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|  | Media Information |
|  | November 2020 |
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|  | **The BMW Group has set course for the future and once again stepping up the pace of electromobility and offering Low Rate Finance for 2021.**   * Low Rate Finance offers across both BMW & MINI brands; from 1.9% BMW & 2.9% MINI * Exclusive MINI upgrade contribution of up to €1000 for Sport/ Exclusive Style Models. * 12 Plug-in Hybrid models with new Battery Electric Vehicles benefiting from reduced VRT rate. * The new BMW iX and BMW iX3 Premier Edition. * Digitalisation of Retailer Showrooms.   BMW Group Ireland has announced its model measures and offers for 2021. Low rate finance offers starting as low as 1.9% on the BMW 1 series with monthly repayments at €209 per month. MINI will offer a rate of 2.9% with an exclusive upgrade contribution of up to €1000 for Sport/ Exclusive Style Models. Full details of all 211 offers are available on DiscoverBMW.ie and MINI.ie.  *Kevin Davidson, Managing Director BMW Group Ireland* said “We’re looking forward to beginning the new year with strong finance offers across both brands. We have a fantastic line up of products, with 12 different Plug-in Hybrid models in our BMW and MINI range in all relevant vehicle segments- offering our customers the “Power of Choice”.”  **New Plug-in Hybrid Models with reduced VRT rate.**  Electromobility has proven to be a substantial growth driver for the BMW Group. BMW Ireland now offer 12 different Plug-in Hybrid models across the BMW and MINI range: BMW 2 Series Active Tourer, BMW 3 Series Saloon and Touring, BMW 5 Series Saloon and Touring, BMW 7 Series Saloon and Long Wheel Base Saloon, BMW X1, BMW X2, BMW X3, BMW X5 and the MINI Countryman.  The 2021 Irish Budget reduced the minimum VRT rate band from 14% down to 7%, which sees Plug-in Hybrid models benefitting from a reduction in VRT.  **The New MINI Countryman Plug-in Hybrid.**  The new MINI Countryman, the biggest and most versatile member of the MINI model family, has benefitted from an updated design, additions to the equipment range and new innovative technology. The latest version optimises space, versatility, functionality and ride comfort.  The new MINI Countryman Plug-in Hybrid ALL4 (combined fuel consumption: 2.0 – 1.7 l/100 km; combined power consumption: 14.0 – 13.1 kWh/100 km; combined CO2 emissions: 45 – 40 g/km) combines efficiency and hybrid-specific all-wheel drive, with the option of pure electric driving.  **NEW Battery Electric Vehicles Launching 2021.**  The BMW Group has set course for the future and once again stepping up the pace of electromobility expansion significantly.  **The New BMW iX3 Premier Edition.** Launching in summer 2021, Irish customers will be able to choose between the BMW iX3 Premier Edition and BMW iX3 Premier Edition Pro, both offering a significant level of standard equipment over and above the current BMW X3. The BMW X3 will be the brand’s first model offered with a pure electric, Plug-in Hybrid, and highly efficient petrol and diesel drive trains. **The NEW BMW iX.** The vision becomes reality as the BMW Vision iNEXT becomes the BMW iX. A year before its market launch at the end of 2021, the BMW Group is providing a first look ahead to the future BMW iX, which is currently still in the series development phase available in market in Autumn 2021. The BMW iX is the first model based on a new, modular, scalable future toolkit developed by the BMW Group; its focus is a fresh interpretation of design, sustainability, driving pleasure, versatility and luxury. The BMW iX harnesses the latest innovations in the fields of electrification, automated driving and connectivity to deliver a mobility experience which has a greater focus than ever on the consumer. **Digitalisation of Retailers.** BMW Group Ireland Retailers have remained agile in the current retail environment, conducting all sales interactions remotely utilising the digital tools that are available across both BMW & MINI brands. Customers can shop from the comfort of their own home. |

**Ends**

\*All figures relating to the performance, fuel/electric power consumption and CO2 emissions are provisional.

The fuel consumption and CO2 emission figures are determined according to the European Regulation (EC) 2007/715 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 information has already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions.

For further details of the official fuel consumption figures and the official specific CO2 emissions of new cars, please refer to the "Manual on the fuel consumption, CO2 emissions and power consumption of new cars" available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT),Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

**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 31 production and assembly facilities in 15 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 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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