



Media Information

29 May, 2024

The new BMW 3 Series Saloon and the new BMW 3 Series Touring.

- New design cues for the exterior and interior underscore the modern and sporting appeal of the 3 Series.
- Plug-in-hybrid models now offer up to 101km of electric range (WLTP) thanks to a new high-voltage battery. Standard-fit three-phase AC charging at up to 11 kW improves recharging times.
- New chassis tuning further enhances the balance between sporting capability and comfort.
- BMW iDrive with QuickSelect and BMW Operating System 8.5 standard across the range.
- BMW 3 Series Saloon priced from €56,700 and BMW 3 Series Touring from €58,910, with Ireland customer deliveries from summer 2024.

For almost 50 years, the BMW 3 Series has represented the core of the BMW brand. It epitomises sporty driving pleasure in the premium midsize class and has made significant contributions to design, driving dynamics and technological innovations in this segment time and again across seven model generations. The extensive design, powertrain, digitalisation and equipment revisions already introduced in 2022 will now be followed with a fresh package of updates that take the cars' visual appeal and cutting-edge modernity to new levels. New high-voltage batteries increase the electric range of the plug-in-hybrid models to a maximum of 101km in the WLTP cycle. New chassis tuning further enhances the balance between sporting agility and comfort. The new BMW 3 Series Saloon and new BMW 3 Series Touring will also now feature BMW Operating System 8.5 which provides the basis for intuitive and comfortable operation via the upgraded BMW iDrive with QuickSelect and new navigation functions including Augmented View.

These new technological advances are accompanied by precise design modifications for the exterior and interior. New exterior paint finishes and light-alloy wheels accentuate the sporting elegance exuded by the Saloon and Touring. Newly designed steering wheels and instrument panel and sophisticated optional features such as the Crafted Clarity glass applications further elevate the sophistication of the 3 Series interior.

The new BMW 3 Series Saloon is priced from €56,700 and BMW 3 Series Touring from €58,910. Both models will begin production from July 2024, with Ireland customer deliveries starting in the summer. BMW Group Plant Munich will be building both models, while the BMW 3 Series Saloon

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will also be produced at BMW Group Plant San Luis Potosí in Mexico.

Model	Max Power* (hp)	Peak Torque* (Nm)	Acceleration* (0-100 km/h) (secs)	Top Speed / Top Electric Speed* (km/h)	CO ₂ Emissions* (WLTP) (g/km)	Fuel Consumption Combined* (WLTP) (l/100km)	Electric Range* (WLTP) (km)	RRP Starting Price (excluding OTR costs)
320i Saloon	184	300	7.4	234	165 - 147	6.0 – 5.4	-	€58,100
M340i xDrive Saloon	374	500	4.4	249**	192 - 177	7.0 – 6.4	-	€97,320
330e Saloon	292	420	5.9	228 / 138	25 - 19	0.9 – 0.6	85 - 101	€56,700

320i Touring	184	300	7.6	228	170 - 153	6.2 – 5.6	-	€62,600
M340i xDrive Touring	374	500	4.6	249**	198 - 182	7.3 – 6.7	-	€100,350
330e Touring	292	420	6.0	228 / 138	26 - 23	0.9 – 0.7	86 - 98	€58,910

*All figures relating to performance, consumption, electric range and emissions are provisional. All the stated technical data including fuel consumption and emissions figures relate

to the offering in the German market. Dimensions and measurements refer to vehicles with basic configuration in Germany. These may vary depending on the wheel/tyre size and

items of optional equipment selected. **Electronically limited.

BMW 3 Series is the market leader in the premium segment of its class.

The most important sales markets for the new BMW 3 Series are China, Germany, the UK/Ireland and other European countries, as well as the USA. This is especially true of the Saloon, while the Touring model is particularly in demand in Europe. Its distinctive design and increased practicality also means that it is also popular in Japan, South Korea, Taiwan, Hong Kong, Australia and New Zealand.

