

Media Information
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When head and heart agree: The new BMW X1 Long Wheelbase.

The most successful luxury SUV in India goes bigger and bolder.

Supreme space for luxurious travel: Longest car in the segment with the most spacious rear cabin.

Digitally advanced, intuitively connected: New additions to digital tech and driving assistance systems for the best-in-class driving experience. Adaptive LED Headlights, Digital Key Plus, Comfort Access 2.0, Widescreen Curved Display with BMW OS9.

Increased performance adds joy to every urban drive: Sporty BMW TwinPower Turbo petrol engine delivering 156 hp mated with 7 Speed Dual Clutch transmission.

Feel the limitless sky above with a 9 sq. ft. Panorama sunroof.

Gurugram. The new BMW X1 Long Wheelbase (LWB) was launched in India today. The BMW X1 is the most successful luxury sports activity vehicle in the country and now its new avatar carries even more clout with the addition of a long wheelbase, increased performance and multiple digital upgrades.

The new BMW X1 LWB is locally produced at BMW Group Plant Chennai in a petrol variant and can be booked at BMW dealerships from today onwards.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "The BMW X1 has redefined success in the luxury SUV segment in India by consistently delivering the perfect blend of performance, versatility and premium ownership. With the new BMW X1 Long Wheelbase, we have taken that winning formula further. Customers today want a vehicle that satisfies both practical needs and emotional aspirations, and the new X1 LWB does exactly that. It offers segment-leading space and comfort, advanced digital innovations and the unmistakable BMW driving pleasure. In a market where customers are no longer willing to compromise between luxury,

technology and performance, the new BMW X1 Long Wheelbase is the SUV where the head and heart truly agree."

The introductory ex-showroom price of the new BMW X1 LWB is INR 49,90,000.

Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST as applicable but exclude Road Tax, Tax Collected at Source (TCS), RTO statutory taxes/fees, other local tax cess levies and insurance. Price / options are subject to change without prior notice. For further information, contact an authorised BMW dealer.

Thanks to BMW India Financial Services, customized and flexible financial solutions are designed as per individual requirements. Customers enjoy great value and complete peace of mind with BMW Smart Finance. Discover the joy of owning the new BMW X1 LWB at a monthly installment starting at just INR 44,444/- per month, with a standout assured buyback value of 60% at the end of your 4 years tenure. This Buyback value assurance is designed to enhance your financial confidence along with clarity of end of term options. The purchase can be further enhanced and customized by financing BMW Service Inclusive, BMW Secure and Extended Warranty packages too.

The car comes with a standard two-year warranty for unlimited kilometres. The 2 years 24x7 Road-Side Assistance on the new BMW X1 LWB provides complete peace of mind. These benefits are transferrable along with the ownership of the car. Service inclusive plan starts from 3 yrs / 40,000 kms and package extension is available up to 10 yrs / 1,00,000 kms. An option to extend warranty benefits from third year of ownership and extendable up to maximum ten years, is also available.

The new BMW X1 Long Wheelbase (LWB).

With its sharp design and supremely spacious interiors, the new BMW X1 LWB makes a bold statement. The surface treatment, lines and classy **exterior design** details establish the SUV identity of the BMW X1 LWB. The class-leading dimensions - length (4,616 mm), width (2,104 mm), height (1,641 mm) and wheelbase (2,800 mm) - make it not just the longest car in its segment, but also one of the most spacious 5-seater SUVs offered in India. With such big yet balanced proportions, the BMW X1 LWB has a decidedly powerful and confident appearance.

The upright front is striking thanks to the signature BMW kidney grille and introduction of **segment unique Adaptive LED headlights** that extend well into the sides. The headlights offer fantastic throw for night-time driving as well as cornering function to take on winding roads with utmost confidence. The intelligent BMW High Beam Assistant takes care not to blind oncoming traffic during night. The side sketch is equally dynamic with crisply sculpted surfaces generating an expressive interplay of light and shadow. The stretched roof line with Aluminium Satinated roof rails, square wheel arch contours, and 18-inch M light alloy wheels with tubeless tyres enhance the overall look. The rear design exudes power and solidity with a large-surface diffuser and 3D sculpted LED lights.

In the interior, an enormous and open feeling of space meets modern design, superior craftsmanship and innovative functionality. Multi-way electrically adjustable **Sport Seats** are offered for both driver and front passenger. The commanding seat position offers a clear view of the road ahead. The rear passengers are in for an absolute treat thanks to the increased wheelbase (+108 mm). They enjoy the **most spacious rear cabin in the segment** with expansive legroom (+150 mm) and exceptional kneeroom (+109 mm). Perfectly contoured seats with extended cushioning (+15 mm) and bolstering ensure luxurious comfort no matter how long the journey is. For greater relaxation, rear seats can also be reclined up to an angle of 28.5 degrees.

