



Media Information

05 June, 2024

**The all-new BMW 1 Series.**

- The BMW 1 Series enters its fourth generation with a dynamic new design, extensively improved chassis technology and high levels of standard equipment across the range.
- Highly efficient new generation of engines, including 48-volt mild hybrid technology fitted on the 120.
- BMW iDrive with QuickSelect and BMW Operating System 9 provides an intuitive and advanced user experience, complemented by an array of new automated driving and parking systems.
- Priced from €40,330 RRP, the new BMW 1 Series is available to order at BMW Retailers across Ireland, with customer deliveries beginning in October 2024.

The BMW 1 Series, a pioneer offering unmatched driving pleasure in the premium compact segment, is now entering its fourth model generation. With a new and dynamic design presence, a completely revised drive portfolio and extensively improved chassis technology, the new BMW 1 Series has sharpened its profile as the sportiest vehicle in the competitive environment. Featuring highly efficient engines, including those with 48-volt mild hybrid technology, and a resource-conserving production process, the new model improves sustainability across its entire product life cycle. Its progressive character is also reflected in the redesigned interior, an extended range of automated driving and parking systems, the new BMW iDrive with QuickSelect and innovative digital services based on BMW Operating System 9.

The premiere of the new BMW 1 Series marks the start of a new chapter in the model's 20-year success story. Like its predecessor, the new generation model will also be produced at BMW Group Plant Leipzig, with the first Ireland customer deliveries in October 2024. The new BMW 1 Series is priced from €40,330 (RRP) and available to order at BMW Retailers across Ireland from today.

Model	Max Power* (hp)	Peak Torque* (Nm)	Acceleration* (0-100 km/h) (secs)	Top Speed / Top Electric Speed* (km/h)	CO <sub>2</sub> Emissions* (WLTP) (g/km)	Fuel Consumption Combined* (WLTP) (l/100km)	RRP Starting Price (excluding OTR costs)
120	170	280	7.8	225	135 – 121	5.0 – 4.4	€40,330
M135	300	400	4.9	249**	184 – 174	6.75 – 6.3	€64,740

# BMW Ireland Corporate Communications

## Media Information

Date 05 June, 2024  
Subject **The new BMW 1 Series.**  
Page 2

\*All figures relating to performance, consumption 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.

### **Exterior design: Dynamic front end and hallmark BMW proportions.**

The sporty appearance of the BMW 1 Series in its fourth generation is underscored by typical BMW proportions: a long bonnet, a passenger cell set well back, a dynamically flowing roofline and a powerful rear design. The dimensions of the five-door model have changed only slightly compared to its predecessor. The exterior length of the new BMW 1 Series has increased by 42 millimetres to 4,361 millimetres, while the wheelbase is 2,670 millimetres. The vehicle width is 1,800 millimetres, while the height has increased by 25 millimetres to 1,459 millimetres.

With a strikingly flat front end that sits significantly lower to the road than its predecessor, the new BMW 1 Series signals its sporty character more than ever. The wide, forward-leaning BMW radiator grille features an innovative structure comprised of vertical and diagonal bars. The standard-fit LED headlights feature striking vertical elements for the daytime running light and the turn indicators. Adaptive LED headlights with glare-free matrix high beam, cornering light function and blue accents are optionally available.

The side view of the new BMW 1 Series is characterised by the dynamic wedge shape and the flat window graphics that taper towards the rear. The standard BMW Individual high-gloss Shadow Line includes a graphic element with the number 1 in the Hofmeister kink counter-swing on the C-pillar. A long roof spoiler and side air deflectors emphasise the stretched silhouette, while vertical reflectors and a black diffuser-style insert add to the powerful appearance of the rear apron. The striking, two-part rear lights extend well into the side sections.

The body paintwork of the new BMW 1 Series is available in two solid finishes and seven metallic finishes, while four BMW Individual paint finishes and a wide range of BMW Individual special paint finishes are also available. The new BMW 1 Series is the first model in the brand's range to be available with an optional contrasting roof paint finish, with a high-gloss black finish which further adds to the sporty appearance of the car.

# BMW Ireland Corporate Communications

## Media Information

Date 05 June, 2024  
Subject **The new BMW 1 Series.**  
Page 3

### **BMW M automobile with individual performance character.**

The new BMW 1 Series can be specified to look even more dynamic by choosing the M Sport model offered in Ireland, available at market launch. The M specific design features include large air intakes on the front apron, pronounced side skirts and a three-dimensional diffuser element in the rear apron.

