



Press and Corporate Affairs

Media Information

12 October 2009

BMW makes its debut in the roadster segment in India with the launch of the new BMW Z4.

Modern, Emotional, Authentic. The new BMW Z4 offers a pure driving experience that sets the pulse racing, resulting in an unforgettable roadster experience that none of its rivals can match.

Mumbai. The BMW Z4 Roadster was unveiled today at the India Couture Week in Mumbai.

The new BMW Z4 represents the re-birth of the roadster – powerful and stylish with a modern interpretation. It is the only vehicle in this segment to combine classic roadster proportions with a seating position close to the rear axle, rear-wheel drive and a fully-automatic retractable hardtop. Driving with the roof down, this two-seater offers a refreshingly intense experience of the sunshine and the wind rushing by – and driving with the hardtop closed, it provides all the comfort of a Premium Sports Coupé. The appeal of this two-seater lies in its unique combination of elegance, agility, and supreme comfort.

The new BMW Z4 will be available in the petrol variant – BMW Z4 sDrive35i – and will be available across India at an ex-showroom price of INR 59,00,000 (Ex-showroom price excludes RTO registration charges, tax, insurance, handling charges; Octroi and entry tax if applicable).

Speaking on the occasion, Mr. Peter Kronschnabl, President, BMW India said, “The BMW Z4 outlines an expression of joy which epitomizes the qualities of the BMW brand by combining the ultimate driving experience with maximum sporting potential and distinctive design. More than anything the new BMW Z4 is an expression of sheer driving pleasure. With the new BMW Z4, we want to

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reach out to new target groups in India who appreciate a pure driving experience, high standards of elegance and value, and suitability for everyday driving and comfort.”

Superior style, sophistication and quality, the new BMW Z4 will be available in a range of six paint finishes (Alpine White, Black Sapphire, Deep Sea Blue, Orion Silver, Space Grey, and Titanium Silver) and three upholstery designs (Leather Kansas Black, Leather Kansas Canberra Beige, and Leather Kansas Coral Red).

The new BMW Z4 also comes with the optional Design Pure White package, that features the finest Nappa leather in Ivory White and door inserts in Alcantara. In addition to the six standard exterior colours, Havanna Brown paintwork is also available exclusively in conjunction with the Design Pure White trim, which brings the unique character of the new BMW Z4 Roadster to the fore.

The new BMW Z4

The contemporary styling of the new BMW Z4 Roadster, with its flattened, athletic-looking rear, wide track and flared wheel arches ensures the car is immediately recognizable on the road, and emphasizes its power. The long bonnet slopes slightly downwards to the upright kidney grille, giving it a dynamic sense of purpose even when stationary. The styling of the new BMW Z4 Roadster is a visual expression of what the car is capable of – which is just how a roadster should be.

With a long bonnet, low, set-back seating position and low belt line, the new BMW Z4 is the only car to combine classic roadster proportions with a retractable hardtop. When the roof is up, its coupé-style lines and the unmistakable BMW Hofmeister kink give the new BMW Z4 Roadster an elegant look. When it is down, the hardtop integrates seamlessly into the flattened, gently sloping rear, so you'd hardly know it's even there. The two-part retractable roof features a

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lightweight, aluminium shell design, and opens and closes in approximately 20 seconds.

The six-cylinder in-line petrol engine has a capacity of three litres, and features Twin Turbo technology, High Precision Injection and an all-aluminium crankcase.

The BMW Z4 sDrive35i has a newly developed seven-speed sports automatic transmission, featuring double-clutch technology with which it accelerates to 100 km/h within just 5.1 seconds with a maximum output of 225 kW/306 hp at 5,800 rpm. This supreme performance then continues all the way to 250 km/h where the speed of the car is limited by electronic control.

The new BMW Z4 is the only vehicle on the market today that fully embodies the roadster concept while offering strikingly stylish design. The BMW Z4 has succeeded in delivering an unheard-of level of comfort and functionality for a vehicle of this class, creating a dream car that combines a high level of practicality with a driving experience which no competitor even comes close to.

BMW India

Headquartered in Gurgaon (National Capital Region) BMW India is a 100% subsidiary of the BMW Group. The initial investment in India is 1.1 billion Indian Rupees.

The wide range of BMW activities in India include the establishment of a production plant in Chennai (Tamil Nadu) and development of a dealer organisation across major metropolitan centres of the country.

In medium term, BMW India has employed around 200 people; up to 600 additional jobs have been created in the dealer and service network.

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The BMW Plant Chennai produces the BMW 3 Series and BMW 5 Series Sedans in petrol and diesel variants and has a capacity to produce 3000 units per year on a single shift basis.

Presently, BMW India is present at 16 locations in the Indian market; BMW Studio (New Delhi), Deutschen Motoren (New Delhi), Deutschen Motoren (West Delhi), Bird Automotive (Gurgaon, NCR), Navnit Motors (Mumbai), Infinity Cars (South Mumbai), Krishna Automobiles (Chandigarh), Navnit Motors (Bangalore), Delta Motors (Hyderabad), Kun Exclusive (Chennai), Bavaria Motors (Pune), OSL Prestige (Kolkata), Parsoli Motors (Ahmedabad), Platino Classic (Kochi), Kun Exclusive (Coimbatore) and Sanghi Classic (Jaipur)

BMW dealerships presently display the BMW 3 Series and BMW 5 Series that are produced at the BMW Plant Chennai. BMW dealerships also display the BMW 6 Series, BMW 7 Series, BMW X3, the BMW X5, BMW X6 and the BMW Z4 which are available in the country as CBU's (completely built-up units). The BMW M Cars, BMW 6 Series Individual and BMW 7 Series Individual can also be ordered as CBU's at BMW India dealerships.

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