

## **BMW Group provides a view of the product novelties for the BMW and MINI brands, which will arrive in 2021.**

**Mexico City, February 4, 2021.** BMW Group is a synonym for technology, innovation and sustainability. For 2021, BMW Group strengthens its leader position in the several product segments in which it participates. Then, a general overview of its brands novelties for Latin America in 2021.

### **BMW**

#### **BMW 128ti.**

The BMW 128ti breathes new life into a long tradition at BMW. Since the 1960s the "TI" (later "ti") badge has stood for "Turismo Internazionale" and marks out particularly sporty models - from the iconic BMW 1800 TI and BMW 2002 TI to the BMW 323ti Compact and BMW325ti Compact of the late 1990s.

With its specially tuned M Sport suspension (lowered by 10 millimeters), a Torsen limited-slip differential and a bespoke steering application, the exclusively front-wheel-drive compact sports model is focused squarely on highly engaging driving pleasure.

The 2.0-liter engine with BMW TwinPower Turbo technology is a direct offshoot of the variant in the BMW M135i xDrive - the BMW Group's most powerful four-cylinder unit - and develops 265 hp. The eight-speed Steptronic Sport transmission is fitted as standard.

Exclusive distinguishing features on the inside and outside of the BMW 128ti give the car a distinctive appearance. Taking the M Sport model as a basis, it adds specific covers and trim moldings, side skirt trim and a "ti" badge ahead of the rear wheels in a sporting red color. If the BMW 128ti is ordered with the Melbourne Red or Misano Blue metallic paint finishes, the accents and "ti" badge (which can be deleted, if desired) come in black.

The interior also contains a host of red accents, including a large Race Red surface in the backrests of the standard sport seats, the embroidered "ti" badge in the central armrest and contrast stitching in the other armrests, door panels and instrument panels rim and airbag cover in the M Sport steering wheel feature red stitching.

For more information visit: [BMW Group PressClub Latin America](#)

#### **BMW 4 Series Convertible.**

Captivating sporting prowess is the defining feature of the new BMW 4 Series range, and it can now also be experienced in an open-top car. With its standalone design, brand new softtop construction, diverse line-up of engines, advanced chassis technology, model-specific stiffening elements for the body structure and innovative equipment features, the new BMW 4 Series Convertible packages the brand's hallmark driving pleasure in a particularly exclusive form.

With its blend of sporting driving pleasure and open-air thrills, the new BMW 4 Series Convertible builds on a long-standing tradition in this model class that began 35 years ago with the launch of the first ever BMW 3 Series Convertible.

The newcomer's elegant yet powerful presence also stems from its larger exterior dimensions. Alongside the car's proportions, it is the front end of the new BMW 4 Series Convertible that truly highlights its standalone character and distinguishes it most clearly from the new BMW 3 Series Sedan. The defining element is its large, vertically emphasized BMW kidney grille, which - as on the new BMW 4 Series Coupé - takes pride of place at the center of the front end.

The body's extremely rigid structure is stiffened further still by the addition of features such as convertible-specific bracing, an aluminum shear panel at the bottom of the front end, and side skirts with extremely high torsional rigidity. As a result, the static torsional rigidity of the new BMW 4 Series Convertible is four per cent higher overall than its predecessors.

For more information visit: [BMW Group PressClub Latin America](#)

### **BMW M3 Competition Sedan / BMW M4 Competition Coupé.**

35 years after the first BMW M3 took to the stage, BMW M GmbH is presenting the latest generation of its high-performance sports cars at the premium end of the midsize class. The new BMW M3 Competition Sedan and the new BMW M4 Competition Coupé elevate their unmistakable combination of track-optimized performance and supreme everyday usability to a whole new level.

In the new BMW M3 Competition Sedan and new BMW M4 Competition Coupé, the 510 hp version of the high-revving unit teams up with an eight-speed M Steptronic transmission with Drivelogic.

Customers can therefore choose from three different character profiles for their sedan or coupé. The significant dynamic advances made over their predecessors are the product of a typically M development and tuning process conducted in part alongside testing for the new BMW M4 GT3 racing car. Further common ground between the new BMW M cars is the spectrum of emotions sparked by their powertrain and chassis, visually expressive design and new, M-specific control / operation system. These range from the joy of driving a car so capable over long distances yet so dynamically adept in everyday use, to the thrill of a sporting machine let off the leash on closed roads.