At the top of the model range is the BMW M135 xDrive (combined fuel consumption: 1.2 – 1.3 l/100km; CO2 emissions combined: 184 – 174 g/km according to WLTP; CO2 classes: G - F) with significantly enhanced performance characteristics. The BMW M model is powered by a 300 hp four-cylinder engine, features an Adaptive M Chassis with sport steering and intelligent all-wheel drive as standard and accelerates from zero to 100 km/h in 4.9 seconds. On the outside, the M radiator grille with horizontal bars, M exterior mirror caps and four exhaust tailpipes make it instantly recognisable as a top-of-the-range model. An M Technology Package with specific suspension components, stiffness and lightweight measures, an M Compound brake system and 19-inch forged light-alloy wheels will be available exclusively for the BMW M135 xDrive from Autumn 2024. The M Sport Pro pack and model-specific BMW M Performance Parts are also available for all variants of the new BMW 1 Series.

### **Sporty and premium ambience.**

The newly designed interior of the new BMW 1 Series, which is completely leather-free when Sport trim is selected, offers a modern premium ambience with sporty accents and generous space for up to five occupants. Newly designed Sport seats offer a high level of comfort for long journeys, with the Econeer version featuring covers and upholstery made from recycled polyester. Sport seats are offered as standard in M Sport trim, or optionally available on Sport models. Perforated seat surfaces finished in Veganza, which offers leather-like properties, are optionally available in addition to the part Veganza and Alcantara upholstery that is included in the standard specification on both M Sport and M135 xDrive models.

Heated seats are standard across the 1 Series line-up, while lumbar support can be added to the

# BMW Ireland Corporate Communications

## Media Information

Date 05 June, 2024

Subject **The new BMW 1 Series.**

Page 4

sport seats and M Sport seats. An optional massage function is also available for the sport seats and an electric memory function can be added as an option for all seat versions. A driver and front passenger interaction airbag is now fitted as standard to further enhance occupant protection. By folding down the rear seat backrests, the storage space under the tailgate can be increased from 380 litres to 1,200 litres (BMW 120: 300 - 1,135 litres).

High-quality surfaces and trim, the redesigned gear selector and the BMW Curved Display underline the progressive and premium ambience inside the vehicle. The fully digital display system comprises a 10.25-inch Information Display and a 10.7-inch Control Display, which also offers new functionality such as controlling the air conditioning digitally via an always-visible array of controls. As an alternative to the standard sport steering wheel, a similarly redesigned M leather steering wheel is offered as standard on M Sport models which features shift paddles for manual gear changes.

### **New generation of engines, 7-speed Steptronic transmission with dual clutch as standard.**

Like the BMW M135 xDrive engine, the three-cylinder petrol engine found inside the new BMW 120 (combined fuel consumption: 5.0 – 4.4 l/100km; CO2 emissions combined: 135 - 121 g/km according to WLTP; CO2 classes: D) is from the latest generation of BMW Group modular engines. With a maximum power output of 170 hp, the new BMW 120 accelerates from 0 to 100 km/h in 7.8 seconds, working in tandem with a 48-volt mild hybrid system integrated into the gearbox to enhance both its efficiency and spontaneous power delivery. Both the 120 and M135 xDrive drive units transmit their power to a 7-speed Steptronic transmission with dual clutch as standard.

### **Improved body rigidity and further development of the chassis.**

The agility, steering precision and cornering dynamics of the new BMW 1 Series benefit from the increased rigidity of the body structure and the chassis connection. Advanced chassis technology includes optimised kinematics, highly preloaded anti-roll bar mounts and new shock absorber technology. The caster of the front wheels has been increased by 20 per cent, ensuring particularly stable directional stability and optimised steering feedback.

# BMW Ireland Corporate Communications

## Media Information

Date 05 June, 2024  
Subject **The new BMW 1 Series.**  
Page 5

In addition to the directly controlled wheel slip limitation, the new BMW 1 Series also features an integrated braking system and 17-inch light-alloy wheels (BMW M135 xDrive: 18-inch) as standard. Adaptive M Chassis, which lowers the vehicle by up to 8 millimetres, is offered as standard in M Sport trim, with further model-specific highlights including sport steering and 18-inch light-alloy wheels. Up to 19-inch light-alloy wheels and an M sport brake system are also available as optional equipment.

