

BMW Group Latin America & the Caribbean Corporate Communications

Press Release

BMW 5 Series Receives Five Stars in New More Stringent Crash Test

The all-new BMW 5 Series was one of only two vehicles to receive an overall five-star rating in the first crash tests conducted by the National Highway Traffic Safety Administration under the new, more stringent New Car Assessment Program (NCAP).

New criteria for the NCAP rating system include: more stringent side-impact tests, use of crash-test dummies of varying size (now also simulating a small adult female as well as a medium-size adult male), collection of more data, introduction of a single overall rating score and the highlighting of high-tech crash avoidance systems like electronic stability control, lane departure warning and forward collision warning.

The all-new 2011 BMW 5 Series is available with Lane Departure Warning, Blind Spot Detection, and Active Cruise Control with a Stop & Go feature. It is also available with Night Vision with Pedestrian Detection, a BMW first.

Every 2011 BMW 5 Series is equipped with BMW Assist which includes an enhanced Automatic Collision Notification system. This system, developed jointly with the William Lehman Trauma Center, not only contacts the emergency call center automatically in the event of a collision, but will also transmit data that will alert emergency responders to the probability of severe injury in order to help them better prepare.

Another important safety feature for drivers in colder climates is the availability of BMW's xDrive all-wheel drive, which is now available for the 535i and 550i Sedans as well as the 535i and 550i Gran Turismo.

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Information about BMW Group and their products, with texts and high definition pictures can be found at the Internet on the BMW Pressclub: www.press.bmwgroup.com

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. By 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

For more information:

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