Contributors to the visually striking appearance of the two models include the M-specific version of the large, vertical BMW kidney grille with horizontal bars, the powerfully sculpted wheel arches with eye-catching M gills and the prominently extended side sills with attachment parts for the front and rear aprons. The sedan and coupé also have a roof made from carbon-fiber-reinforced plastic (CFRP) with aerodynamically optimized fins, a rear spoiler and the two pairs of exhaust tailpipes that are now a customary feature of M cars.

For more information visit: [BMW Group PressClub Latin America](#)

### **BMW X2 M Mesh Edition.**

Even more attractive and distinctive, the Sports Activity Coupé (SAC) sets a new marker in the form of the BMW X2 M Mesh Edition. Based on the M Sport X model, the M Mesh Edition uses highlighted aspects of the design, as well as exclusive items to attract even more active and extroverted customers in a young and young-at-heart target group.

This model has an independent appearance thanks to the BMW M kidney grill in High-gloss Black with a pronounced tridimensional mesh inspired in race cars, in addition to the characteristic new color Frozen Black-Brown metallic. The tone, similar to mocha, may be found on inserts in the bumper trims, the prominent cladding in the side skirts and doors, and the wheel arch trim.

Eye-catching decals on the bonnet, the sides of the front bumpers and the front and rear doors come as standard. In bold Orange, they provide the perfect complement to the new Brooklyn Gray metallic paint finish exclusive to the M Mesh Edition, as well as the Sapphire Black metallic exterior shade. If Alpine White, Phytonic Blue metallic or Sunset Orange metallic is specified, the decals come in Black. They can be deleted, if desired. New M aerodynamic wheels in 19- and 20-inch formats with inserts in the same color as the decals.

It comes with standard bi-color interior appointments, M sport seats with integral head restraints and Dakota leather covers in eye-catching Mocha and Anthracite-colored Alcantara. Contrast stitching in Orange on the seats, instrument panel and center console. Floor mats with edge binding and stitching in Orange and entry sills with "Edition" lettering.

For more information visit: [BMW Group PressClub Latin America](https://www.bmwgroup.com/pressclub/latin-america)

### **BMW iX.**

BMW i plays a central role at the BMW Group as a "workshop for the future" and driver of innovation across the company.

The BMW iX will go into production at BMW Plant Dingolfing from the second half of 2021 as the BMW Group's new technology flagship. It brings together the company's latest developments in the strategic innovation fields of Design, Automated Driving, Connectivity, Electrification and Services. Added to which, the vehicle concept and design of the BMW iX are rooted in an all-embracing approach to sustainability. This is reflected in areas of the car such as its optimized aerodynamics, intelligent lightweight design and extensive use of natural and recycled materials, which help to create a cutting-edge sense of luxury and comprehensive feeling of wellbeing on board.

The fifth generation of BMW eDrive technology - which encompasses the two electric motors, the power electronics, the charging technology and the high-voltage battery - guarantees exceptional efficiency. The power unit developed by the BMW Group has been manufactured sustainably without the use of critical raw materials known as rare earths and will, by the most recent calculations, develop maximum output of more than

500 hp. That will be enough to power the BMW iX from 0 to 100 km / h in under 5.0 seconds.

The role of the kidney grille has duly turned digital and here it functions as an intelligence panel. Camera technology, radar functions and other sensors are integrated seamlessly into the grille behind a transparent surface. The BMW kidney grille is not the only example of how the principle of shy tech has been integrated into the design of the BMW iX. The technology stays in the background and only becomes apparent as and when the relevant functions are called into action.

For more information visit: [BMW Group PressClub Latin America](#)

### **BMW iX3.**

The BMW iX3 combines the driving pleasure free of local emissions with the sport capacity for which BMW is known, as well as with the comfort, multifaceted functionality, and amplitude of a Sports Activity Vehicle (SAV).

Strategic “Power of Choice” approach covers broad spread of customer requirements and statutory regulations around the world: BMW X3 is the first model to be available with a petrol or diesel engine, plug-in hybrid drive system or all-electric drive system.

The new BMW iX3 blazes a trail for fifth-generation BMW eDrive technology. Electric motor, power electronics and transmission arranged in a central housing for the first time. The design principle of a current-excited synchronous motor enables optimized power development and allows engineers to avoid the use of rare earths.

The debut of the BMW IconicSounds Electric in the BMW iX3 provides acoustic feedback to enrich the electric driving experience upon providing emotional deepness. The Start / Stop sound simulated in the BMW iX3 is the first sound originated from the cooperation between Hans Zimmer and the BMW sound designer Renzo Vitale which appears in a production vehicle. The driving soundtracks from the cooperation with Hans Zimmer shall be available in electrified BMW models in a later date.