The BMW 3 Series embodies the brands hallmark features of driving pleasure, elegantly sporty design and sustained technological progress ever since its debut in 1975. More than 20 million examples of the BMW 3 Series have been sold around the world to date, with the current, seventh model generation now accounting for almost three million of these. Recent figures showed the BMW 3 Series to be the market leader in the premium segment of the midsize class in China, Europe and the USA. As things stand, one in every eight vehicles delivered by the brand worldwide is a 3 Series and in some markets, 3 Series accounts for 25 – 35 per cent of total BMW sales.

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An unwavering commitment to carbon footprint reduction.

Highly efficient drive systems, intelligent lightweight design and optimised aerodynamic attributes are key contributors to the fine balance between driving pleasure and low fuel consumption and emissions struck by the new BMW 3 Series. The 48V mild hybrid technology used in certain models both sharpens power delivery and enhances efficiency. The bonnet, front side panels, engine subframe, front spring struts and numerous chassis components are all made from aluminium. The proportion of secondary raw materials used in cast aluminium parts for the BMW 3 Series is around 50 per cent. And the aluminium wheel rims offered for the Saloon and Touring are made up of as much as around 70 per cent recycled aluminium.

The externally procured electricity used in production of the new BMW 3 Series at BMW Group Plant Munich is generated from renewable sources. The BMW 3 Series also plays its part in helping the BMW Group to meet its exacting CO₂ targets by consistently increasing vehicle efficiency. The BMW Group has set itself the goal of cutting life-cycle CO₂ emissions per vehicle by at least 40 per cent by 2030 compared to 2019. By 2050 at the latest, the company is aiming for net zero in terms of CO₂e emissions throughout the value chain.

The BMW Group continued the ongoing reduction in its fleet CO₂ emissions across the European car markets in 2023. The company posted a provisional figure of 102.1 grams per kilometre in the WLTP cycle – 20 per cent below the target of 128.5 g/km set by the European Union.

Exterior design, interior and equipment. Progressive aura, refined ambience.

More than ever, sporting elegance and modernity define the design of the new BMW 3 Series Saloon and new BMW 3 Series Touring. Their driving pleasure-focused character is expressed in clear lines and generously sculpted surfaces, while the sophisticated design of the BMW kidney grille and twin circular headlights – both signature brand features – gives the front end an unmistakable appearance. Eye-catching front and rear aprons underscore the cars' dynamic profile, which can be further accentuated by specifying choosing M Sport model trim or selecting the optional M Sport Pro package.

The BMW 3 Series can now also be ordered with new exterior paint finishes and light-alloy wheels to add an extra touch of individualisation. In the interior, the progressive cockpit design featuring the BMW Curved Display is further enhanced by new steering wheels, visual modifications for the

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instrument panel and modernised decorative elements. The new M Performtex seat surface is included as standard on M Sport models and above.

Fresh design updates enhance the sporting elegance of the exterior.

The new BMW 3 Series Saloon and new BMW 3 Series Touring are available in two solid and seven metallic paint finishes, with Arctic Race Blue metallic and Fire Red metallic both new additions to the colour palette.

BMW 3 Series models ordered in M Sport will be available with new 19-inch M light-alloy wheels in double-spoke design, giving their side view an even more dynamic appearance. Customers can order these wheels in either a Jet Black finish or a bi-colour variant. Meanwhile, the BMW Individual range for the Saloon and Touring models also includes new 19-inch light-alloy wheels in Y-spoke design and a bi-colour finish. All the new light-alloy wheels are fitted with mixed-size tyres.

Progressive cockpit with new sports leather steering wheels.

Advanced new features have also been introduced in the interior of the Saloon and Touring models, giving the cockpit a clean and pared-back look. Newly designed steering wheels add further intensity to the driving experience, while the optional Luxury instrument panel in Sensatec has a further refined surface structure and decorative stitching in a contrasting colour.

