

BMW Group product offensive for Latin America in 2022: future mobility is already a reality.

- The fifth generation of BMW eDrive technology reaches its peak with the arrival of the renewed BMW iX3, BMW iX and BMW i4.
- The new BMW 2 Series Coupé strengthens the Latin American pride of being designed by a Mexican and manufactured only in Mexico for the whole world.
- The MINI Electric plays an essential role in the brand's strategy towards complete electrification by 2030.
- BMW Motorrad presents its last step towards electrified urban mobility on two wheels with the new BMW CE 04.
- Other remarkable BMW, MINI and BMW Motorrad models reinforce the product alignment in the region with the new BMW 8 Series and BMW M8, the new MINI Edition models and the new BMW K 1600 line-up.

Mexico City, February 15, 2022. BMW Group stays optimistic in 2022, since this year has a critical role in the achievement of the Group's goals to assure the most sustainable supply chain in all the automotive industry and thus reaching a carbon and environmental neutral business model by 2050.

In 2022, BMW Group will reach half of its second stage of transformation towards these ambitious goals. In this stage, the Company is electrifying its product core range thanks to the fifth generation of the BMW eDrive technology used for the first time in the BMW iX3, and that also drives the BMW iX, the company's new technology flagship, as well as the completely new BMW i4. Therefore, in 2025, the Group will have 25 electrified models, half of which will be all-electric models.

Also, the third stage of the company's transformation will begin in 2025 and will be in-line with the product's platform named New Class (Neue Klasse), characterized by three main elements:

- Completely redefined IT and software architecture.
- A new generation of electric drive systems and high performance batteries.
- Completely new approach to sustainability during the entire vehicle's life cycle.

On the other hand, the range of MINI products will be exclusively electric by the beginning of the 2030's and future BMW Motorrad models in urban mobility will also be fully electric.

The groundbreaking electro-offensive of BMW Group in Latin America.

Note: model and equipment variations may differ according to each market.

The fifth generation of the BMW eDrive technology.

The eDrive technology plays a core role in BMW i's comprehensive family approach towards sustainability throughout its value chain. It is not only the technical design

focused on the efficient use of resources, but also the promotion of extensive secondary raw material use.

BMW Group not only monitors the cobalt and lithium procurement process for high voltage batteries, but it also implemented the manufacturing of battery cells, and the vehicle as a whole, using only green energy.

Now, drive systems are highly integrated, which means that the electric engine, the transmission and power electronics are laid out together in the same housing. Also, the engine now functions under the synchronous motor current excitation principle without using magnets. This design and functioning principle allow completely avoiding rare-earth elements in the engine manufacturing.

Motor power density is 30% higher than the one in the already existing all-electric vehicles of the Group, which translates into 93% engine efficiency in comparison to less than 40% of internal combustion engines.

Additionally, innovative battery cell technology plays a core role in the last stage of high-voltage battery development. Battery's storage capacity has significantly increased in relation to the required installation space and weight. Gravimetric energy density is approximately 20% higher than the one in battery cells used by BMW Group for all-electric vehicles so far.

The new BMW iX3: trailblazer for a new era of electric mobility.

True to BMW's pioneer spirit, the new BMW iX3 uses the fifth generation of BMW eDrive technology for the first time. Thus, the medium-sized Sports Activity Vehicles (SAV) segment is now the first to provide a complete range of powertrains thanks to the internal combustion, plug-in hybrid and all-electric systems available in the BMW X3 product range.

Front end with increased presence thanks to a larger BMW kidney grille, headlights around ten millimeter slimmer than before and newly sculpted front apron. The muscular surfacing at the rear is remarked by the striking three-dimensional LED rear lights. The exterior design is completed with the M Sport Package as standard.

In the interior, Sport seats in the new Sensatec perforated upholstery variant and interior trim strips in the new Aluminum Rhombicle dark finish come as standard. Also, BMW Live Cockpit Professional and BMW Intelligent Personal Assistant come as standard, therefore fully digital screen grouping is now equipped with a 12.3-inch instrument cluster and an enlarged control display matching its dimensions.

Specific BMW i Blue accents are included not only on the front and rear, but also in the interior on the gear selector level, the Start/Stop button or the steering wheel.

Advanced overall concept coherence enables unique combination of sporting prowess, exceptional efficiency and long-distance ability with a range of up to 460 kilometers in the WLTP test cycle, thanks to the 286 hp engine and 400 Nm getting the power to the rear wheels and accelerating the BMW iX3 to 100 km/h from zero in only 6.8 seconds.