For more information visit: [BMW Group PressClub Latin America](#)

### **MINI**

#### **MINI Paddy Hopkirk Edition.**

In 1964, the classic Mini Cooper S clinched the first of three overall victories at the legendary Monte Carlo Rally. At the wheel: the then 30-year-old Northern Irish rally driver Patrick “Paddy” Hopkirk. In his honor, MINI now presents an edition model with exclusive design and equipment features to mark one of the most spectacular achievements in the history of international motor racing. One unmistakable reminder of Hopkirk’s coup in the classic Mini is the winning car’s start number 37, which is featured in stylised form on the driver and passenger doors of the edition model.

The edition model combines its exterior paintwork in the style of the historic rally winner in a market-specific manner with 17-inch John Cooper Works light-alloy wheels in Track Spoke Black design or 18-inch John Cooper Works light-alloy forged wheels in Cross Spoke Jet Black matt design and numerous other accentuations in dark colors. The frame and horizontal brace of the radiator grille are finished in high-

gloss black, as are the inserts for the lower air intakes, the opening in the bonnet, the door handles, the fuel filler flap, the tailgate handle, the MINI logos at the front and rear as well as the surrounds for the headlights and rear lights.

The start number 37 also appears on the side indicator elements known as side scuttles. Other unmistakable features on the exterior are the LED headlights and the rear lights in Union Jack design, stickers with the inscription "Paddy Hopkirk Monte Carlo" and a single white bonnet stripe on the driver's side, which like the tailgate of the edition model bears the signature of the 1964 "Monte" winner. In addition, the famous number and letter combination 33 EJB of the number plate of the 1964 Monte Carlo winning car is shown on the bonnet strip using 3D effect graphics.

Hopkirk's signature also appears on the decorative trim strip on the passenger side, which forms part of the Piano Black high-gloss interior surfaces. Another exclusive design feature is the MINI LED entry sills bearing the name "Paddy Hopkirk".

For more information visit: [BMW Group PressClub Latin America](#)

### **MINI Cooper SE.**

Urban mobility with purely electric drive can now also be experienced in hallmark MINI style. The new MINI Cooper SE makes it possible. It combines sustainable mobility with the riding fun, expressive design and premium quality that are typical of MINI. As such, the first solely electrically powered model of the British brand offers pure MINI feeling with locally emissions-free driving.

The spontaneous power delivery of its 184 hp motor, the brand-specific front-wheel drive, and the innovative driving dynamics system with wheel slip limiting close to the actuator, give the new MINI Cooper SE a particularly intense and unmistakable agility, known as the go-kart feeling. Its model-specific lithium-ion battery enables a range of 235 to 270 kilometers. The high-voltage battery is situated deep in the vehicle floor, ensuring there are no limitations in terms of luggage compartment volume as compared to the conventionally powered MINI 3 Door.

For more information visit: [BMW Group PressClub Latin America](#)

### **New 3 Door MINI, 5 Door MINI and MINI Convertible.**

The original in the small car premium segment moves to the next stage of its evolution. With an intensive makeover for the MINI 3-door, the MINI 5-door and the MINI Convertible, the British premium automobile manufacturer confirms the position of the three models as the premium providers of driving fun, expressive design and individual style.

Clear exterior design accents give it a purist appearance that emphasizes the hallmark design features. In addition, the innovative Multitone Roof creates unique individualization opportunities. In the interior, the extensively redesigned cockpit underlines the premium character of the MINI-3 door, the MINI-5 door and the MINI Convertible.

Attractive additions to the range of standard and optional equipment, new exterior paint finishes, light-alloy wheels, interior and seating surfaces as well as innovative technology in the areas of chassis, driver assistance systems, operation and connectivity round off the latest update for the British brand's small car models.

Clear exterior design accents give it a purist appearance that emphasizes the hallmark design features. In addition, the innovative Multitone Roof creates unique individualization opportunities. In the interior, the extensively redesigned cockpit underlines the premium character of the MINI-3 door, the MINI-5 door and the MINI Convertible. Attractive additions to the range of standard and optional equipment, new exterior paint finishes, light-alloy wheels, interior and seating surfaces as well as innovative technology in the areas of chassis, driver assistance systems, operation and connectivity round off the latest update for the British brand's small car models.

The global market launch of the latest edition of the MINI-3 door, MINI 5-door and MINI Convertible models will begin in March 2021. In a model-specific version, the comprehensive design, technology and premium quality update also gives fresh impetus to the MINI brand.

