



Press and Corporate Affairs

Media Information

14 February 2013

Pioneering star among the premium compact Sports Activity Vehicles: The new BMW X1 becomes more Versatile and Dynamic.

Two distinct lines: the BMW xLine and the BMW Sport Line, introduced for the first time in BMW X range.

More sporting and efficient than ever, the new BMW X1 combines BMW TwinPower Turbo technology with BMW EfficientDynamics.

Gurgaon. The new BMW X1 was launched at an exclusive driving event at a specially designed off-road track in Gurgaon.

The BMW X1 Drive Experience is being organized for BMW customers and prospects from 14 – 17 February 2013 on the off-road track and a scenic city route to showcase the versatility of the new BMW X1.

The new BMW X1 is produced (CKD - Completely Knocked Down) at BMW Plant Chennai and is available at BMW dealerships across India.

Mr. Philipp von Sahr, President, BMW Group India said, “As a first of its kind, the BMW X1 is a true trailblazer among the premium compact Sports Activity Vehicles. Blending a high level of agility and compact exterior dimensions, the new BMW X1 assumes a unique character. A powerful engine with BMW TwinPower Turbo technology and a broad spread of BMW EfficientDynamics technologies takes Sheer Driving Pleasure to another level.”

One of the most coveted compact Sports Activity Vehicles, the new BMW X1, is ready to take the Indian streets by storm with its tremendous versatility, exceptional driving dynamics and elegant design. The new BMW X1 is available in two individual styles: the adventurous and agile BMW xLine and the athletic and dynamic BMW Sport Line.

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The new BMW X1 is available in a diesel variant and the all India ex-showroom prices are as follows –

BMW X1 sDrive 20d	:	INR 27,90,000
BMW X1 sDrive 20d Sport Line	:	INR 32,50,000
BMW X1 sDrive 20d xLine	:	INR 32,50,000

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 X1 is available in the following seven in metallic paintworks: Black Sapphire, Deep Sea Blue, Glacier Silver, Marrakesh Brown, Midnight Blue, Valencia Orange and Mineral White. The standard Sensatec leather upholstery is available in Black and Beige colour combinations. Interior trims offered are Fine-wood trim Finition Bay Matt, Interior trim finishers in Fine Brushed Aluminium and Satin Silver Matt.

"BMW established the Sports Activity Vehicle (SAV) segment and is always at the forefront with new ideas that break through the horizon. The segment was redefined with the launch of the BMW X1, the first compact SAV with a young and modern character. The BMW X1 has set a benchmark by bringing together features of a SAV with spontaneity and outstanding fuel economy," said Mr. Philipp von Sahr, President, BMW Group India.

The **design** of the new BMW X1 is both effortlessly elegant, yet also seriously sporty. Ascending lateral lines, a long wheelbase and short overhangs make its dynamic BMW look all the more impressive. Fresh design elements comprise of a new front apron; LED headlights; bumpers in body colour and side indicators integrated into the exterior mirrors.

Interior of the new BMW X1 reinforces the stylish character and premium feel of the car. 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 rear seats can be folded down in 40: 20: 40 configurations to increase the luggage capacity. Seats are electrically adjustable on both the driver and front seat passenger sides.

The BMW iDrive (the on-board Driver Information System); and the BMW Navigation Professional (integrated Global Positioning System - GPS) with hard drive storage and 8.8-

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inch high-resolution display are standard on the new BMW X1 sDrive20d Sport Line and the new BMW X1 sDrive20d xLine.

Sporty **performance** and great **efficiency** characterise the new BMW TwinPower Turbo diesel engine in the new BMW X1. The advanced engine with CommonRail direct injection enables an output of 135 kW/184 hp, produces maximum torque of 380 Nm, and accelerates from 0 – 100 km/hr in 7.9 seconds with the ability to achieve a top speed of 205 km/hr.

At any time, in any gear, the new eight-speed automatic **transmission** collaborates perfectly with the engine, enabling it to develop its full power and efficiency. Packed with the revolutionary Servotronic technology, the Electric Power Steering of the new BMW X1 gives maximum control with minimum effort and increases fuel efficiency, using energy only during actual steering.

BMW EfficientDynamics optimises the ratio of performance to fuel consumption in the new BMW X1 with features such as Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, Intelligent Lightweight Construction and many other innovative technologies.

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