The specific high-voltage battery of the model has a gross energy content of 80 kWh. The Combined Charging Unit enables direct current (DC) fast-charging at a rate of up to 150 kW. 10-minute fast charge adds around 100 kilometers of range in the WLTP cycle.

The new BMW iX3 has two equipment lines: Inspiring and Impressive. Both versions include BMW Driving Assistant Professional as standard.

BMW IconicSounds Electric debut in the BMW iX3 model.

The debut of BMW IconicSounds Electric in the BMW iX3 provides acoustic feedback to enrich the electric driving experience by lending it emotional depth. Load changes are signaled by a smoothly modulated sound, and recuperation during overrun and braking is accompanied by gently filtered acoustic response, meaning that every driving state is replicated by a matching sound pattern.

The drive sound is an original work by BMW's sound designers and acoustic engineers. The simulated Start/Stop sound in the BMW iX3 is the first sound originating from the cooperation between Award-winning composer Hans Zimmer and BMW to feature in a production vehicle. Drive soundtracks from the collaboration with Hans Zimmer will become available in electrified BMW models at a later date.

BMW iX: the most technological and sustainable vehicle by BMW Group.

The BMW iX is The BMW Group's new technology flagship. The first SAV conceived from the outset for purely electric mobility offers an interpretation focused on the future of design, sustainability, locally emission-free driving pleasure, versatility, and luxury based on a new set of features focused on the future.

The BMW iX has an exceptional and unbreakable approach to sustainability with the responsible use of resources throughout all the value chain and the minimization of carbon footprint in all the stages of the product's life cycle. An example of this is the extensive use of secondary materials, either natural or recycled ones. For example, a high ratio of secondary and reused aluminium, almost no chrome, FSC-certified wood, leather tanned with olive leaf extracts, or floor coverings and mats made of recycled fishing nets.

The aluminum space frame construction and the use of carbon fiber reinforced plastic (CFRP) for the Carbon Cage in the roof, at the sides and the rear result in an intelligent material mix that increases rigidity at the same time as minimizing weight. The high-voltage battery located low down in the car's underbody lowers the center of gravity.

The fifth generation of the BMW eDrive technology is present in two model variants, which have an engine on each shaft.

The BMW iX xDrive40 has 326 hp and 630 Nm driving it from zero to 100 km/h in 6.1 seconds. Its battery has a gross energy content of 76.6 kWh, allowing it to reach a range of up to 425 km in the WLTP test cycle, and a power output of up to 150 kW in direct current (DC) fast-charging stations.

On its turn, BMW iX xDrive50 has 523 hp, and 765 Nm driving it from zero to 100 k/h in 4.6 seconds. Its battery has a gross energy content of 111.5 kWh allowing it to reach a range of 630 km in the WLTP test cycle, as well as a power output of up to 200 kW in direct current (DC) fast-charging stations.

In any case, the system allows choosing brake energy recuperation to be adaptive or individually adjusted to increase energy efficiency and allowing the mono-pedal sensation and the use of the coasting function according to traffic needs and situation.

The pioneering character of the BMW iX also clearly shines through in its exterior design. The clearly structured, reduced design language, the body's imposing styling with muscular SAV proportions and the precisely crafted details create an aura of progressive luxury. Standout exterior features include the almost completely blanked-off BMW kidney grille, whose surface is the product of innovative manufacturing techniques and incorporates camera and radar sensors. The grille is not the only example of how the "Shy Tech" principle has been integrated to BMW iX's design. Technology remains in the background and is only evident when relevant functions come into action.

The BMW iX has been rigorously designed from the inside out. Its interior has been created to provide quality of life and personal well-being. The control panel with feeler bars and active haptic input as well as a rocker switch for gear selection adds some very modern flourishes. Besides the BMW Curved Display, the hexagonal steering wheel and frameless projector integration for the optional Head-Up Display further add to the focused driving experience.

Technology quantum leap: debut of BMW iDrive new generation and 5G Connectivity.

The new generation of the iDrive display and operating system making its debut in the BMW iX expands the interaction between driver and vehicle and turns it into a natural dialogue. It is based on the new BMW Operating System 8 and was designed with a clear focus on the touchscreen operation of the BMW Curved Display and on verbal communication with the BMW Intelligent Personal Assistant. The digital personal assistant now boasts additional capabilities and uses a new graphic when communicating with the vehicle's occupants.