The latest-generation steering wheels in the new BMW 3 Series Saloon and new BMW 3 Series Touring stand out with their modern and sporty design. Both models come as standard with a fundamentally redesigned sports leather steering wheel with a polygonal rim in two-spoke design. The M Sport models bring a new M leather steering wheel with three spokes, a flat-bottomed rim and a discreet centre marking in the 12 o'clock position. Both of the newly designed steering wheels have illuminated multifunction buttons and gearshift paddles. Fitted as standard, the paddles enable swift manual interventions in the gear selection process and underscore the sporting profile of the new BMW 3 Series.

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Digital climate control, selectable light moods.

The introduction of the latest-generation BMW iDrive with QuickSelect based on BMW Operating System 8.5 in the new BMW 3 Series Saloon and new BMW 3 Series Touring also brings optimised operation of the ventilation and climate control functions. Temperature selection, intensity of ventilation, seat heating and – if specified – steering wheel heating can now be adjusted on the BMW Curved Display or by voice command with the help of the BMW Intelligent Personal Assistant. New adjustment controls for the air vent grilles in the centre of the instrument panel and on the driver's and front passenger side of the cockpit allow the intensity and direction of airflow to be adjusted using rotating and tilting movements.

The interior lighting now includes cascade lighting integrated into the trim around the central seam vents as standard. It can be adjusted for colour and brightness according to personal preference, with users able to select from nine colour worlds. Their choice of colour and brightness settings are stored as part of their profile. If the optional ambient lighting (standard in the M Performance models) is specified, the individually adjustable light mood also extends to the front footwells, the storage compartment in the front section of the centre console and the contour lines of the door panel trims. The functionality of the interior lighting also includes an atmospheric Welcome and Goodbye Animation and light signals indicating an incoming phone call and optionally also an open door.

New seat surfaces in M Performtex.

As an alternative to the black cloth seat surfaces fitted as standard in Sport models, the new BMW 3 Series Saloon and new BMW 3 Series Touring can also be ordered with sport seats in Sensatec perforated. These are available in Black, Tacora Red or Cognac. The optional Vernasca leather trim is now offered in four colour variants.

The black surfaces of the sport seats in new M Performtex trim embody progressive sporting appeal. They are included as standard for M Sport models and both M340i derivatives. This innovative covering combines high material quality and a sporty design with low weight and a sustainability-optimised production method. M Sport and M340i models can also be ordered with sport seats and M sport seats in Vernasca leather with black surfaces and blue contrast quilting.

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New interior trim elements, exclusive accents with CraftedClarity.

Extensive revisions have also been made to the range of interior trim elements. Dark Graphite matt comes as standard in the new BMW 3 Series, while Fineline Light open-pored and Grey Blue Ash open-pored fine-wood trim, plus the Carbon Fibre and Aluminium Rhombicle Anthracite variants, can all be found on the options list.

Customers can now specify CraftedClarity glass applications – another new addition to the options list – which gives the gear selector lever, BMW iDrive Controller and Start/Stop button a particular air of exclusivity, both visually and in how they feel to the touch.

Extensive standard equipment, high-quality options.

Standard specification for the new BMW 3 Series Saloon and new BMW 3 Series Touring in Sport trim includes 17-inch (plug-in-hybrid models: 18-inch) light-alloy wheels, M High-gloss Shadow Line, a rear-view mirror with automatic anti-dazzle function and the Parking Assistant which includes Park Distance Control (PDC) with sensors at the front and rear. Three-zone automatic climate control and BMW Live Cockpit Plus with the BMW Curved Display including BMW Maps navigation system are also fitted as standard.

The Touring model comes as standard with automatic tailgate operation and a 40 : 20 : 40 split/folding rear seat backrest, which is available as an option for the Saloon. Among the highlights on the list of individual options allowing customers to adapt the interior to their requirements and tastes are – alongside sport seats and ambient lighting – the Harman Kardon surround sound system, an electrically operated glass roof for the Saloon and a panoramic glass sunroof for the Touring model.