The **Widescreen Curved Display** – with its seamless glass surface angled towards the driver – brings a high-class, digital highlight to the cabin. The clean and structured **dashboard with 'Aluminium Mesh effect' trim** comes together beautifully with the **Luxury Instrument Panel**. Beige headliner creates the perfect two-tone feeling inside the cockpit to elevate aesthetics. **M Sport steering wheel** incites sportiness as soon as the driver sinks into the seat. The luxurious feel is enhanced by decorative strips including ambient lighting in the instrument panel and front doors as well as **Pearl chrome touches** on door handles. The floating armrest with storage also ergonomically integrates the control cluster. Addition of the vertically stacked wireless charger with holder allows for seamless smartphone charging. Another premium offering in the segment, **Harman Kardon Sound system** with 12 loudspeakers and 205W output delivers a concert like experience. The **Panorama sunroof** is an absolute highlight. Covering an area of 9 square feet, it is largest in the segment and instantly fills up the cabin with a sense of space and natural light. If needed, the generous boot space of 540 litres can be flexibly increased to up to 1,700 litres by folding down the rear seats.

The new BMW X1 LWB is available in **four attractive colors** – Night Dusk Blue, Skyscraper Grey, Carbon Black and Mineral White. They can be matched with Véganza Perforated upholstery in a choice of Castanea or Dual tone Smoke White & Atlas Grey. A seamless extension of the upholstery color throughout the interior creates a cocooning ambience, making the cabin feel more spacious and inviting.

BMW TwinPower Turbo technology petrol engine melds maximum power with exemplary efficiency and offers spontaneous responsiveness even at low engine speeds. The 1.5-litre petrol engine produces an increased output of 115 kW / 156 hp and a maximum torque of 230 Nm at 1,500 – 4,600 rpm. Fuel efficiency offered is 15.5 km/l offering maximum peace of mind over long journeys. The front wheel drive, 7 speed steptronic transmission with double clutch technology and 50:50 weight distribution come together to offer fun, dynamic handling with great stability. Specially tuned **Comfort suspension** with increased caster travel ensures supple ride quality on patchy surfaces.

The new BMW X1 LWB comes with the latest version of BMW iDrive to provide intuitive, easy access through voice and touch control. It is based on the latest **BMW Operating System 9**, which paves the way for a customisable selection of additional

digital services. The QuickSelect feature allows functions to be activated directly without having to enter a submenu. Customers can keep their vehicles up to date through **BMW OneShop**. Thanks to BMW Remote Software Upgrades, the vehicle receives functional extensions and improvements via over-the-air updates.

BMW Digital Premium Package further elevates customers' digital ownership experience by offering extra features and services such as enhanced BMW Maps functions like navigation and traffic visualizations and proactive trip suggestions, Welcome light animation, Smart Window Opener and additional My Modes like Digital Art, Expressive, Relax etc. A New World of Digital Experiences opens up with the BMW Digital Premium. Seamlessly integrated third-party apps bring entertainment, information and communication together, creating a connected digital ecosystem that keeps customers informed, productive and entertained on every drive.

MyBMW App keeps an eye on the vehicle status at all times. **BMW Digital Key Plus with Comfort Access** sets a new convenience standard by turning the smartphone or smartwatch into a vehicle key, in addition to the NFC card provided. Working on ultrawideband technology, the user's smartphone / smartwatch is transformed into a vehicle key which can be used to lock / unlock and even start and drive the car. Customers can share the digital key with up to 18 users. The new Comfort Access 2.0 features a segment first ability of unlocking the vehicle without having to tap the phone / smartwatch on the door handle. A stylish welcome scenario commences with orchestrated lighting effect.

The driver enjoys effective assistance in parking maneuvers that increase comfort and safety. Standard functions include Parking Assistant via Active Park Distance Control sensors at front and rear, and Rear View Camera. **Parking Assistant Plus with 360 surround view** makes parking in tight spots easier. The segment-unique **Reversing Assistant** remembers the last 50 meters covered and automatically reverses the car along exactly the same route.

BMW Safety technologies include extensive **Driver Assistance Systems** with Lane Departure Warning, Blind Spot Assistant, Cruise Control with Braking Function, Automatic Emergency Braking, Pedestrian Protection and Attentiveness Assistant. Other standard safety features are eight airbags, Anti-lock Braking System (ABS) with Brake Assist, Dynamic Stability Control (DSC) including Dynamic Traction Control (DTC), Cornering Brake Control (CBC), electric parking brake with auto hold, side-impact protection, electronic vehicle immobilizer and crash sensors, Tubeless Tyres with Tyre Pressure Indicator, ISOFIX child seat mounting, integrated emergency spare wheel.

BMW Efficient Dynamics includes features such as ECO PRO mode, Electronic Power Steering, Driving Experience Control switch and My Modes in Driving Experience Control, 50:50 Weight Distribution and many other innovative technologies.

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