



Press and Corporate Affairs

Press Release
3 September 2013

Drive Dynamic: The all-new BMW 1 Series debuts in India.

Sachin Tendulkar and Armaan Ebrahim unveil the all-new BMW 1 Series.

BMW Plant Chennai to locally produce the all-new BMW 1 Series.

Feel the pulse of the city with the sportiest vehicle in the segment.

Mumbai. Packed with outstanding driving characteristics, the stunning and dynamic all-new BMW 1 Series was launched in India today.

Mr. Sachin Tendulkar, the legendary sportsman unveiled the all-new BMW 1 Series during an exclusive launch event in Mumbai.

Mr. Armaan Ebrahim, FIA GT1 World Championship race driver from India, flagged off the all-new BMW 1 Series exclusively fitted with BMW M Performance kit.

The all-new BMW 1 Series is locally produced at the BMW Plant Chennai in diesel and petrol variants and is available at BMW dealerships across India from today onwards.

Mr. Philipp von Sahr, President, BMW Group India said, "The all-new BMW 1 Series stands out from the crowd on the busiest of roads with a refreshingly independent and modern appearance as well as sporty proportions. The breathtaking agility and sophisticated functionality make it the perfect car for people who are passionate about driving and want to make their mark. But above all, its distinctive character makes it a symbol of a contemporary, urban lifestyle."

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The all-new BMW 1 Series is available in petrol (BMW 116i) and diesel variants (BMW 118d, BMW 118d Sport and BMW 118d Sport Plus). The Sport and Sport Plus appeal to the athletic and powerful with more aggressive design features and highlights.

The all India ex-showroom prices are as follows –

The BMW 116i	:	INR 20,90,000
The BMW 118d	:	INR 22,90,000
The BMW 118d Sport	:	INR 25,90,000
The BMW 118d Sport Plus	:	INR 29,90,000

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 all-new BMW 1 Series is available in two non-metallic paintworks: Alpine White and Crimson Red and the following six metallic paintworks: Black Sapphire, Deep Sea Blue, Glacier Silver, Midnight Blue, Mineral Grey and Valencia Orange. The standard Cloth Move Anthracite and Sensatec upholstery is available. Interior trims offered are 'Black high-gloss with Highlight trim finishers Coral Red matt' and 'Satin Silver matt'.

The BMW 118d Sport and BMW 118d Sport Plus come with red-black accents that highlight the dynamic poise as well as 'BMW Sport' entry sills, sports seats, a leather steering wheel with contrasting red stitching, a red chronoscale speedometer and electric glass roof as standard features.

"Youthful, extroverted and confident, the all-new BMW 1 Series cultivates the powerful look of a metropolitan lifestyle. It sets the pace with extraordinary efficiency, convenience and safety provided by the innovative technologies of BMW EfficientDynamics and BMW ConnectedDrive. A genuine eye-catcher with a real presence, the all-new BMW 1 Series will definitely stir up the premium car segment," said Mr. Philipp von Sahr, President, BMW Group India.

The all-new BMW 1 Series.

The all-new BMW 1 Series owes its muscular appearance to its spectacular **design** and remarkable styling. Its sporty proportions, long wheelbase and short overhangs make it instantly recognizable as it cruises the city streets. Its sophisticated character is further accentuated by its distinct shoulder line. The front of the car is dominated by the large BMW kidney-shaped radiator grille, boldly shaped headlight units and three-section air intake. At the back, the powerfully designed wheel arches emphasise the classic BMW rear-wheel drive.

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Anyone who takes a seat in the all-new BMW 1 Series immediately notices the intuitively arranged controls and the exceptional all-round visibility. 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. The door pockets, where bottles with a volume of up to one litre can be stored, and the cup holders, optimally located in front of the gear lever, offer additional storage options. The all-new BMW 1 Series also offers more flexibility in the rear and the luggage compartment: the rear seats can be folded down in 60:40 configuration to increase the luggage capacity.

The BMW TwinPower Turbo **engines** in the all-new BMW 1 Series are distinguished by their **performance**, power delivery and high revving. The BMW TwinPower Turbo four-cylinder diesel engine accelerates powerfully, flexibly and smoothly with an output of 105 kW / 143 hp and a maximum torque of 320 Nm. It owes its success to the CommonRail direct injection and a turbocharger featuring variable turbine geometry, yielding a top speed of 212 km/h and acceleration from 0 – 100 km/h in just 8.6 seconds, at an average of 20.58 km / litre^{*}. The new BMW TwinPower Turbo four-cylinder petrol engine features an intelligent technology package that significantly reduces fuel consumption and emissions, while also delivering impressive performance figures. It combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. This incredibly responsive engine rockets the all-new BMW 1 Series from 0 to 100 km/h in just 8.7 seconds and never fails to impress with its output of 100 kW / 136 hp and top speed of 210 km/h at an average of 16.28 km / litre^{*}.

The eight-speed automatic **transmission** 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 more efficiency at every speed.

The all-new BMW 1 Series surrounds you with cutting-edge **safety** features for every eventuality with six airbags, BMW Restraint system, passenger cell system with defined deformation zones, impact absorbing front and rear bumpers, Dynamic Stability Control (DSC) and Run-Flat tyres.

All models of the all-new BMW 1 Series also 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+). *Sport+ available only in the BMW 118d Sport and BMW 118d Sport Plus.

With **BMW EfficientDynamics**, the all-new BMW 1 Series is equipped with 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, Run-Flat tyres and many other innovative technologies.

The high-tech presence of the all-new BMW 1 Series is reflected in an impressive range of driver assistance and mobility services. The optional features available in the **BMW ConnectedDrive** package include BMW iDrive (the on-board Driver Information System), 16.5 cm high-resolution full-colour Central Information Display, Connectivity through Bluetooth and USB devices, HiFi loudspeaker system and Radio BMW Professional. Park Distance Control (PDC) rear comes as a standard feature in all the variants.

Optional accessories for the all-new BMW 1 Series include Tablet DVD system, media snap-in adapter, folding table and detachable coat hanger. Original BMW M Performance accessories include aerodynamic bumper kits, rear spoiler, tail fins and interior carbon trim elements.

* Performance data as measured in the emission test done under controlled conditions of environment, driving cycle, fuel etc. as specified in Rule 115 of Central Motor Vehicle Rules, 1989.