Powertrain and driving experience. Greater electric range for plug-in-hybrid models and improved ride comfort.

The BMW 3 Series Saloon and Touring models are each offered in Ireland with a choice of three petrol engines featuring BMW TwinPower Turbo technology – including the exceptionally powerful six- cylinder in-line unit for the M340i models. All new BMW 3 Series Saloon and new BMW 3 Series Touring models come equipped with an eight-speed Steptronic transmission as standard,

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complete with shift paddles on the steering wheel for quick manual interventions in the gear selection process.

The engines available for the BMW 3 Series in Ireland produce outputs ranging from 184 hp up to the range topping M340i xDrive, with its six-cylinder in-line petrol engine producing 374 hp. The six-cylinder in-line petrol unit comes with mild hybrid technology for more dynamic power delivery and greater efficiency, with the 48V starter generator putting an extra 11 hp on tap.

New high-voltage battery for plug-in-hybrid models.

The plug-in hybrid BMW 330e Saloon and BMW 330e Touring models take electrification a step further, with drive technology comprising a four-cylinder petrol engine and an electric motor integrated into the eight-speed Steptronic transmission, which together generate a combined system output of 292 hp.

These latest plug-in-hybrid BMW 3 Series models boast even greater efficiency and a considerably longer electric range. This has been made possible by the switch to a new high-voltage battery with 19.5 kWh of usable energy. The product of fifth-generation BMW eDrive technology, it has a much higher energy density than the battery previously fitted in BMW 3 Series plug-in-hybrid models.

The new BMW Gen5 high-voltage battery represents a leap forward, bringing an improvement in all the relevant technical statistics. The high energy density at both cell and battery pack level combines with higher voltages to bring about a major increase in system efficiency. Although the high-voltage battery's usable energy has nearly doubled, the amount of space in the interior and load compartment remains unchanged, as does fuel tank capacity.

These latest advances in battery technology open up greater scope for experiencing pure-electric driving pleasure in a BMW 3 Series, with the new BMW 330e Saloon offering electric range figures of 85 – 101 km, and the new BMW 330e Touring offering 83 – 91 km. This allows drivers to complete not only urban journeys and the daily commute with zero local emissions, but longer trips too.

More advanced charging technology is also on hand to help drivers use all-electric drive power as extensively as possible. The new charging unit supports three-phase AC charging at up to 11 kW,

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the first time that such a high rate has been available for a plug-in hybrid from BMW. This enables the high-voltage battery to be fully recharged from empty in 2 hours 15 minutes.

Chassis offers an even better blend of sportiness and comfort.

Both the BMW 3 Series Saloon and Touring have always set the standard for driving dynamics in their respective segments, and now the chassis technology found within the new BMW 3 Series range also benefits from further development work. The blend of sporting flair and ride comfort for which the 3 Series is renowned has been further refined across all model variants with a series of targeted updates. The stiffer mounting connecting the rear dampers to the body is just one of the measures used to achieve this.

Drivers will enjoy a notable increase in comfort across all driving situations – regardless of the road surface conditions and the selected driving mode – without any loss of the customary 3 Series dynamic prowess. This development work has also had a positive impact on acoustics when the car is handling peak forces triggered by the road surface. As a result, its handling has even greater overall precision, composure and controllability. The force needed to turn the steering wheel has been reduced in Comfort mode to achieve superior steering comfort in everyday driving.

The M Sport suspension is included as standard on M Sport models, with the Adaptive M suspension with electronically controlled dampers and variable sport steering is available as an option.

Advanced assistance systems for driving and parking.

A wide selection of assistance systems enhance comfort and safety when driving and parking in the new BMW 3 Series Saloon and new BMW 3 Series Touring. The front collision warning system with brake intervention, Cruise Control with brake function and the new Intelligent Speed Assistance function are some of the features that come as standard. The standout optional extra is Driving Assistant Professional, available as part of the Technology package and comprising the Steering and Lane Control Assistant and Active Cruise Control with Stop&Go function, plus automatic Speed Limit Assist, route speed control, traffic light recognition, the Evasion Assistant, Crossroads Warning with city braking function, Wrong-way Warning and Front Crossing Traffic Warning.