The new My Modes expand the range of vehicle settings that can be selected, thereby creating an all-encompassing driving experience. The use of 5G mobile technology for data transmission and the ability to integrate a personal mobile account into the car using the personal eSIM reinforce the pioneering status of the BMW iX.

BMW iX M60: the most powerful and fastest electric vehicle ever produced by The BMW Group.

The debut of the BMW iX M60 is a milestone in BMW M GmbH's history which began 50 years ago. The third model variant of the BMW iX is the first BMW M automobile designed for purely electric mobility from the outset.

The new BMW iX M60 represents a new understanding of advanced luxury, high performance and Premium character, with its technological highlights, which also include the areas of automated driving, operation and connectivity.

Both engines of the vehicle provide a total output of 619 hp allowing it to reach a maximum electronically-limited speed of 250 km/h, which is 50 km/h more than the BMW iX xDrive50. It is also the first BMW model to overcome the 1,000 Nm of torque since it produces 1,015 in Sport Mode, and it may even reach 1,100 Nm when the Launch Control function is activated.

The striking drive of the BMW iX M60 allows it reaching 100 km/h from zero in only 3.8 seconds. In its turn, the battery's gross energy content of 111.5 kW allows it reaching a range of up to 566 km according to the WLTP test cycle. The Combined Charge Unit enables a charging output of up to 200 kW and 10 minutes in a fast-charging station increase the range in 150 km.

Like the other model variants, the BMW iX M60 features the most extensive range of standard equipment ever offered by BMW in the field of driver assistance systems as well as numerous innovations. A new generation of sensors, a new software stack and a powerful computing platform also provide considerable potential for consistently advancing automated driving and parking functions, with level 3 functionality in the medium term.

BMW IconicSounds Electric with BMW M features provide the BMW iX M60 with an inspiring driving sound, enhancing even more the cooperation with Hans Zimmer.

Exclusive BMW M details such as the brake calipers of the sports brake system painted in blue and featuring an M logo, the BMW Individual Titanium Bronze Exterior Line and M logos in the new High Gloss Black/Titanium Bronze finish on the front side panels and the rear of the vehicle provide clear indications of the high performance character of the BMW iX M60.

The exclusive character of the BMW iX M60 is further emphasized by its exceptionally comprehensive level of standard equipment. Among other things it includes BMW Live Cockpit Professional and BMW Natural Interaction, which allows functions to be operated using speech and gestures, the Bowers & Wilkins Diamond Surround Sound System, BMW Laser Light, Comfort Access, Active Seat Ventilation for driver and front passenger and the Heat Comfort Package.

The BMW i4 takes electric mobility to the heart of the BMW brand.

The BMW i4 is the brand's first electric vehicle focused squarely on driving dynamics. Combines BMW's fabled sporting prowess and a range that also convinces over long journeys with the elegant design, spaciousness and practicality of a four-door Gran Coupé.

A Premium character is reflected in the high level of development of its drive system and chassis technology, its elegant design, uncompromising standards when it comes to quality materials and workmanship and the wide variety of individualization options available. Added to which, the new generation of the BMW iDrive control and operation system and the cutting-edge innovations in the area of automated driving and parking systems further enhance the emotional richness of the driving experience.

Two model variants will be available at the market launch, including a BMW M family model with a locally emission-free drive system.

The BMW i4 eDrive40 combines a 340 hp electric engine with the typical rear drive of the brand. Its maximum range according to the WLTP test cycle is 590 kilometers. The driving system of the BMW i4 eDrive40 produces a maximum torque of 430 Nm, which makes it accelerate from 0 to 100 km/h in 5.7 seconds.

The BMW i4 M50 is a high performance model of BMW M GmbH that uses an electric engine in the front axle and another one in the rear to offer a system output of 544 hp and a high intensity driving pleasure, providing a 510 kilometer range in the WLTP test cycle.

Demanding a big output for more than ten seconds in the BMW i4 M50, the Sport Boost function is activated and displays not only the maximum system output, but also the maximum system torque of 795 Nm. This allows the BMW M model to accelerate from 0 to 100 km/h in 3.9 seconds.

The gross energy content of the high-voltage battery is 83.9 kWh. The direct current (DC) charge is possible up to 200 kW. The vehicle's range may be increased up to 164 kilometers in the BMW i4 eDrive40 and up to 140 kilometers in the BMW i4 M50 in 10 minutes from a 10 percent charge level.

