



# **Statement by Dr. Klaus Draeger Member of the Board of Management of BMW AG**

**World premiere / Design Workshop F10  
FIZ Projekthaus Studio  
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- Please check against delivery -

Ladies and Gentlemen,

Here we are at the heart of BMW development and BMW design. We call this building the “Projekthaus” or “project house”. This is where the function and design of future BMW models come together. And, by the way, my office is on the other side of that wall just down the hall. So I really can say: Welcome to my second home.

Today, for the first time, we will be giving you an exclusive presentation of the new BMW 5 Series Sedan. It fills me with a tremendous sense of pride that the design was implemented just as we had envisaged from the start. The design of a distinctive, authentic brand aesthetic is often subject to development constraints. It can be quite a challenge to reconcile harmonious design with technical feasibility. But if you ask me, the engineers and designers certainly did a great job with the new BMW 5 Series.

As auto journalists you understand what a crucial role design plays in buying a car. And everyone knows that first impressions count.

We also know that our customers are looking for a product that combines emotional appeal with functional benefits.

What makes the new BMW 5 Series so important to us?

That has to do with the history of the Series and what it means to the company. After all, the BMW 5 Series:

- is steeped in tradition. In the sixties the so-called “New Class” of BMW 1500, BMW 1800 and BMW 2000 models paved the way for BMW’s success. With its then unique combination of engine performance, superior handling and everyday drivability, it clearly filled a need. The Sedan concept became a success and is still just as relevant today. From then on other series with the same approach were continually added to the product range. The first was the BMW 520, launched in 1972.

- The BMW 520 was the first model to be named according to the system we still use today – with the number 5 for our mid-range series and the 20 for the size of the engine – in this case, a 2.0-litre model.
- The new BMW 5 Series represents the model's 6th generation. Each of the 5 Series has been a winner and played a major role in the company's success around the world.
- The 5 Series is one of the core models in our product portfolio. It forms one of the pillars of our company, together with the 3 Series and the 1 Series.
- Our major-series models – and that includes the BMW 5 Series – account for just over half of our profit margin.

So you could say that the BMW 5 Series is of major strategic and economic significance to the BMW Group.

The design of the new BMW 5 Series represents an evolutionary leap that clearly underscores the vehicle's elegance. Nevertheless, its appearance must also reflect the state-of-the-art technology it features while still retaining the brand's typical sporty feel.

That is a major – but important – task. Engineers and designers work very closely to achieve this – right here in our "Projekthaus".

The architecture of this building, with light and airy rooms located in close proximity, itself encourages active communication. It mirrors the creative process involved in building such a complex product. As far as I know there is nothing else like it in the automobile industry.

The outer ring is where our engineers have their offices. The core of the building – on the floors below us – is where the designers and design engineers work on virtual and real models. This allows the different specialist departments to work together efficiently in tight networks.

You will have the chance to take a peek at this creative process today and glance over the shoulder of some of our designers.

Our head designer, Adrian van Hooydonk, will discuss the design of the new BMW 5 Series in detail a little later.

Design is our main focus today – and I can tell you this: The new BMW 5 Series will be able to deliver what its design promises. It will have a significant impact in the upper mid-range segment in terms of driving dynamics and efficiency.

That brings me to the technology that really sets the new BMW 5 Series apart.

For a start, we have made extensive enhancements to the series chassis of the new BMW 5 Series Sedan and also integrated a double-arm front axle, among other features. This allows us to strike the perfect balance between dynamic performance and comfort.

For customers who seek even greater driving pleasure, we also offer innovative chassis options, such as

- Integrated Active Steering.
- Or Adaptive Drive.

Adaptive Drive also allows the driver to make individual chassis adjustments at the flip of a rocker switch.

All of these features have a significant impact on the driving stability and the responsiveness of the vehicle. First and foremost they benefit the driver. But passengers will also appreciate its superior handling.

Or to put it more simply: The new BMW 5 Series Sedan is just as responsive as a BMW 3 Series.