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Besides Park Distance Control, the standard Parking Assistant also enables automated manoeuvring into and out of parking spaces, as well as featuring a Reversing Assist Camera and the Reversing Assistant. There is also the option of the Parking Assistant Plus with Surround View and Remote 3D View functions.

M340i models offer a powerful and distinctive character.

The sporting character of the new BMW 3 Series can be experienced in a highly concentrated format with the range-topping M340i models from BMW M GmbH. Featuring powerful six-cylinder in-line engines, a bespoke chassis set-up and signature M design cues both inside and out, the distinctive personality of these elite sporting models clearly shines through in both the driving experience and their looks. And there is now a new steering wheel and new seat upholstery to freshen up the cockpit.

M340i models feature a six-cylinder in-line petrol engine with 3.0 litre displacement and M-typical performance attributes. This engine's healthy appetite for revs and instantaneous power delivery are the result of the latest M TwinPower Turbo technology and 48V mild hybrid technology, with an output of 11 hp which produces an electric boost effect. The straight-six power units are paired with an eight-speed Steptronic Sport transmission with an ultra-sharp shift action and the BMW xDrive all-wheel-drive system is also on hand as standard to enhance agility and traction.

The six-cylinder in-line petrol engine in the BMW M340i xDrive Saloon and BMW M340i xDrive Touring generates maximum output of 374 hp and peak torque of 500 Nm. M Sport suspension with variable sport steering, the M Sport differential and M Sport brakes are also included as standard to deliver the blend of dynamic longitudinal and lateral performance, precision and exhilaration at the wheel for which M models are renowned.

Individual look with M-specific design features.

The performance capabilities of these top models are clearly flagged by M-specific design features crafted to meet technical requirements in terms of aerodynamics and cooling air supply. These include the large air intakes in the front apron, along with the M exterior mirror caps in Black high-gloss and the rear apron with its prominently styled diffuser. The BMW M340i xDrive Saloon also sports a body-coloured M rear spoiler.

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A mesh-design BMW kidney grille, exclusive 18-inch M light-alloy wheels and trapezoidal exhaust tailpipe trim further add to the individual appearance of the range-topping models. The M Sport Pro pack is also available for these models.

Modern sports car ambience in the cabin.

Inside the M Performance models, M-specific equipment details help to deliver a focused driving experience in a modern sports car ambience. Black sport seats in the new M Performtex upholstery are now fitted as standard, while there is also the option of M Sport seats covered in Vernasca leather that come in Black with blue contrast quilting.

A new version of the M leather steering wheel dials up the intensity of the performance experience with its flat-bottomed rim, red centre marker and contrast stitching in BMW M GmbH colours. Interior trim strips in the new Aluminium fine-brushed finish, M door sill trim, M pedals, an M driver's footrest and M-specific graphics for the BMW Curved Display are further standard features that help to imbue the flagship sporting models with their distinctive personality.

The new BMW Operating System 8.5 and innovative digital services.

The latest version of the BMW iDrive display and control/operation system with QuickSelect is fitted in the new edition of the BMW 3 Series Saloon and BMW 3 Series Touring, enabling vehicle functions to be controlled intuitively and providing access to digital services. It is now based on BMW Operating System 8.5 and features a new-look home screen and QuickSelect rapid-access tech, bringing an improved menu structure that takes its cue from consumer electronics devices.

Working in tandem with the BMW Curved Display and BMW Personal Assistant, the new BMW iDrive is geared towards touch and natural voice control. The climate control functions, including the seat heating and – if fitted – the steering wheel heating, are also now controlled digitally.

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BMW iDrive with QuickSelect allows functions to be selected directly from the home screen with rapid-access tech.