The BMW i4 blends the customary sporting elegance of the brand's Coupés with the comfort of four-door model and an injection of modern functionality. Short overhangs, slim pillars, frameless windows, and a roofline that flows smoothly into the rear underscore a silhouette that very much fits the BMW Coupé mold. The features defining the front end of the vehicle are the slim headlights and the striking BMW kidney grille, with BMW i Blue accents, discreetly integrated camera, ultrasonic and radar sensors.

The interior brings a driver-centered cockpit and ambiance of Premium luxury together with a generously sized, variable-use space. Like the BMW iX, it incorporates the new generation of the BMW iDrive control system based on the BMW Operating System 8 and with a clear focus on the touchscreen functionality of the BMW's Curved Display and the extensively upgraded BMW Intelligent Personal Assistant.

About 40 assistance functions are installed as a standard or available as optional to provide safe and comfortable driving and parking.

Electrifying “Go-Kart Feeling” with the MINI Cooper SE.

The launch of the MINI Cooper SE outlines the beginning of a completely electric new era which combines driving fun and expressive design, typical of the brand, with sustainable mobility and zero local emissions.

The MINI Cooper SE keeps MINI's unmistakable “Go-Kart Feeling” and exclusive design features in the outside and the inside, as well as high quality equipment details.

Urban mobility with all-electric driving now may also be experienced with the distinctive MINI style thanks to the electric motor, of 184 hp and 270 Nm, which takes the vehicle up from zero to 100 km/h in 7.3 seconds.

The lithium-ion battery with gross energy capacity of 32.6 kWh that is specific for this model provides a 234 kilometer range under the WLTP test cycle, which is perfect for a comfortable city driving.

The high-voltage battery is installed in the floor of the vehicle assuring that there are no limitations to the trunk volume in comparison with the conventional MINI 3-door.

The new exterior design language now puts a purist light on the unmistakable aspect of MINI. Above all, the improved aesthetics assures that the core design features of MINI become even more evident and modern by means of reduction. The yellow frames of the mirrors, the Cooper S logo and the MINI Electric logo are distinctive of the local emission free powertrain.

The interior of the MINI Cooper SE is modern, elegant and completes perfectly the funny personality of the model. MINI Driving Modes: Sport, Mid, Green and Green+ are also available, the latter is exclusive for MINI Cooper SE.

The driver of the MINI Cooper SE will be more connected than ever thanks to the advanced and more developed than ever options to select and control the vehicle functions.

The MINI App also provides new services for MINI Cooper SE. For example, it provides an improved general description of the electric range, the battery status and the charging history. With the charging timer of the application, customers may optimize the charging process defining specific time windows and exit schedules. Also, the vehicle may be previously conditioned to increase its comfort.

BMW CE 04 shakes up urban electric mobility on two wheels.

With its electric drive, forward-looking design and innovative connectivity solutions, the new scooter merges transport and communication functions for a new mobility brand in the urban environment.

The new BMW CE 04 has a permanent magnet electric motor mounted in the frame that develops 42 hp. From a traffic light start, the scooter accelerates to 50 km/h in 2.6 seconds and reaches its maximum speed of 120 km/h thanks to its 8.9 kWh battery and reaches a range of up to 130 km. This enables day-to-day emission-free riding in the city, in an urban setting and for smaller-scale fun tours after work or at the weekend, with complete peace of mind.

The lithium-ion battery is charged using the integrated charging device either at a regular household socket, a wallbox or a public charging station. When the battery is completely flat, charging time ideally lasts 4 hours and 20 minutes. With the quick charger of up to 6.9 kW (2.3 kW is the standard level), charging time is reduced to just 1 hour and 40 minutes.

The traction control system is available on the new BMW CE 04, comparable to the Automatic Stability Control in BMW motorcycles with combustion engine. ASC limits engine torque in relation to rear wheel slip. Dynamic Traction Control (DTC), available

as an optional extra, provides even greater riding safety. DTC enables even more safe acceleration, especially in banking position. Also, BMW Motorrad's ABS assures a high-level active safety. The ABS Pro system is available as an additional optional feature.

The new BMW CE 04 has three driving modes "ECO", "Rain" and "Road" as standard. The additional "Dynamic" driving mode is also available as an ex works option enabling the scooter to accelerate at an even swifter pace.

