



## **Press and Corporate Affairs**

Media Information

29 May 2014

### **Carry Your Luxury Wherever You Go: The all-new BMW X5 launched in India.**

#### **BMW Plant Chennai to locally produce the all-new BMW X5.**

Designed to outdo itself, yet again: The versatility of the all-new BMW X5 delivers increased spaciousness, unparalleled comfort and enhanced driving pleasure.

**Pune.** The third generation of the world's most successful 'Sports Activity Vehicle', the all-new BMW X5, was launched in India today.

The BMW X5 xDrive30d will be locally produced at BMW Plant Chennai in diesel variant and will be available at BMW dealerships across India from June 2014 onwards.

Mr. Philipp von Sahr, President, BMW Group India said, "The BMW X5 – the founder of the Sports Activity Vehicle segment and globally best-selling car in its class – is entering a new chapter in its successful history. The third-generation BMW X5 sees BMW once again setting the benchmark for powerful design, interior spaciousness and luxury, versatility, driving pleasure, efficiency and innovative equipment features. It accentuates the masculine presence and powerful personality and offers customers an all-round package that meets the most exacting and varied demands."

The Sports Activity Vehicle (SAV) segment was created by BMW. It first started with the introduction of the BMW X5 which opened up totally new dimensions for all-wheel drive vehicles. The BMW X5 was a Sports Activity Vehicle with off road capabilities that could be driven like a sports car. The concept of the BMW X5 encompassed the development of all-terrain models with a clear orientation towards driving dynamics. The BMW X5 captured the imagination of its customers with a level of dynamic performance unmatched among its off-road peers.

## Media Information

Subject Carry Your Luxury Wherever You Go: The all-new BMW X5 launched in India.

Page 2

Mr. Philipp von Sahr, President, BMW Group India said, "A typical day in the life of a BMW X5 is always different, depending on which part of the world it calls home. With the all-new BMW X5, you can go just about anywhere in luxury. The engineers and designers who created it have enhanced its luxurious character and taken things to a new level. Exploring the world in the all-new BMW X5 is a joy like no other."

The all India ex-showroom price of the BMW X5 xDrive30d Design Pure Experience is INR 70, 90,000.

Price prevailing at the time of invoicing will be applicable. Delivery will be made ex-showroom. Ex-showroom prices (inclusive of VAT@12.5%) but excludes Road Tax, RTO statutory taxes/fees, Insurance and Octroi (if applicable). VAT over and above 12.5%, if applicable, will be charged extra. Prices and options are subject to change without prior notice.

The all-new BMW X5 will be available in Alpine White as non-metallic paintwork and in the following five metallic paintworks: Black Sapphire, Glacier Silver, Imperial Blue Brilliant Effect, Space Grey and Sparkling Brown.

Design Pure Experience package includes features such as front/rear bumpers with moulding in titanium look; B and C pillar finishers and mirror base in black high gloss; decorative moulding side frame and window recess covers in satinated aluminum; override guards in stainless steel in front, side and rear; remote control key with buttons in chrome and tailpipe finishers in matt chrome.

### **The all-new BMW X5.**

The striking curves and the compelling **design** of the all-new BMW X5 signify a personality that never fails to announce its one overriding attribute: supremacy. Its expressive front with Adaptive LED Headlights and the athletic side contours generate a masculine look that's beyond comparison. Air resistance is no match for the sophisticated aerodynamics of the all-new BMW X5 that greatly improve the air flow. The wind turbulence at the front wheel arches is greatly reduced thanks to the Air Curtain on the front apron and the Air Breather at the front wheel arches. Aerodynamically enhanced exterior mirrors and the aeroblade on the rear also deliver the lowest drag coefficient in its class.

The **interior** of the all-new BMW X5 impresses with the overall sense of spaciousness, meticulously selected premium materials and excellent craftsmanship. Inside the cockpit, all the controls, such as the iDrive Touch Controller, are fully geared towards the driver and the overall clarity of the design is pleasure to behold.

The seats for driver and front passenger feature lumbar support and a memory function. Comfort seats in the rear feature particularly comfortable upholstery and can be individually

## Media Information

Subject Carry Your Luxury Wherever You Go: The all-new BMW X5 launched in India.

Page 3

adjusted in numerous ways. The third row of seats enables the interior to be used more flexibly and include two individual fold-down seats facing the direction of travel. To facilitate entry, the second row of seats can be folded down using the Easy Entry Function.

The all-new BMW X5 also comes with a two-part tailgate to provide easy access to smaller luggage items and the lower section opens up to create a platform capable of supporting up to 250 Kg. The rear seatback can be reclined in a 40:20:40 split and can also be completely folded down to increase the compartment capacity to a massive 1870 litres.

The BMW TwinPower Turbo six-cylinder in-line diesel **engine** in the all-new BMW X5 has state-of-the-art fuel injection technologies for enhanced efficiency, as well as innovative turbocharging technology for a more dynamic ride. The 3.0 litre diesel engine combines CommonRail direct injection and a turbo charger with variable turbine geometry to deliver a power output of 190 kW / 258 hp and an impressive torque of 560 Nm. It takes just 6.9 seconds to sprint from 0 to 100 km/hr and the top speed is 230 km/h.

The eight-speed Sport 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 efficiency.

The 'Adaptive **suspension** package Comfort' combines Dynamic Damper Control with air cushioning on the rear axle for the ultimate drive comfort.

The all-new BMW X5 comes as standard with BMW **xDrive** – an intelligent all-wheel drive system that monitors the driving situation constantly and distributes drive power smoothly between the axles. BMW xDrive splits drive variably to the front and rear axles to suit the driving situation and the surface.

The all-new BMW X5 with cutting-edge **safety** technologies provides optimal support in any situation with six air bags, Dynamic Stability Control (DSC) including Dynamic Traction Control (DTC); Cornering Brake Control (CBC); Hill Descent Control (HDC); Side-impact Protection; Electronic vehicle immobiliser and crash sensor.

Media Information

Subject Carry Your Luxury Wherever You Go: The all-new BMW X5 launched in India.

Page 4

With **BMW EfficientDynamics**, the all-new BMW X5 sets benchmark when it comes to the performance-to-fuel-consumption ratio equipped with a comprehensive technology package including features such as Intelligent Lightweight Construction, Automatic Start/Stop function, Brake Energy Regeneration, Electric Power Steering, 50:50 Weight Distribution and many other innovative technologies.

The various **BMW ConnectedDrive** assistance systems are clearly focussed on one overriding goal: comfort and safety. These include the next generation of BMW iDrive (the on-board Driver Information System) with touch controller and handwriting recognition; BMW Navigation Professional (integrated Global Positioning System – GPS) with 26 cm colour display and 3D maps; Connectivity through Bluetooth and USB devices; high-end Surround Sound system from Harman Kardon and BMW Apps. Park Distance Control (PDC) rear and front along with rear view camera come as standard features in the all-new BMW X5.

If you have any queries, please contact:

**BMW Group India**

Abhay Dange, Director, Press and Corporate Affairs

Cell: +91 99 104 81013 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612 Email: Abhay.Dange@bmw.in

Priyanka Juyal, Press and Corporate Affairs

Cell: +91 99 715 53331 Tel: + 91 124 4566 608 Fax: + 91 124 4566 612 Email: Priyanka.Juyal@bmw.in

Internet: [www.bmw.in](http://www.bmw.in)