



## **Press and Corporate Affairs**

Media Information

10 May 2011

### **JOY brings the Future of Driving Pleasure to India.**

### **BMW Vision EfficientDynamics concept car unveiled by Mr. Praful Patel, Honorable Minister for Heavy Industries and Public Enterprises.**

### **BMW Vision EfficientDynamics on display in New Delhi till 24 May 2011.**

**New Delhi.** The BMW Vision EfficientDynamics concept car was unveiled today at Deutsche Motoren by Mr. Praful Patel, Honorable Minister for Heavy Industries and Public Enterprises. The German Ambassador to India, Mr. Thomas Matussek was present as the Guest of Honour.

BMW Vision EfficientDynamics is a road ready, four seater concept sports car that combines the performance and emotional character of a BMW M Car with extraordinary fuel economy and emission management. BMW Vision EfficientDynamics with its outstanding fuel efficiency of 26.5 kilometres/litre and an exemplary CO<sup>2</sup> emission rating of 99 grams/kilometre is far superior to all conventional hybrid cars. It is capable of achieving a top speed of 250 kilometres/hour with acceleration from 0 to 100 km/hr in just 4.8 seconds. The car is powered by ground breaking BMW ActiveHybrid technology and cutting-edge drive systems.

Mr. Praful Patel, Honorable Minister for Heavy Industries and Public Enterprises said, "The Indian automobile market is one of the fastest growing markets in the world and is poised to grow at an unprecedented rate. As the Indian automobile industry grows, it will eventually be challenged with the need for reduction of energy consumption for environment protection. BMW Vision EfficientDynamics is a road ready technology showcase vehicle by BMW engineers and designers that illustrates a successful research and development strategy which holds tremendous potential for sustainable growth."

Company  
BMW India  
Private Limited

A BMW Group Company

Postal address  
BMW India  
DLF Cyber City – Phase II  
Building No. 8 – Tower B  
7<sup>th</sup> Floor  
Gurgaon 122002  
Haryana, India

Telephone  
+ 91 124 4566 600

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

## Media Information

Date 10 May 2011

Subject JOY brings the Future of Driving Pleasure to India.

Page 2

BMW Vision EfficientDynamics is presented in India for the first time and will be exhibited at the new BMW Studio, Connaught Place, New Delhi till 24 May 2011.

Mr. Thomas Matussek, German Ambassador to India said, "The German automotive industry has been continuously progressing to secure a sustainable future with fuel saving engines, state of the art recycling techniques and greener production facilities. The German industry is proud to have BMW as one of the most sustainable car companies in the world who have pioneered CO<sup>2</sup> emission cuts and have next generation fuel efficiency standards in engines. I am glad to know that BMW is already engaged in developing ground breaking technologies which will define how cars of tomorrow will be conceptualized."

BMW EfficientDynamics is the world's most comprehensive package for the reduction of fuel consumption and emissions while simultaneously increasing Sheer Driving Pleasure.

Dr. Andreas Schaaf, President, BMW India said, "BMW Vision EfficientDynamics as an example of cutting-edge technology is simply a continuation of BMW EfficientDynamics development strategy. Some of the technologies used in the BMW Vision EfficientDynamics are implemented in current BMW models that enable enhanced performance and lower emissions; others will soon be ready for series production. Or, to put it simply, the BMW Vision EfficientDynamics is a remarkable vision that is soon to become an exciting reality."

Dr. Andreas Schaaf, further added, "When it comes to dealing with resources in a sustainable and responsible manner, BMW outperforms all other competitors in the premium segment through its BMW EfficientDynamics strategy. Thanks to BMW concept of 'One Fleet, One Package', we have reduced CO<sup>2</sup> emissions and fuel consumption across our entire fleet while boosting driving dynamics at the same time. For these reasons, BMW has been the sector leader in Dow Jones Sustainability Index for the last six years."

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Date 10 May 2011

Subject JOY brings the Future of Driving Pleasure to India.

Page 3

### **BMW Vision EfficientDynamics**

1.24 metres high, the four-seater BMW Vision EfficientDynamics takes up the characteristic BMW shaping style, geared consistently towards aesthetic appeal and dynamic performance. Wing doors facilitate entry to both rows of seats, while extensive aerodynamic measures reduce the drag coefficient to 0.22.

The combination of a three-cylinder turbo diesel with a hybrid synchronous motor at the front axle and a full-hybrid engine at the rear axle enables an overall system output of 241 kW/328 bhp. The innovative design of the BMW ActiveHybrid technology allows performance figures at the level of a sports car, with just 4.8 seconds required for the sprint from 0 to 100 km/hr - with average fuel consumption of 26.5 km/ltr in the EU test cycle and a CO<sup>2</sup> emission rating of 99 gm/km.

This unique relation between dynamic performance and efficiency derives from the high level of efficiency of all engine components, intelligent linking of the power output of the three engines, as well as precisely controlled energy management including Brake Energy Regeneration. What is more, the BMW Vision EfficientDynamics is conceived as a plug-in hybrid. The especially designed lithium-polymer rechargeable battery housed centrally in a longitudinal chassis element can be fully charged at a conventional power socket within just two and half hours. The use of electrical energy alone permits zero-emissions motoring with a range of some 50 km, while a 24 ltr diesel tank extends the total action radius of the vehicle to up to 700 kms.

If you have any queries, please contact:

#### **Press and Corporate Affairs**

Abhay Dange, General Manager, Press and Corporate Affairs

Cell: +91 9910481013 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612 Email: Abhay.Dange@bmw.in

Richa Sharma, Executive, Press and Corporate Affairs

Cell: +91 9910022148 Tel: + 91 124 4566 656 Fax: + 91 124 4566 612 Email: Richa.Sharma@partner.bmw.in

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