



Press and Corporate Affairs

Media Information

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Inspired by Motor Sport: The new BMW 1 Series M Performance Edition launched in India.

Give your BMW an Individual Racing Character with BMW M Performance Accessories.

Gurgaon. The new BMW 1 Series M Performance Edition was launched in India today with an exclusive range of BMW M Performance Accessories, which includes an aerodynamics package and special exterior accents.

The new BMW 1 Series M Performance Edition is available in diesel and petrol variants at BMW dealerships across India. The BMW 1 Series is locally produced at the BMW Plant Chennai.

Mr. Philipp von Sahr, President, BMW Group India said, "The BMW brand stands for dynamics, innovation and unique motorsport expertise. The innovative BMW M Performance Accessories bring this motorsport knowledge to the streets to individualise and enhance the sporty personality of your BMW. The dynamic appearance of the new BMW 1 Series M Performance Edition cultivates a breathtaking racing look in everyday driving."

The new BMW 1 Series M Performance Edition features the M Aerodynamics Package, M Performance front black grill, rear spoiler with fins, racing top stripes and M Performance lettering for the side sills.

The all India ex-showroom prices are as follows –

A BMW Group Company

Office Address
BMW India
DLF Cyber City – Phase II
Building No. 8 – Tower B
7th Floor
Gurgaon 122002
Haryana, India

Telephone
+ 91 124 4566 600

Internet
www.bmw.in

The BMW 116i M Performance Edition	:	INR 22,65,000
The BMW 118d M Performance Edition	:	INR 25,60,000
The BMW 118d Sport M Performance Edition	:	INR 28,55,000

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The BMW 118d Sport Plus M Performance Edition : 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 1 Series M Performance Edition 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.

The new BMW 1 Series M Performance Edition.

The BMW M **Aerodynamics Package** optimizes the handling capabilities of the BMW 1 Series with the new front bumper, rear bumper and side sills while the M Performance lettering on side sills accentuates the aggressive and sporty character. The BMW M Performance **front grill** with frame and vertical slats in black underlines the distinctive and dynamic character of the BMW 1 Series. Available in black and white, the BMW M Performance **top stripes** over the bonnet, roof and rear, ensure extremely sporty lines. The BMW M Performance **rear spoiler** and **rear fins** in black offer high stability and a premium look.

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