The modern surface finish is in a striking Light White, complemented by matt black sections in the front and side areas as well as the "floating" seat. In addition, there are trend-setting wheels (solid wheels) featuring a disc-wheel look and a side stand that is integrated in the design styling. The new BMW CE 04 in Avantgarde Style (ex works option) is a striking, colorful statement of contemporary urban mobility. In this style, the color Magellan Grey metallic is supplemented with a black/orange seat, an orange wind deflector and various graphics. Also, the BMW CE 04 includes powerful LED lighting units throughout the vehicle and Adaptive Headlight Pro and additional light functions as ex works options.

The new BMW CE 04 comes fitted as standard with a 10.25-inch TFT color screen with integrated map navigation and connectivity.

Other remarkable BMW, MINI and BMW Motorrad models make an appearance to redefine luxury and individual Premium mobility in Latin America.

A pride for Latin America: the new BMW 2 Series Coupé was designed by a Mexican and is exclusively manufactured at the Plant of BMW Group in San Luis Potosí, Mexico.

The new BMW 2 Series Coupé embodies sporting prowess in a particularly concentrated form, with a vehicle concept focused squarely on dynamic excellence, an athletic design, powerful engines and sophisticated chassis technology. Its independent appearance, an in-line six-cylinder gasoline engine, rear or all-wheel drive and the chassis technology transferred from the BMW Series 4 clearly distinguish the new BMW Series 2 Coupe from the BMW Series 1. The four seat compact vehicle was designed by the Mexican José Casas, Senior Exterior Designer for BMW Design; and is manufactured at the BMW Group's plant in San Luis Potosí, Mexico exclusively to be sold worldwide.

The compact size of the 2-door Coupe, the smart lightweight design of the body and chassis, an increase of up to 12 percent in the static torsional rigidity in comparison with the previous model, an almost perfect weight distribution of 50:50 and an optimized aerodynamics create an ideal model for a character vehicle with specialization in dynamics excellence.

Three-dimensional surfaces, triangular forms and diagonal lines shape the striking front end of the new BMW 2 Series Coupé, remarking the muscular power dome at the center of the bonnet and the BMW kidney grille with vertically arranged air flaps instead of the typical bars. Headlights are full LED and have a single unit with circular design.

The rear end highlights a roofline that swoops dynamically and the short boot lid cover culminating in a pronounced spoiler lip. The stylishly darkened rear lights have surfaces formed by light clusters with three-dimensional sculpting.

The driver-focused cockpit design and modern control panel on the center console accentuate the sporting aura inside the vehicle. High quality materials and precise workmanship create a Premium ambiance above the predecessor model.

Two different engines will be available. The BMW 220i Coupé rear wheels are driven by an in-line 4 cylinder engine of 184 hp and 300 Nm that accelerates the unit from zero to 100 km/h in 7.5 seconds. On the other hand, on top of the line-up, the BMW M240i xDrive Coupé has an in-line 6 cylinder engine of 374 hp and a maximum torque of 500 Nm which accelerates the unit from zero to 100 km/h in 4.3 seconds. In this case, power is delivered to the four wheels thanks to the BMW xDrive intelligent all-wheel drive system. All engines are combined with an 8 speed Steptronic transmission that comes as a standard.

The new BMW Series 2 Coupe improves safety and comfort with a significantly increased selection of driving assistance systems in comparison with the predecessor model. The standard BMW Live Cockpit includes the operation system iDrive with an 8.8-inch control screen and a 5.1-inch color display in the instrument cluster. Optional BMW Live Cockpit Professional has a set of completely digital displays.

Exclusive character in the luxury segment: the BMW Series 8 line-up is renewed, including the BMW M GmbH models.

The new edition of the BMW 8 Series provides a particularly emotional boost for the brand's current model offensive in the luxury performance segment, with three body variants: the new BMW 8 Series Coupé, the BMW 8 Series Convertible and the BMW 8 Series Gran Coupé.

A redesigned front section makes for an exterior look that is as dynamic as it is elegant. The BMW "Iconic Glow" kidney, grille, as well as the M Sport Package are standard on all model variants. This means that the interior likewise conveys an even more intensely focused impression of driving pleasure. The BMW Individual Merino leather upholstery, now a standard feature, contributes to the luxurious ambience. Operating convenience and connectivity are optimized by an enlarged 12.3-inch Control Display for the BMW iDrive system.

