

BMW

U.S. Press Information

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2017 BMW X1 and 2017 BMW 2 Series Earn IIHS “Top Safety Pick”.

Woodcliff Lake, NJ – December 8, 2016... Today the Insurance Institute for Highway Safety named the 2017 BMW X1 and 2017 BMW 2 Series a “Top Safety Pick”, continuing the company’s long-standing commitment to offering class-leading safety with each new model. In order to earn “Top Safety Pick”, a car must receive good ratings in five different crash tests — small overlap front, moderate overlap front, side, roof strength and head restraints, among other considerations.

The BMW X1 has been awarded for a second time in a row by the IIHS and is praised for its body and structure design, boosting its performance in the small overlap front crash test. The BMW X1 builds on the success of the previous generation by incorporating a roomier interior, greater efficiency and technology on the forefront of innovation.

Since its introduction in 2014, the BMW 2 Series has been recognized by the IIHS every year for four consecutive appearances. The 2 Series has been praised for its body structure integrity receiving a top rating in all crashworthiness tests.

The BMW X1’s and BMW 2 Series available front crash prevention system earn an advanced rating from IIHS. In the track tests at 12 mph, impact speed was reduced by an average of 10 mph. In the 25 mph test, impact speed was reduced by 7 mph. The system includes a forward collision warning component that meets National Highways Traffic Safety Administration criteria.

The 2017 BMW X1 and 2017 BMW 2 Series provide a high-level of standard safety features including BMW Assist eCall, BMW TeleService, Dynamic Stability Control, Brake Dry Assist, Cornering Brake Control and Dynamic Traction Control. Optional features such as Lane Departure Warning, Frontal Collision Warning including Pedestrian Warning and City Collision Mitigation are also available.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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