



Media information  
5 March 2019

## **BMW at the 89th Geneva International Motor Show 2019.**

**The new BMW 7 Series makes its public show debut - BMW continues its model offensive in the electrified vehicle segment: world premiere for the new BMW X3 xDrive30e, the new BMW 330e, the new BMW X5 xDrive45e and plug-in hybrid members of the new BMW 7 Series range - BMW Energy Services vision for free electricity to run electric cars - BMW Individual M850i Night Sky adds another glittering highlight to the show line-up.**

**Munich/Geneva.** The BMW stand at the International Motor Show 2019 in Geneva focuses on the company's continuing model offensive in the luxury segment and the ongoing expansion of its range of vehicles with electrified drive systems. Just a few weeks after being unveiled to the world, the new BMW 7 Series luxury sedan is making its show debut. In addition, the premium carmaker presents its 4th generation of Plug-In-Hybrid powertrains, setting a clear mark for the importance of this technology aside from fully-electric cars:

### **BMW X3 xDrive30e:**

System-power: 185 kW/252 hp; 0-100km/h: 6,5 s; elektrische Reichweite: 50 km; Kraftstoffverbrauch: 2,4 l/100 km; CO<sub>2</sub>-Emissionen aus Kraftstoff im NEFZ kombiniert: 56 g/km\*\*

### **BMW 745e, BMW 745Le, BMW 745Le xDrive**

System-power: 290 kW/394 hp; 0-100km/h: 5,3-5,1 s; electric range: 50-58 km; fuel consumption: 2,6-2,1 l/100 km; electric power consumption: 16,3-15,1 kWh/100 km; CO<sub>2</sub> emissions from combustion engine: 52-48 g/km\*\*

### **BMW 330e Sedan**

System-power: 185 kW/252 hp; 0-100km/h: 6,0 s; electric range: 60 km; fuel consumption: 1.7 l/100 km; CO<sub>2</sub> emissions from combustion engine: 39 g/km\*\*

Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postal Address**  
BMW AG  
80788 München

**Telephone**  
+49-89-382-72652

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)

# BMW

## Corporate Communications

Media information

Date 5 March 2019

Topic BMW at the 89th Geneva International Motor Show 2019.

Page 2

### **BMW X5 xDrive45e**

System-power: 290 kW/394 hp; 0-100 km/h: 5,6 s; electric range: 80 km; fuel consumption: 2.1 l/100 km; electric power consumption: 23.0 kWh/100 km; CO2 emissions from combustion engine: 49 g/km\*\*

### **BMW 530e Sedan**

System-power: 185 kW/252 hp; 0-100 km/h: 6,2s; electric range: 64 km; fuel consumption: 1,7 l/100 km; CO2 emissionen from combustion engine: 38 g/km\*\*

### **BMW 225xe Active Tourer**

System-power: 165 kW/224 hp; 0-100km/h: 6,7 s; electric range: 57 km; fuel consumption: 1,9 l/100 km; electric power consumption: 14,7 kWh/100 km; CO2 emissions from combustion engine: 43 g/km\*\*

(\*\*) All figures related to range, consumption and emissions are based on the European legislative test-procedure „NEDC combined“ and are preliminary.

Together with the new generation of Plug-In-Hybrid models, BMW Energy Services is piloting cost-efficient electricity packages, as part of a vision where cars become part of the grid and “earn” their electricity-bill themselves.

And the presentation of the BMW Individual M850i Night Sky adds another unique highlight to the Geneva show line-up.

---

The BMW brand’s renewed focus on the luxury segment is encapsulated by the new incarnation of the BMW 7 Series presented in Geneva. A specially designed logo and “Bayerische Motoren Werke” written out in full express a tradition of quality, innovative power and ultimate exclusivity. The luxury sedan’s design, driving qualities and equipment features give it everything it needs to offer highly discerning customers an intense and emotionally engaging mobility experience. Stepping up the brand’s presence in the luxury segment is one of the fields of

# BMW

## Corporate Communications

Media information

Date 5 March 2019

Topic BMW at the 89th Geneva International Motor Show 2019.

Page 3

action pursued by the BMW Group in order to secure sustained growth in car markets worldwide.

As part of its NUMBER ONE > NEXT strategy, the company has also defined electric mobility as one of the four future-focused areas known as ACES (Autonomous, Connected, Electrified and Services/Shared). 2018 was a record-breaking year for sales of the BMW Group's electric and plug-in hybrid vehicles, with over 140,000 sold worldwide – which means the company remains Europe's most successful manufacturer of electrified cars. Through its commitment to expanding its model range, the BMW Group is aiming to have over half a million vehicles with an electrified drive system available worldwide by the end of 2019.