The BMW iDrive home screen now continuously displays the navigation system's map view in a large format or another individually selectable view. The system's QuickSelect functionality also paves the way for a flatter menu structure, enabling the driver to select the desired function directly from the home screen without any need to enter submenus.

On the driver's side of the control display, there is a bar of widgets for accessing numerous functions, including media or mobile phone, which can be navigated by swiping vertically. Swiping a widget horizontally displays additional related information and settings options. The widget bar can be customised by installing new widgets, removing existing ones or changing their arrangement.

The home icon at the lower edge of the control display makes it possible to return to the home screen from any application with a simple tap. Icons for direct access to the climate control menu, All Apps menu and, if activated, Apple CarPlay® and Android Auto™ can also now be found next to the home icon.

Enhanced navigation with BMW Maps and Augmented View.

The BMW Maps navigation system forming part of the standard BMW Live Cockpit Plus in the new 3 Series range makes it easier to input destinations and can offer additional information while driving. Further new features include better usability of filters, a flatter menu structure with touch buttons shown directly on the map view and proactive route recommendations.

The optional BMW Live Cockpit Professional adds the BMW Head-Up Display and also the new Augmented View function. This supplements the navigation system's map display by showing a live video stream of the driver's view on the information display or control display and augmenting it with contextual real-time information. For example, at confusing junctions an animated directional arrow is integrated into the video image to help the driver take the correct turn-off for the planned route.

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Individual user experience with the BMW ID and My BMW App.

The arrival of BMW Operating System 8.5 makes it even easier to personalise the user experience in the BMW 3 Series by simplifying the process for linking the vehicle with the driver's BMW ID and My BMW App. Customers initially sign in to the vehicle with their BMW ID by scanning a QR code with their smartphone and the personal user profile is then imported automatically.

Synchronisable settings are loaded and the key detected in the vehicle is associated with the BMW ID.

At the same time, the vehicle is added to the My BMW App – the universal interface that serves as a gateway to BMW's digital ecosystem. It provides information on the vehicle's status, its remaining range and any servicing and maintenance requirements. Depending on the car's specification, it also enables access to various remote functions, such as locating the vehicle or locking and unlocking the doors. The optional Remote 3D View function gives drivers the ability to call up a three- dimensional live image of their vehicle's immediate vicinity on their smartphone.

It is also possible to control the charging process for the plug-in-hybrid models from the My BMW App. This means that charging of the high- voltage battery can be started and stopped again either immediately or at a specified time and pre-conditioning can be activated remotely using a smartphone. The My BMW App also offers an overview of the charging history.

Drivers can also send destination addresses from their smartphone to the vehicle's navigation system for route planning, or access the online BMW ConnectedDrive Store where upgrades and additional functions for the new BMW 3 Series can be initiated, purchased or extended over the air. The "My Trips" feature including Efficiency Trainer and monthly review provides the user with valuable data about distance travelled, consumption and average speed, as well as offering helpful tips for driving efficiently.

In addition to the vehicle's built-in mobile SIM connectivity, customers can also use the Personal eSIM included in the new BMW 3 Series Saloon and new BMW 3 Series Touring as standard.

BMW M Performance Parts. Distinctive additions express the passion for motor sport.

In addition to the M Sport models and M Sport Pro package available from the factory, the BMW M Performance Parts range offer further scope for bringing even greater dynamic appeal to the appearance and driving properties of all the model variants.

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These model-specific retrofit options from the Original BMW Accessories list were developed using the proven expertise of BMW M GmbH in motor sport. The aerodynamics and exterior components for the new BMW 3 Series Saloon and new BMW 3 Series Touring underscore the dynamic ability of the two models, as do the light-alloy wheels in the BMW M Performance Parts line-up.

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Fuel consumption, CO2 emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration. For further details of the official fuel consumption figures and official specific CO2 emissions of new cars, please refer to the "Manual on fuel consumption, CO2 emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schramhausen 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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For further information, please contact:

Laura Condrón | Corporate Communications & Events Manager | 086 047 7549 | Laura.Condron@BMW.ie