For more information visit: [BMW Group PressClub Latin America](https://www.bmwgroup.com/pressclub/latam)

\*\*\*

#### **About 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based 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.

#### **[www.bmwgroup.com](https://www.bmwgroup.com)**

Facebook: [http://www.facebook.com/BMWGroup](https://www.facebook.com/BMWGroup)

Twitter: [http://twitter.com/BMWGroup](https://twitter.com/BMWGroup)

YouTube: [http://www.youtube.com/BMWGroupView](https://www.youtube.com/BMWGroupView)

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>

#### **About BMW Group Latin America**

The BMW Group in Latin American has presence in the region with the three brands BMW, MINI and BMW Motorrad; as well as in some countries the sub-brand BMW i is also included. BMW Group Mexico began its activities at the end of 1994 and therefore celebrated in 2019 the 25<sup>th</sup> anniversary of its presence in this country. In Latin American region, the first importer was located in Ecuador in 1958, which has been active for more than 50 years.

The BMW Group has two plants in Brazil, one located in Araquari, Santa Catarina, focused on the production of cars. The other plant is located in Manaus, Amazonas, which is the first facility to manufacture two-wheelers for the brand outside of Germany. In July 2014, the investment of one billion

dollars was announced for the construction and operation of a production plant in San Luis Potosí, Mexico; which began operations in 2019 with the new generation of the BMW 3 Series.

BMW Group Latin America region is integrated by 28 countries: Antigua, Argentina, Aruba, Bahamas, Barbados, Bolivia, Brazil, Curacao, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Cayman Islands, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Saint Lucia, Suriname, Trinidad and Tobago and Uruguay. Of these countries, 28 offer the BMW brand, 15 offer the MINI brand, 15 offer the BMW Motorrad brand and 7 the BMW i sub-brand.

In addition, it has a service and after-sales organization, which offers customer service.

**For more information please contact:**

**Corporate Communications - BMW Group Latin America**

Vladimir Mello

[vladimir.mello@bmw.com.mx](mailto:vladimir.mello@bmw.com.mx)

Juan Bernardo Vázquez Mellado

[bernardo.vazquezmellado@bmw.com](mailto:bernardo.vazquezmellado@bmw.com)

Zolveing Zúñiga

[zolveing.zuniga@bmw.com.mx](mailto:zolveing.zuniga@bmw.com.mx)

Edgar Téllez

[edgar.tellez@bmw.com.mx](mailto:edgar.tellez@bmw.com.mx)

**Corporate Communications - San Luis Potosi Plant (Mexico)**

Elizabeth Arreguín

[elizabeth.arreguin@bmw.com.mx](mailto:elizabeth.arreguin@bmw.com.mx)

Julián Argüelles

[julian.arguelles@bmw.com.mx](mailto:julian.arguelles@bmw.com.mx)

**Corporate Communications - Argentina**

Gonzalo Rodiño

[gonzalo.rodino@bmw.com.ar](mailto:gonzalo.rodino@bmw.com.ar)

Tania Silva

[tania.silva@partner.bmw.com.ar](mailto:tania.silva@partner.bmw.com.ar)

**Regional Public Relations Agency - JeffreyGroup**

Adriana Olmedo

[aolmedo@jeffreygroup.com](mailto:aolmedo@jeffreygroup.com)

Vanessa Angulo

[vangulo@jeffreygroup.com](mailto:vangulo@jeffreygroup.com)

Angela Del Castillo

[adelcastillo@jeffreygroup.com](mailto:adelcastillo@jeffreygroup.com)

Federico Martínez

[fmartinez@jeffreygroup.com](mailto:fmartinez@jeffreygroup.com)

Paula Argandoña

[pargandona@jeffreygroup.com](mailto:pargandona@jeffreygroup.com)

**San Luis Potosi Plant (Mexico) – JeffreyGroup**

Georgina Vázquez

[gvazquez@jeffreygroup.com](mailto:gvazquez@jeffreygroup.com)

Arturo Tobias

[atobias@jeffreygroup.com](mailto:atobias@jeffreygroup.com)

**BMW Group PressClub**

[www.press.bmwgroup.com/mx.html](http://www.press.bmwgroup.com/mx.html)

[www.press.bmwgroup.com/latin-america-caribbean?language=es](http://www.press.bmwgroup.com/latin-america-caribbean?language=es)

[www.press.bmwgroup.com/argentina/](http://www.press.bmwgroup.com/argentina/)