "The BMW 5 Series is the 'World's Most Sought After Executive Sedan' and has played a major role in the company's success globally. The BMW 5 Series is one of the core models in our product portfolio in India and accounts for over one third of our local production in India. With the launch of this model update, we will continue with the amazing success of the best-selling sixth generation of the BMW 5 Series."

"The new BMW 5 Series is the 'Most Advanced BMW 5 Series Ever' - a vehicle in which perfection is a given. The new BMW 5 Series contains all the signature ingredients of a best-selling model at the premium end of the executive segment. Precise modifications to the cars' design, extensive engine range and innovative additions to the range of available equipment as well as BMW ConnectedDrive technology all achieve the best possible results, in every way," said Mr. Philipp von Sahr, President, BMW Group India.

The new BMW 5 Series has been launched in three exclusive design schemes – the Luxury Line, the Modern Line and the M Sport. The Luxury Line embodies the ultimate in elegance

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## Media Information

Subject The Epitome of Design and Innovation: The new BMW 5 Series arrives in India.

Page 2

and exclusivity, while the Modern Line makes for an appearance that is particularly in tune with a contemporary lifestyle. M Sport celebrates the future-oriented sporty design and dynamics of the new BMW 5 Series. Each Line creates a perfect harmony between design and equipment features for the exterior and interior.

The new BMW 5 Series is available in diesel variants and the all India ex-showroom prices are as follows –

BMW 520d Modern	:	INR 46,90,000
BMW 520d Luxury	:	INR 46,90,000
BMW 525d Luxury Plus	:	INR 51,90,000
BMW 530d M Sport	:	INR 57,90,000

Price prevailing at the time of delivery will be applicable. Delivery will be made 'ex-showroom'. Ex-showroom price excludes Road tax, RTO statutory taxes / fees, insurance and Octroi (if applicable). Prices / options subject to change without prior notice.

The new BMW 5 Series is available in Alpine White as non-metallic paintwork and in the following nine metallic paintworks: Black Sapphire, Callisto Grey, Carbon Black metallic, Cashmere Silver, Glacier Silver, Imperial Blue Brilliant Effect, Jatoba, Sophisto Grey Brilliant Effect and Mineral White. The standard Dakota leather upholstery is available in Black, Oyster Dark and Veneto Beige colour combinations. Interior trims offered are Fine-wood trim Ash Grain Brown with inlays, Fine-wood trim Finline Anthracite and Fine-wood trim Finline Light.

### **BMW Lines**

**Luxury Line** includes exclusive design features in Chrome at the front and rear, BMW kidney grille in Chrome, side window frames and tailpipe trim in Chrome, entry sills illuminated and car key with Chrome trim.

**Modern Line** includes exclusive design features in matt Chrome at the front and rear, BMW kidney grille in matt Chrome, BMW Individual Exterior Line Aluminium Satinatec and tailpipe trim in matt Chrome, entry sills illuminated and car key with Pearl gloss Chrome.

**M Sport** includes BMW Individual headliner anthracite, BMW Individual high-gloss shadow line, Exhaust tailpipe finishers in chrome dark, M Aerodynamics package, M Door sill finishers, M leather steering wheel with gearshift paddles, Sport seats for driver and front passenger.

Mr. Philipp von Sahr, President, BMW Group India said, "The new BMW 5 Series brings style to every street with dynamism that you can see and precision that you can feel. It is designed to take the lead on every kilometre, every drive and every conceivable journey. Whatever the discipline, this car exudes composure and strength of character. Be it design, handling, interior comfort or functionality, the new BMW 5 Series is perfect for anyone who expects more than a stylish appearance from their luxury sedan," said Mr. Philipp von Sahr, President, BMW Group India.

### **The new BMW 5 Series.**

Sporting elegance, commanding poise, and of course, a pioneering outlook, define the **aesthetic** qualities of the new BMW 5 Series. The high standards begin with the charismatic face of the car, with the new Adaptive LED headlights (with dazzle-free high-

## Media Information

Subject The Epitome of Design and Innovation: The new BMW 5 Series arrives in India.