The powerful 4.4 liter and 530 hp V8 engine together with the intelligent all-wheel drive of the BMW xDrive system are the ideal choice for an individual experience of the exclusive dynamic performance.

The three V8 models are particularly powerful, the BMW M850i xDrive Coupé, the BMW M850i xDrive Convertible and the BMW M850i xDrive Gran Coupé still come out from production lines with specific M design features. Also, for the first time they now have exterior M mirrors that are aerodynamically optimized with a design that was originally and exclusively developed for high-performance sport vehicles of the BMW M8 line-up. In addition, the airflow is even more precisely guided by a front spoiler attachment and, in the new BMW M850i xDrive Coupé, also through the rear M spoiler.

Also, the standard equipment of the three main models of the range includes a particularly powerful version of the M sports brake system, the M sports differential and the 20-inch M light alloy wheels with Y-spoke design and mixed tires.

Other contributing factors in addition to the leather M steering wheel are the anthracite-colored M roof liner, the M pedals in stainless steel, the M driver's footrest and specific floor mats. The illuminated door sill trims and the display in the instrument cluster feature the BMW M Automobile model inscription "M850i" and the M logo respectively. The interior design is complemented with black seat belts bearing accent stripes in the colors of BMW M GmbH.

The BMW M8 Competition Coupé, the BMW M8 Competition Convertible and the BMW M8 Competition Gran Coupé take the top position in the model range of BMW M GmbH, which has a strong presence in the luxury segment with this model series.

The new BMW M8 line-up is particularly popular with additions to the range of exterior colors and the M alloy wheels. The M lights Shadow Line, available for the first time for the high-performance luxury sport vehicles, provide additional possibilities of individualization. Full leather Merino/Alcantara in the new Black/Sakhir Orange color variant provides fresh impulses in the interior. In addition, the operating comfort is increased by the 12.3-inch touch display of the BMW iDrive operating system.

A V8 engine with M TwinPower Turbo technology developing a maximum output of 625 hp and a maximum torque of 750 Nm provides an exceptional performance. Due to its typical high-speed M character, the engine develops high drive torque over wide load ranges which is optimally placed on the road via the 8 speed M Steptronic transmission with Drivelogic and the M xDrive all-wheel drive system. This configuration allows an acceleration from zero to 100 km/h in only 3.2 seconds in the BMW M8 Competition Coupé and the BMW M8 Competition Gran Coupé, and in 3.3 seconds in the BMW M8 Competition Convertible.

A chassis technology developed with racing know-how and tailored to each model guarantees the characteristic harmony of dynamics, agility and precision in driving behavior of BMW M Automobile in every situation. The experience gained during the development of the BMW M8 GTE racing car was also used.

The standard BMW Head-Up Display offers M-specific displays. The Setup button on the center console allows direct access to the settings for the engine, damper, steering, M xDrive and brake system. Two variants of the individually created M Setup can be permanently stored together with the preferred settings for the drive sound, the gearshift characteristic, the driving stability control and the Auto Start/Stop function. They can then be accessed by pressing one of the two M buttons on the steering wheel. In addition, the M Mode button on the center console can be used to control the driver assistance systems as well as the displays in the instrument cluster and the head-up display. You can select the settings ROAD, SPORT and TRACK.

The optionally available M Carbon bucket seats create an unadulterated racing feeling for the driver and passenger. With their structure-based design, visible carbon fiber reinforced plastic (CFRP) surfaces, integrated headrests, openings in the backrests and side cheeks and guides for multi-point seat belts, they combine racing functionality with long-distance comfort and luxurious workmanship.

To mark the 50th anniversary of BMW M GmbH, all models in the new BMW 8 Series and M8 line-up are also offered with an option that indicates a special link with traditional motor racing enthusiasm. As an option, all models have the classic “BMW Motorsport” logo on the bonnet, tailgate and wheel hub covers instead of the usual BMW emblems. With its staggered semicircles in blue, purple and red, the anniversary emblem is reminiscent of the original BMW M GmbH trademark that was first used on racing cars in 1973.

Driving fun with authenticity: new MINI Edition models

MINI is raising driving fun, expressive design, premium quality and individual style to a new level with its new edition models for spring 2022.

The MINI 3 door, the MINI 5 door and MINI Convertible will be launched in the Resolute Edition, the MINI Clubman in the Untold Edition and the MINI Countryman in the Untamed Edition.