For the market launch on March 20<sup>th</sup>, 2010 we will be offering the following engine options:

- 1 eight-cylinder petrol engine
- and 3 six-cylinder petrol engines
- plus 2 six-cylinder diesel engines

The top-of-the-range BMW 550i model will be powered by an eight-cylinder engine with BMW TwinPower Turbo Technology.

All of these engines are geared towards performance and efficiency.

BMW EfficientDynamics features come as standard in the new BMW 5 Series and will also gradually gain traction at international level. BMW 5 Series vehicles already led the upper mid-range segment in fuel economy. And the new versions are even better than previous models.

- The top-of-the-range model among the in-line six cylinder engines will be the BMW 535i. Its BMW TwinPower Turbo engine is even more efficient than its predecessor, the 8-cylinder 540i. In line with BMW EfficientDynamics, acceleration has improved while nominal performance has stayed the same and fuel consumption has been reduced. So the new BMW 535i uses 1.3 litres less fuel than the BMW 540i – and also emits 37 grams less CO<sub>2</sub>.

The same applies to the diesel engines:

- The new BMW 530d automatic produces 14 grams less CO<sub>2</sub> and uses 0.4 litres less fuel. It is also available with the BluePerformance Technology option that already conforms to the EU6 norm.

And the BMW 520d, which will come onto the market in mid-2010, will have exemplary consumption figures. It is equipped with a four-cylinder turbo-diesel engine with aluminium crankcase and common-rail direct injection. This model will introduce the Auto Start Stop function to the 5 Series family.

Its average fuel consumption in the EU5 test cycle is 5.0 litres per 100 kilometres with 184 hp and CO<sub>2</sub> emissions of 132 grams per kilometre.

In terms of handling, I already mentioned that the new BMW 5 Series was “as responsive as a BMW 3 Series”. But when it comes to equipment and technology, it offers many features that were previously only available in the upper class segment.

And I don’t just mean the high-quality workmanship, wide choice of options and luxurious interior.

I am talking about the driver assistance systems and mobility services of BMW ConnectedDrive.

That means traffic information; emergency call function; vehicle, info and office services; travel and leisure planning tools; and Internet.

All of these functions are strictly geared towards three goals: enhancing personal comfort, optimising the safety of all vehicle occupants and offering the latest in in-car infotainment.

New to this BMW 5 Series Sedan are optional extras such as:

- the BMW Parking Assistant,
- the Surround View system
- and the impact warning with braking function.

Let me give you a few examples of its comfort functions:

As the name implies, the Parking Assistant makes parallel parking on either side of the road safe and easy for the driver. The driver just uses the accelerator and brake – and the electromechanical power steering takes care of the rest. And in case that makes any of you smile, let me just say: You would be surprised how many men are keen to get this function.

For even trickier manoeuvres in small spaces there is the Surround View system. This gives the driver a bird's eye view of the vehicle.

Here is an example of the safety functions:

The Active Cruise Control with Stop & Go function and impact warning with braking function.

Standard equipment in the new BMW 5 Series Sedan includes cruise control with braking function. The Stop & Go function also comprises automatic distance control – which you are already familiar with.

In the new BMW 5 Series Sedan, Active Cruise Control will be offered for the first time in conjunction with impact warning with braking function. Both systems can be operated independently of one other, but their functions are synchronised. The impact warning with braking function uses a two-phase alarm system. The “pre-warning” is just an optical signal. But in situations where the driver needs to respond quickly, the system triggers an immediate optical and acoustic warning, and – what is new – automatically brakes by itself.

I have only talked about the new features today. Of course, the 5 Series Sedan also includes equipment such as the lane departure and lane change warning, speed limit info, first-class intelligent lighting control technology,

and BMW Night Vision with pedestrian recognition. But you will find plenty of information on all of these in the press folder you'll receive today.

And now I have talked enough.

Please raise the curtain for the new BMW 5 Series Sedan.