### **Show premiere in Geneva: the new BMW 7 Series.**

Premium carmaker BMW is again upping the profile of its flagship models in the luxury segment with extensive design updates, a more advanced line-up of engines and cutting-edge operating, driver assistance and connectivity technology. The restyling of the new BMW 7 Series exterior clearly accentuates the car's assured presence and cultured elegance. Inside the cabin, new equipment features, improved acoustic comfort and the latest-generation display and operating system all help to raise the feel-good factor another notch.

The luxury sedan's prestigious status shines through particularly prominently at its front end, which now rises 50 millimetres taller and features a 40-per-cent-larger BMW kidney grille and slimmer headlights. The bonnet and front apron also sport a new look. The car's flanks are a picture of precision, thanks to the new upright positioning of the Air Breathers and trim strips extended all the way to the rear. The design update is rounded off by a restyled rear apron and a slender light strip below the chrome bar linking the rear lights, which are likewise slimmer than before. The Exclusive Nappa leather trim with extended quilting (new on the options list) and new interior trim strips help imbue the cabin with a highly exclusive air. In addition, the buttons on the multifunction steering wheel have been rearranged and the wireless charging tray for smartphones repositioned, while the optional Ambient highlight also has a new finish. The screen grouping formed by the instrument cluster and Control Display comes with the software features of BMW Operating System 7.0, as does the BMW Touch Command control unit for the rear. The wealth of functions provided by the standard and

# BMW

## Corporate Communications

Media information

Date 5 March 2019

Topic BMW at the 89th Geneva International Motor Show 2019.

Page 4

optional driver assistance systems for the new BMW 7 Series now extends to include the Reversing Assistant.

The further developed engine line-up for the BMW 7 Series comprises a V12 now fitted with a gasoline particulate filter, a new eight-cylinder petrol engine and three six-cylinder in-line diesel units. The three plug-in hybrid models in the new BMW 7 Series portfolio offer increased drive power and greater electric range. All model variants comply with the requirements of the Euro 6d-TEMP emissions standard.

### **World premiere for the next plug-in hybrid: the BMW X3 xDrive30e.**

The world premiere of the BMW X3 xDrive30e at the Geneva show illustrates how the line-up of electrified models is set to grow. Due to go into production from December 2019, the plug-in hybrid variant of the globally popular Sports Activity Vehicle (SAV) expertly combines versatile driving qualities with exceptional efficiency. In 2020, the BMW X3 will go a step further as the brand's first model offered not only with conventional combustion engines and plug-in hybrid variants, but also in an all-electric version.

The plug-in hybrid system for the BMW X3 xDrive30e sees a four-cylinder petrol engine and electric motor channelling power to all four wheels. Their combined system output of 185 kW/252 hp can be temporarily boosted by up to 30 kW/41 hp when the electric motor's peak output is deployed. The BMW X3 xDrive30e sprints from 0 to 100 km/h in just 6.5 seconds (provisional figure). A lithium-ion high-voltage battery featuring the very latest battery cell technology gives the car a maximum all-electric range of 50 kilometres.

### **Second-generation plug-in hybrid variants of the BMW 7 Series, BMW X5 and BMW 3 Series Sedan make their debut.**

The new BMW 7 Series Plug-in-Hybrids take all of the luxury sedan's sporting prowess, passenger comfort and feel-good ambience and combine them with the option of virtually silent motoring with zero local emissions. A six-cylinder in-line petrol engine and an electric motor team up to power all three models. Together they can unleash a combined output of 290 kW/394 hp with the Driving

# BMW

## Corporate Communications

Media information

Date 5 March 2019

Topic BMW at the 89th Geneva International Motor Show 2019.

Page 5

Experience Control switch set to SPORT mode. The high-voltage battery's energy capacity has been increased too, extending all-electric range from 54 to 58 kilometres for the BMW 745e, from 52 to 55 kilometres for the BMW 745Le and from 50 to 54 kilometres for the BMW 745Le xDrive.

The second-generation BMW X5 with electrified powertrain also comes with a straight-six petrol engine specially modified for the job at hand. It teams up with an electric motor to generate system output of 290 kW/394 hp. Available from August 2019, the BMW X5 xDrive45e completes the 0 to 100 km/h sprint in 5.6 seconds (provisional figure). The BMW xDrive intelligent all-wheel-drive system is on hand to deliver a sporty brand of driving pleasure on the road and supremely assured performance off it by distributing the drive power from the engine and motor to all four wheels. The new BMW X5 xDrive45e wouldn't be complete without the latest battery cell technology to call on. The resulting electric range of up to 80 kilometres allows most daily commutes to be completed with zero local emissions. The new BMW X5 xDrive45e also has all the right credentials for much longer journeys and trips away, thanks to its 69-litre fuel tank and a versatile boot offering between 500 and 1,716 litres of luggage space.