The Resolute Edition clearly emphasizes the individuality, traditional style, self-confidence and unmistakable charisma of the original in the Premium segment of this vehicle class. The versatile qualities of the MINI Clubman, in combination with its stylish design and unique body concept, are highlighted particularly intensively in the Untold Edition. In the Untamed Edition, the MINI Countryman sharpens its profile as the perfect companion for spontaneously heading out on adventures beyond the bounds of the city.

MINI Resolute Edition.

The exterior design features include a combination of traditional colors and no more chrome elements which will be the usual for future MINI models due to sustainability reasons. The Rebel Green version combines with the White Pepper finishing on the roof and frames of the exterior rearview mirrors for 3-door MINI and 5-door MINI vehicles. For the MINI Convertible Resolute Edition, the roof and the frames of the exterior rearview mirrors have a black finishing. Distinctive design features have an exclusive Resolute Bronze finishing. Both the stripes of the hood and the door threshold panels of the edition vehicle have a parallel line pattern with color gradient between a light golden and a dark golden shades, as well as the “RESOLUTE” letters. The exclusive design is completed with the 18-inch alloy rims with Pulse Spoke Black design. The MINI Cooper SE has 17-inch alloy rims with Electric Collection Spoke design.

The exclusive interior style of the edition vehicles is highlighted with sport seats in Black Pearl/fabric Light Chequered/synthetic leather. The Nappa leather sport steering wheel has the edition emblem on the inferior spoke, and the interior linings of the roof for the 3-door MINI and 5-door MINI models are anthracite colored. Parallel and evenly curved lines in a light golden shade shape a stripe pattern on the black background of the surfaces. At the same time, they reprise the stripe structure of the hood.

MINI Untold Edition.

The Untold Edition emphasizes the role of the MINI Clubman as the stylish individualist in its class in an exclusive fashion.

The Sage Green metallic paintwork, available for the first time on the MINI Clubman, and the distinctive design of the front and rear aprons inspired by the John Cooper Works Aerodynamic Kit provide a stylishly sporty look. The hallmark MINI surrounds on the lower body sections are not in black as usual, but in a dark shade of green for the first time. The five narrow, parallel sport stripes running centrally across the bonnet and roof are also specific features of the Untold Edition. The side scuttles, manufactured using a high-quality 3D printing process, have a specific stripe pattern. This exclusive graphic also features in the logo projected from the door mirrors and on the door sill trims.

The 18 inch alloy wheels in Untold Spoke design with bicolor surfaces in the Jet Black/Refined Brass combination have also been developed exclusively for the edition vehicles. A black paint finish for the roof and exterior mirror caps is available as an option. The Piano Black exterior equipment is an integral part of the Untold Edition.

Sports seats in the exclusive MINI Yours Leather Lounge Sage Green version transfer the powerful exterior character to the interior of the edition vehicles. Light-colored seams and piping as well as textile inserts in the upper and outer areas of the seat back rests create a particularly stylish seat surface look. Another stylish visual accentuation are the surrounds of the air vents in Refined Brass. The bottom spoke of the Nappa sports leather steering wheel as well as the floor mats feature an edition emblem.

MINI Untamed Edition.

The character of the explorer and adventurer is emphasized even more intensively with the new Untamed Edition for the MINI Countryman.

Not only the exclusive Momentum Grey metallic paintwork gives this MINI Countryman a unique appearance, but also the MINI ALL4 exterior look, whose specific trim elements are also finished in body color. The harmonious color scheme emphasizes the clear design language of the MINI Countryman's exterior. Both the lower air intake surround including the suggested underride guard, the air curtain inserts in the front apron as well as the side skirts, the reflector inserts and the lower insert in the rear apron are painted in Momentum Grey metallic. And a glance at the MINI brand logos on the bonnet and tailgate reveals that the black lettering and graphic elements of the emblem are also combined with a background in body color.

Four diagonal stripes, each in Frozen Bluestone, in the lower area of the doors show that this car is ready to take on any road or path. The 18 inch alloy wheels in Untamed 2-tone design with burnished surfaces have been developed exclusively for the edition vehicles. In addition to the roof and the exterior mirror caps, the roof rails and the headlight housings of the MINI Countryman in the Untamed Edition are also finished in black. The Piano Black Exterior option, which is also included in the equipment range of the edition vehicles, adds further black design features.

