

**MEDIA INFORMATION**10th October 2018.**BMW and MINI announce new pricing across both brands.**

- Average price reduction of 5.1% or €3,296 across BMW range.
- MINI model line up significantly simplified in addition to price reductions.
- Finance packages as low as 1.9% APR offered on selected BMW models.
- New lower pricing applies on new models including the new X5, 8 Series, Z4 and 3 Series.

BMW Group Ireland has announced a price reduction across its BMW and MINI brands. The average price reduction is 5.1 per cent, representing an average saving of €3,296 on new BMW models. Meanwhile for MINI, the average reduction is -3.9% or €850 across its range.

Paulo Alves, Managing Director BMW Group Ireland said: “The change in our pricing is designed to make it even more compelling for customers to stay in BMW’s Irish network and offset currency fluctuations. We are offering this decrease at a time when the industry is faced with increasing prices due to VRT changes announced in yesterday’s Budget and new EU legislation with WLTP (Worldwide Harmonised Light Vehicle Test Procedure).

Announced earlier this year, all BMW and MINI vehicles sold in Ireland are fully compliant with the new WLTP test regime legislation which came into effect in September. This is a further step in ensuring customers have easy access and value when looking to buy a BMW or MINI model”.

In addition, MINI Ireland is announcing new simplified product offering for customers across its entire range. The new MINI range now offers three styles for each model; Classic, Sport and Exclusive. These changes are designed to make it easier to order a MINI in five simple steps. While maintaining MINI’s famous levels of customisation, two new functional optional packs will be introduced; ‘Comfort Pack’ and the ‘Comfort Plus Pack’. These changes mean that additional standard equipment will be featured on all new MINI models including; interior ambient lighting, MINI logo projection from the driver door, automatic headlights and rain sensors.

BMW Ireland’s campaign for the 191 buying period will go live on Monday 15th October with all information available on www.DiscoverBMW.ie. A sample of popular models and new prices offered:

Description	Model	Old RRP	New RRP*	Price diff	% change
BMW 1 Series	118i Sport	€34,100	€32,230	-€1,870	-5.48%
BMW 2 Series Active Tourer	218d Luxury	€41,920	€38,720	-€3,200	-7.63%
New BMW 3 Series Saloon	318d SE	€45,040	€43,770	-€1,270	-2.82%
BMW 4 Series Gran Coupe	420d M Sport	€54,200	€51,730	-€2,470	-4.56%
BMW 5 Series Saloon	520d SE Auto	€53,570	€51,180	-€2,390	-4.46%
BMW X3	xDrive20d SE Auto	€57,820	€55,230	-€2,590	-4.48%
New BMW X5	xDrive30d xLine Auto	€93,450	€87,390	-€6,060	-6.48%



Description	Model	Old RRP	New RRP*	Price diff	% change
MINI 3 Door Hatch	1.5l Cooper Classic	€24,895	€23,935	-€960	-4.0%
MINI 3 Door Hatch	1.5l Cooper Classic	€25,955	€24,905	-€1,050	-4.2%
MINI Clubman	1.5l Cooper Classic	€28,585	€27,315	-€1,270	-4.6%
MINI Convertible	1.5l Cooper Classic	€31,545	€30,455	-€1,090	-3.6%
MINI Countryman	1.5l Cooper Classic	€35,055	€33,665	-€1,390	-4.1%

*Prices do not include delivery or related charges.

BMW is also offering low APR's on BMW Select (PCP) plans and also Hire Purchase contracts, for example the APR on BMW 1 Series and BMW 2 Series models is 1.9%. It couldn't be a better time to look at a BMW model with the new BMW X5 due to make its Irish debut on the 1st of December or the new BMW 3 Series which is available to order now.

The epitome of driving pleasure. The new BMW 3 Series.

The BMW 3 Series represents the heartbeat of the BMW brand and the epitome of sporty driving pleasure in the premium midsize segment. Highlights to the new BMW 3 Series include new powertrain technology and a body and chassis design geared squarely to maximising agility and dynamics create an ideal platform for an enthralling driving experience. The new BMW 3 Series comes as standard with a newly developed lift-related damper control system, which plays a significant role in giving the car its successful blend of sporting prowess and ride comfort. And as technology becomes a major focus for customers, BMW is introducing BMW Intelligent Personal Assistant which responds to the prompt "Hey BMW". The driver and passengers can speak with "him" and he is capable of learning getting better at his job all the time. The Intelligent Personal Assistant opens up a whole new avenue of interaction between the driver and car. Customers can even give their vehicle's Intelligent Personal Assistant a name and therefore give him an even more defined personality. BMW is also taking a leading role in progress towards automated driving in the executive saloon class, thanks to a significantly extended range of driver assistance systems. Prices for the new BMW 3 Series start at €43,770 (RRP) for the 318d SE model, and is available to order now. First customer deliveries of the new 3 Series are expected in Ireland in March 2019.