### **State-of-the-art systems for automated driving and parking.**

The new BMW 1 Series offers a significantly extended range of automated driving and parking systems as standard or optional equipment. Standard features include the Driving Assistant with front collision warning, Lane Departure Warning, Exit Warning and Traffic Sign Recognition, as well as the Parking Assistant with Reversing Assistant.

Highlights of the optional range include Steering and Lane Control Assist, Automatic Speed Limit Assist and route guidance when using Active Cruise Control with Stop & Go function. Parking Assistant Professional is also available for the new BMW 120, allowing parking and manoeuvring to be controlled by smartphone.

### **Expanded standard equipment, targeted individualisation.**

In addition to the high-quality assistance systems, the significantly expanded range of standard equipment on the new BMW 1 Series includes automatic air conditioning, alarm system, electrically folding exterior mirrors, LED headlights, heated front seats and BMW Live Cockpit Plus including the BMW Maps cloud-based navigation system across all models. M Sport and M135 xDrive models also benefit from Sport seats, Adaptive suspension and 18" alloy wheels alongside a wide range of other features.

The Tech Plus Package includes BMW Live Cockpit Professional with BMW Head-Up Display and Augmented View on the Control Display as well as Parking Assistant Plus. The Tech Package includes the telephone option with wireless charging, Comfort Access, logo projection from the exterior mirrors, automatic dimming interior mirror and adaptive LED headlights. Further optional

# BMW Ireland Corporate Communications

## Media Information

Date 05 June, 2024

Subject **The new BMW 1 Series.**

Page 6

equipment choices also include 2-zone automatic air conditioning, a panoramic glass roof and the Harman Kardon sound system which is standard on the BMW M135 xDrive.

### **The new BMW Operating System 9, BMW iDrive with QuickSelect and BMW Digital Premium.**

The new BMW 1 Series features the latest version of BMW iDrive with QuickSelect for intuitive and convenient operation of the vehicle's functions. The new home screen shows function icons vertically arranged on the same level. "QuickSelect" allows direct access to functions without having to switch to a submenu. The new BMW iDrive is consistently designed for touch operation and voice control, based on BMW Operating System 9, which also provides the basis for a highly individual selection of additional digital services. Remote software upgrades allow new and improved vehicle functions to be integrated into the vehicle over-the-air. With BMW ConnectedDrive Upgrades, customers can also test selected functions free of charge for a period of one month and then book them for a specific period. The new BMW Digital Premium offer can also be ordered for the new BMW 1 Series via the BMW ConnectedDrive Store.

The BMW Digital Premium subscription makes it possible to access a wide range of apps, including news and games, music streaming with Spotify and Tidal, among others, and video streaming via Xperi. BMW Digital Premium does not include the subscription to the streaming individual services. The offer includes data usage for all digital services and the apps contained in the BMW ConnectedDrive Store. BMW Digital Premium also extends the functions of the BMW Maps navigation system and the selection of My Modes and the lighting for the welcome and goodbye animation.

Smartphone integration with Apple CarPlay® and Android Auto™ is available as standard in the new BMW 1 Series while BMW ID and My BMW App offer a convenient way to personalise the user experience, logging into the vehicle and synchronising settings via the cloud seamlessly. The BMW Digital Key Plus with ultra-wideband wireless technology for compatible smartphones with iOS or Android operating systems and the Apple Watch can also be set up via the My BMW App.

**ENDS**

# BMW Ireland Corporate Communications

## Media Information

Date 05 June, 2024  
Subject **The new BMW 1 Series.**  
Page 7

\*All figures relating to performance, consumption 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.

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.

### BMW Media:

[www.press.bmwgroup.ie](http://www.press.bmwgroup.ie)

@ [BMW Ireland Facebook](#)

@ [BMW Ireland X](#)

@ [BMW Ireland Instagram](#)

@ [BMW Ireland LinkedIn](#)

@ [BMW Ireland YouTube](#)

### For further information, please contact:

Laura Condon | Corporate Communications & Events Manager | 086 047 7549 | [Laura.Condron@BMW.ie](mailto:Laura.Condron@BMW.ie)