Like the door sills, the side scuttles feature a graphic pattern inspired by a mountain landscape and the "Untamed" inscription.

Nature-inspired shades of green and blue dominate the interior design for the MINI Countryman in the Untamed Edition. The exclusive Highland Green color is combined

with blue and green contrast stitching on the surfaces of the sports seats in the MINI Yours Leather Lounge finish.

The illuminated decorative trim in Frozen Bluestone is printed with a landscape pattern analogous to the door sill trims. For the first time, a large-scale graphic serves as a motif in this area of the interior instead of a uniform structure. An additional effect is achieved by the "Untamed" lettering visible in the night design. The accent strips in the cockpit and on the center console are painted in Frozen Blue metallic, the door trim strips in Arctic Silver metallic and the surrounds of the air vents in high-gloss black.

In addition, the MINI Countryman edition model features emblems with the "Untamed" lettering on the seats and in the bottom spoke of the Nappa sports leather steering wheel, floor mats with a three-dimensionally embossed landscape pattern in the style of the door sills and decorative trims and an anthracite-colored roof lining. The characteristic graphic of the mountain landscape also adorns the discreet pins in the outer area of the seat backs in a stylized form.

The new BMW K 1600 models: six-cylinder fascination.

From 2010, BMW Motorrad offers the K 1600 models which are fascinating world class six-cylinder luxury machines with high performance.

The K 1600 GT represents the particularly agile, dynamic variant of the six-cylinder design, while the K 1600 GTL with its more comfortable ergonomics and standard topcase is more for pleasurable riding.

The K 1600 B is of a completely different breed. It provides characteristic "streamlining" with a low rear section in bagger style. Its motto is "The Spirit of the Open Road". It represents elegance, power and luxury on two wheels and allows the rider to experience every road, every tour and every moment particularly intensively. Derived from the K 1600 B, the K 1600 Grand America finally combines the superior performance of the six-cylinder in-line engine with exclusive equipment features that make long-distance rides in American highway cruising style an experience that is as comfortable as it is fascinating.

The in-line six-cylinder engine has been revised under the EU-5 regulations with new engine control, knock sensor system and emission concept, as well as engine drag torque control (MSR). Power is still 160 hp, but the maximum torque has increased to 180 Nm.

The new K 1600 models have Dynamic ESA "Next Generation" electronic suspension with fully automatic load compensation as outstanding equipment. Also, the new LED light units have a modern view and a new adaptive full LED headlight. The new sound system 2.0 and a new 10.25-inch color TFT display with integrated map navigation and connectivity complement the equipment innovations.

Among the color versions, the "Midnight" paintwork is remarkable and it is only available for the BMW K 1600 B and the BMW K 1600 Grand America which is used with the water transfer printing method.

About BMW Group

BMW Group is the leading Premium vehicle and motorcycle manufacturer with its four brands: BMW, MINI, Rolls-Royce and BMW Motorrad; it also provides financial services and high-quality mobility products. Being a global company, BMW Group operates 31 manufacturing and assembling plants in 15 countries and has a global sales network in over 140 countries.

In 2021, BMW Group sold over 2.5 million vehicles and over 194,000 thousand motorcycles worldwide. Earnings before taxes for the financial year 2020 were approximately 5.222 billion Euros on incomes totaling 98.990 billion Euros. On December 31, 2020, BMW Group had a workforce made up of 120,726 employees.

BMW Group's success has always been based on long-term thinking and responsible actions. The company set the course consistently towards the future in an early stage making sustainability and efficient resource management critical elements of its strategic management, from the supply chain through production up to the end of all product life cycles.

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About BMW Group Latin America

BMW Group in Latin America markets three brands: BMW, MINI and BMW Motorrad; it also markets the sub-brand BMW i in some countries. BMW Group Mexico began its activities by the end of the year 1994, and therefore it celebrated its 25th anniversary in this country in 2019. In Latin America, it is the first importer located in Ecuador in 1958, being present in that country for over 50 years.

The Group has two plants in Brazil, one located in Araquari, Santa Catarina for the manufacture of cars. The other plant is in Manaus, Amazon, which is the first facility to manufacture two wheel vehicles of the brand outside Germany. On July 2014, the investment of one billion Dollars for the construction and operation of a manufacturing plant in San Luis Potosí, Mexico was announced; such plant began operating in 2019 with the new generation of the BMW 3 Series.

Also, it has a service and post-sales organization providing customer service.

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