A four-cylinder petrol engine, an electric motor and a latest-generation lithium-ion battery form the basis for the plug-in hybrid system in the new BMW 330e Sedan. It generates a combined output of 185 kW/252 hp, which can be briefly increased by up to 30 kW/41 hp courtesy of the standard XtraBoost function. This is sufficient to propel the car to 100 km/h from rest in 6.0 seconds (provisional figure). The BMW 330e Sedan due to come out in July 2019 doesn't just deliver sporty driving pleasure in abundance, it also excels in terms of its fuel consumption figures. The car's maximum electric range is 60 kilometres – around 50 per cent further than its predecessor.

### **Greater electric range for the BMW 530e Sedan and BMW 225xe Active Tourer.**

The latest advances in the field of battery cell technology are also set to provide a substantial boost to the electric range of the new BMW 530e Sedan and BMW 225xe Active Tourer models available from July 2019. Their new lithium-ion high-voltage battery packs now offer far greater energy capacity despite unchanged dimensions.

# BMW

## Corporate Communications

Media information

Date 5 March 2019

Topic BMW at the 89th Geneva International Motor Show 2019.

Page 6

This results in an electric range for the BMW 530e Sedan of up to 64 kilometres, an increase of more than 30 per cent.

In the BMW 225xe Active Tourer, meanwhile, the enhanced battery technology heralds an improvement in electric range of over 25 per cent, meaning that the plug-in hybrid variant of the roomy all-rounder will in future be able to cover distances of up to 57 kilometres with zero local emissions.

### **BMW Energy Services: Cost-free energy for EV users as a vision.**

At the same time as expanding the BMW plug-in-hybrid model range, BMW Energy Services progresses in providing customers with cost-efficient electricity packages. After first pilot-offers in Switzerland and France there will be such in Germany as well, starting in April.

The vision is cost-free green energy for EV users: When cars become able of feeding energy back into the power grid, they can “earn” their electricity bill themselves. With BMW Energy Services not only car users will benefit from the new opportunities arising as the energy revolution merges with electric mobility, but also fleet operators, energy suppliers and property owners.

### **One of a kind: the BMW Individual M850i Night Sky.**

Visitors to the Geneva Motor Show can also feast their eyes on a one-off BMW Individual version of the new BMW 8 Series luxury sports car. The BMW Individual M850i Night Sky (fuel consumption in EU NEDC combined: 9.8 – 9.7 l/100 km; CO<sub>2</sub> emissions in EU NEDC combined: 224 – 221 g/km) blends outstanding performance potential with design and equipment features that are literally out of this world. The BMW Individual Manufaktur customisation facility used meteoritic rock to adorn the centre console’s trim plate, the start/stop button for the V8 engine, the selector lever for the eight-speed Steptronic transmission, the Touch Controller for the iDrive system and the car’s door sill finishers. The headliner, centre console, brake discs, exterior mirror caps and many other exterior components also feature a design with extra-terrestrial origins, the strictly geometric Widmanstätten structure characteristic of meteoritic material being deftly incorporated into their respective surface finishes.

The specialists from BMW Individual Manufaktur have therefore harnessed their creative flair, technological expertise and innovative skills to bring the night sky

### Media information

Date 5 March 2019  
Topic BMW at the 89th Geneva International Motor Show 2019.  
Page 7

into the car. The BMW Individual M850i Night Sky boasts yet another highlight in the form of aluminium brake callipers with a bionic design. Developed by BMW Motorsport, they are likewise manufactured as unique specimens using 3D printing techniques. BMW Individual has taken exclusiveness and luxury for cars into a whole new dimension with this one-off car's stellar design and the materials and production processes involved in making it.

#### **Figures relating to performance, fuel/electric power consumption, CO2 emissions and operating range accordingly to EU regulations.**

All figures in this press release relating to performance, fuel/electric power consumption, CO2 emissions and operating range are provisional. The fuel consumption, CO2 emissions, electric power consumption and electric range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO2 emissions, the CO2 values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO2 emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO2-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO2 emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

#### **In case of queries please contact:**

Wieland Bruch, Communication BMW Group Electromobility 360°  
Telephone: +49-89-382-72652  
E-mail: [wieland.bruch@bmwgroup.com](mailto:wieland.bruch@bmwgroup.com)

Eckhard Wannieck, Head of Product and Brand Communications BMW  
Telephone: +49-89-382-28042  
E-mail: [Eckhard.Wannieck@bmwgroup.com](mailto:Eckhard.Wannieck@bmwgroup.com)

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

#### **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 also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

# BMW

## Corporate Communications

### Media information

Date 5 March 2019

Topic BMW at the 89th Geneva International Motor Show 2019.

Page 8

Facebook: <http://www.facebook.com/BMWGroup>  
Twitter: <http://twitter.com/BMWGroup>  
YouTube: <http://www.youtube.com/BMWGroupview>  
Google+: <http://googleplus.bmwgroup.com>