More versatile and innovative than ever: the new BMW X5.

The fourth generation of the BMW X5 excels with majestically assured driving properties and numerous innovative equipment features. An upgraded range of engines, the latest generation of the BMW xDrive intelligent all-wheel-drive system and a raft of chassis systems included in a BMW X model for the first time generate the signature SAV combination of ride comfort, off-road performance and sporty road handling. Contributory factors here include two-axle air suspension, Integral Active Steering and the Off-Road package. A significantly expanded selection of innovative driver assistance systems now also includes the Steering and lane control assistant, and Reversing Assistant. Added to which, the new BMW X5 is fitted as standard with BMW Live Cockpit Professional. Working in tandem with BMW Operating System 7.0, it enables system operation to be adapted even more precisely to the driver's wishes. Prices for the new BMW X5 start at €87,390 (RRP) and will celebrate its debut on the 1st December at retail centres nationwide.

Making dynamic strides into the luxury segment: the new BMW 8 Series Coupe.



The new BMW 8 Series Coupe combines the dynamic credentials of a high-calibre sports car both visually and technologically with the exclusivity of a luxurious coupe. The body structure, powertrain and chassis technology of the 8 Series Coupe are geared squarely to delivering a standout driving experience of sporting intent. The new BMW 8 Series Coupe's ultra-advanced control & display, driver assistance and connectivity equipment roster also contributes to the car's exclusive, innovative character. There are two models to choose from at launch, the BMW 8 Series 840d xDrive a six-cylinder in-line diesel engine producing 320hp, priced at €116,740. Meanwhile the new BMW M850i xDrive Coupe is powered by a new V8 petrol engine developing 530hp and making its debut in the car at is priced at €164,710. Both model variants have intelligent all-wheel drive and also come as standard with Adaptive M suspension and Integral Active Steering.

Pure sporting pedigree: the new BMW Z4.

The new version of the open-top two-seater BMW Z4 exudes pure sporting pedigree at first glance with its emotionally powerful body design in the brand's new design language, its classical soft-top roof with electric operation and its driver-focused interior. The dynamic potential of the new BMW Z4 is rooted in a range of extensively upgraded engines, a new chassis design and an extremely rigid body structure. Wide tracks, well balanced proportions and a compact wheelbase enhance the car's handling agility.

At the pinnacle, is the BMW Z4 M40i fitted with a six-cylinder in-line engine developing 340hp, which comes as standard with features including Adaptive M Sport suspension, variable sport steering, M Sport brakes, an electronically controlled M Sport rear differential, 18-inch M light-alloy wheels and high-performance tyres, and dispatches the sprint from 0 to 100 km/h in just 4.5 seconds. This model is available to order from €73,230. Prices for the new BMW Z4 start at €50,420 for the BMW Z4 sDrive 20i Sport. This model is expected to arrive in Ireland next March

Further increased range: the BMW i3 (120 Ah) and BMW i3s (120 Ah).

The new lithium-ion batteries have an increased cell capacity of the BMW i3 and i3s to 120 ampere-hours (Ah). In everyday driving, the range of both models has increased by almost 30 per cent to a maximum 260 kilometres. In the WLTP procedure this now brings into play ranges of 285 – 310kms (BMW i3) and 270 – 285kms (BMW i3s). The BMW i3 (120Ah) starts at RRP €45,760.

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About BMW i

BMW i is a sub-brand of the BMW Group which was founded in 2011 and is responsible for the design and manufacture of plug-in electric vehicles. BMW i represents a holistic and ground-breaking approach that is redefining sustainable premium mobility – combining electric drives, innovative materials and technologies in revolutionary concepts for the future. The focus is on a new understanding of premium that is defined by sustainability throughout the entire value chain.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

BMW GROUP

Ireland.

Corporate Communications.



In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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