Page 3

beam assistance, cornering lights and adaptive lights), more prominent shark nose, kidney grille and changes in bumper elements. The newly developed taillights, with their visual depth and L-shape form, integrate perfectly with the rear profile with its new-look bumper while ideally complementing the overall design.

The premium impression of the new BMW 5 Series' **interior** is further refined with fresh accents and new details. Generous levels of space, exquisite materials and high-quality workmanship all contribute to the premium ambience and exclusive characteristic of the new BMW 5 Series. The cockpit is angled towards the driver and puts all the important controls within easy reach to provide a sense of personal control and comfort. As soon as the doors close, not a sound disturbs the atmosphere of complete relaxation and blissful travel. Ambient lighting transforms the mood of the interior with its individual colour. The electrical glass roof is standard across all variants.

All the three BMW 5 Series engines (BMW 530d, BMW 525d and BMW 520d) are equipped with BMW TwinPower Turbo technology and impress with their refined **power** and highest efficiency. The engines combine CommonRail direct injection and a turbocharger with variable turbine geometry to ensure running smoothness, fuel economy and enormous revving ability.

The BMW TwinPower Turbo inline six-cylinder diesel engine in the BMW 530d M Sport, with a 3.0 litre capacity, develops 190 kW / 258 hp and impressive torque of 540 Nm. The sprint from 0 to 100 km/h takes 5.8 seconds and top speed is 250 km/h.

The BMW TwinPower Turbo four-cylinder diesel engine in the BMW 525d, with a 2.0 litre capacity, develops 160 kW / 218 hp and impressive torque of 450 Nm. The sprint from 0 to 100 km/h takes 6.9 seconds and top speed is 243 km/h.

The BMW TwinPower Turbo four-cylinder diesel engine in the BMW 520d, with a 2.0 litre capacity, develops 135 kW / 184 hp and impressive torque of 380 Nm. The sprint from 0 to 100 km/h takes 7.9 seconds and top speed is 231 km/h.

## Media Information

Subject The Epitome of Design and Innovation: The new BMW 5 Series arrives in India.

Page 4

The eight-speed automatic **transmission** with Cruise Control performs smooth, almost imperceptible gear shifts. At any time, in any gear, the transmission collaborates perfectly with the engine, enabling it to develop its full power and efficiency.

All models of the new BMW 5 Series feature the ECO PRO mode as standard, enabling efficient driving and reduced fuel consumption. Using the Driving Experience Control switch, the driver is able to choose between different driving modes to suit the driving conditions (ECO PRO, Comfort, Sport and Sport+). <sup>#</sup>Sport+ available only in the BMW 525d and BMW 530d.

The new BMW 5 Series is full of cutting-edge **safety** technology that can always be relied upon. Superb handling characteristics and innovative features such as Active Protection with Attention Assist, Active headrests (front), Dynamic Stability Control (DSC) with Dynamic Traction Control (DTC), Side-impact protection and Warning triangle with first-aid kit, come as standard, giving the driver exactly the right support for any situation.

With **BMW EfficientDynamics**, the new BMW 5 Series is equipped with the most comprehensive technology packages to reduce fuel consumption and increase driving dynamics – such as Intelligent Lightweight Construction, Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, 50:50 Weight Distribution and many other innovative technologies.

The extensive range of **BMW ConnectedDrive** features in the new BMW 5 Series makes it even more multi-faceted and attractive. The multifunction instrument display, the next generation of BMW iDrive (the on-board Driver Information System), Harman Kardon Surround Sound System, Connectivity through Bluetooth and USB devices are standard on the new BMW 5 Series.

In addition, the standard features on the BMW 525d Luxury Plus and the BMW 530d M Sport also include BMW Apps and BMW Navigation Professional (integrated Global Positioning System - GPS) with 25.9 cm colour display, iDrive with touch controller, DVD drive and integrated hard drive for maps and audio files.

## Media Information

Subject The Epitome of Design and Innovation: The new BMW 5 Series arrives in India.

Page 5

BMW Head-up display and the rear seat entertainment package, which brings the world of BMW ConnectedDrive to the back seats with two newly designed 23.3 cm colour screens, are available in the BMW 530d M Sport.

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