



## Press and Corporate Affairs

Press Release

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### **Epitome of Sportiness and Driving Pleasure: BMW launches the new BMW 320d Edition Sport in India.**

**Gurugram.** The new BMW 320d Edition Sport was launched today in India. With its outstanding sporting characteristics and design, the BMW 320d Edition Sport amplifies the sporty and dynamic character of the BMW 3 Series.

The new BMW 320d Edition Sport is locally produced at BMW Plant Chennai and can be ordered from BMW dealerships from today onwards.

Mr. Vikram Pawah, President, BMW Group India said, "With the launch of the new BMW 320d Edition Sport, we go a step further in presenting a well-balanced portfolio of the BMW 3 Series. The latest generation BMW TwinPower Turbo diesel engine of the BMW 320d Edition Sport gives a thrilling power delivery and excellent responsiveness which guarantees sheer driving pleasure on the road. Agility and driving dynamics remain the outstanding disciplines of the new BMW 3 Series. The new BMW 320d Edition Sport will build an emotionally rich connection between a sporting driving experience and unbeatable everyday practicality."

The ex-showroom prices for the new BMW 320d Edition Sport are as follows -

**BMW 320d Edition Sport : INR 38, 60, 000**

\*Price prevailing at the time of invoicing will be applicable. Delivery will be made on ex-showroom. Ex-showroom price (inclusive of GST (incl compensation cess) @ 43% as applicable in New Delhi but excludes Road Tax, RTO statutory taxes/fees, other local tax/cess levies and insurance. Prices and options are subject to change without prior notice. For further information, please contact your local Authorized BMW Dealer.

The new BMW 320d Edition Sport is available in Alpine White as non-metallic color and Black Sapphire and Mediterranean Blue as metallic color.

The range of fine upholstery combinations in Edition Sport include Sensatec Black/Red highlight | Black and Sensatec Veneto Beige | Veneto Beige.

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The new BMW 320d Edition Sport sets clear visual accents. Its striking design features in high-gloss black at front and rear reinforce its sporty look. The boldly designed kidney grille slats in high-gloss black produce an especially athletic effect for the front end. In the **interior**, contrasts between black and red with sports seats express the typical BMW athleticism: sporting chrome scaling at console, red contrast stitching on the sport steering wheel and gear shift paddles. In typical BMW style, the cockpit is angled towards the driver to put all controls within reach and facilitate intuitive driving. The electric glass sunroof brings in a sense of wellbeing and the **205 Watt, 9 speaker Hi-Fi loudspeaker system** offers highest quality of entertainment for the passengers. As a distinctive feature of the Edition Sport, the vehicle key is designed in red decorative trim.

The latest generation BMW TwinPower Turbo **diesel engine** features remarkably agile power delivery and excellent responsiveness, even at low engine speeds. The 4-cylinder diesel engine in the BMW 3 Series boast high dynamics and guarantee the highest possible efficiency – for maximum performance with lower fuel consumption. It produces an output of 140 kW / 190 hp and a maximum torque of 400 Nm at 1750 – 2,500 rpm. The BMW 320d Edition Sport accelerates from 0 -100 km / hr in just 7.2 seconds to a top speed of 250 km / hr. The new BMW 320d Edition Sport gives impressive efficiency of 22.69 kmpl on average, equating to CO<sub>2</sub> emissions of 116.62 g/km.

The eight-speed Steptronic Sport automatic **transmission** performs smooth, almost imperceptible gear shifts. For even greater driving pleasure, the eight-speed Steptronic transmission is available with steering wheel paddle shifters. At any time, in any gear, the transmission collaborates perfectly with the engine, enabling it to develop its full power and efficiency. Furthermore, the BMW 320d Edition Sport comes with a Launch Control function as standard. This easy-to-operate system paves the way for ambitious drivers to achieve optimum acceleration under all conditions.

The new BMW 320d Edition Sport provides unparalleled performance coupled with cutting-edge **safety** technologies. BMW's exemplary safety provides optimal support in any situation with six air bags, Anti-Lock Braking System (ABS) with brake assist, Dynamic Stability Control (DSC) including Dynamic Traction Control (DTC), Cornering Brake Control (CBC), Side-impact Protection, ISOFIX child seat mounting, Runflat tyres (RFT) with reinforced sidewalls, emergency spare wheel, electronic vehicle immobiliser and crash sensor.

**EfficientDynamics** doubles the Sheer Driving Pleasure of the new BMW 3 Series with features such as Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, Intelligent Lightweight Construction, Electronic Power Steering, 50:50 Weight Distribution and many other innovative technologies. Using the Driving Experience Control switch, the driver is able to choose between different driving modes to suit the driving conditions. (Comfort, ECO PRO, Sport, Sport+)

BMW has been setting the standard for connectivity between human, car and the outside world for many years now. The new BMW 320d Edition Sport comes standard with **BMW ConnectedDrive** features such as iDrive controller and a 16.5 cms colour display with CD drive, BMW Apps, Connectivity through Bluetooth and USB/AUX IN connectivity, **Rear View Camera** along with **Park Distance Control (PDC) Rear**.

If you have any queries, please contact:

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