

BMW at the 2010 Auto China Beijing. Contents.



1. BMW at 2010 Auto China Beijing. (Short Version)	2
2. Highlights at a Glance.	11
3. BMW at 2010 Auto China Beijing. (Long Version)	
3.1 Supremacy, Outstanding Comfort at the Rear, and Efficient Driving Pleasure: The New BMW 5 Series Long-Wheelbase Sedan.	13
3.2 Supreme Quality, Ideal for the Market, Intelligent Value: Production of the New BMW 5 Series Long-Wheelbase Sedan at the Shenyang Plant.	24
3.3 Electro-Mobility BMW-Style: BMW Concept ActiveE.	27
3.4 A New Approach to Fascinating Driving Dynamics: BMW Vision EfficientDynamics.	32
3.5 Lower Emissions, More Driving Pleasure: BMW EfficientDynamics – Global Concept for Sustained Mobility.	37
3.6 Elegance and Sportiness at Their Best: The New BMW 3 Series Coupé. The New BMW 3 Series Convertible.	41
3.7 The Original – Now Even More Supreme: The New BMW X5.	47
3.8 Intelligent All-Wheel Drive for Supreme Driving Pleasure in Every Situation: The BMW 5 Series Gran Turismo with xDrive.	55
3.9 Supreme Performance with Even Greater Pleasure: The Latest Innovations in the BMW M GmbH Model Range.	58
3.10 Original BMW Accessories: The BMW Performance Range for the BMW 3 Series Sedan.	63

1. BMW at 2010 Auto China Beijing. (Short Version)



Celebrating the world premiere of a new Luxury Performance Sedan developed specifically for the Chinese market, German premium car maker BMW is setting the highlight at the 2010 Auto China Show in Beijing – the first-ever public presentation of the long-wheelbase version of the new BMW 5 Series Sedan.

This new model built at BMW's Shenyang Plant is exclusive to the Chinese car market with the engine variants BMW 535Li, BMW 528Li and BMW 523Li..

Developed brand-new from the ground up, this outstanding sedan combines excellent grand touring comfort especially at the rear and a truly luxurious interior with prestigious design full of modern elegance and the driving pleasure so typical of BMW.

The other new models BMW is presenting at Auto China 2010 for the first time in Asia include the new BMW X5, the new BMW 3 Series Coupé, and the new BMW 3 Series Convertible.

Consistent extension of the model portfolio serves to further strengthen BMW's position in the dynamically growing Chinese car market. At the same time the start of production of the long-wheelbase version of the new BMW 5 Series Sedan in China underlines the significance of the Shenyang Plant. A further essential point is that BMW is using its innovative power unique the world over to develop vehicle concepts combining Sheer Driving Pleasure at its best with a growing awareness for sustainable mobility.

Precisely this is why BMW is presenting not only the latest models to the public at Auto China from 23 April – 2 May 2010, but also future-oriented vehicle concepts created in the context of the BMW EfficientDynamics development strategy. The focus, in particular, is on the Asian premiere of the BMW Concept ActiveE and the BMW Vision EfficientDynamics.

The long-wheelbase version of the new BMW 5 Series Sedan: tailor-made for the Chinese car market.

Introducing the long-wheelbase version of the BMW 5 Series Sedan, BMW is presenting a premium car with qualities and features oriented specifically to the particular requirements and demands of the Chinese market. Through its

design alone, the new model brings out the powerful shape and stylish, elegant lines of the new BMW 5 Series Sedan in yet another, unique interpretation. Wheelbase up by 14 centimetres or 5.5" serves entirely to offer even more space on the rear seats. From outside the car is dominated by its dynamic lines borne out in particular by the elegant, stretched body of the new BMW 5 Series with its long wheelbase and the long engine compartment lid with short overhangs front and rear.

Powerful straight-six engines allow a level of performance significantly greater than on the former models. Using a wide range of BMW EfficientDynamics technologies, this extra performance and sportiness comes together with a further reduction in both fuel consumption and emissions. At the same time superior suspension technology makes the long-wheelbase version of the new BMW 5 Series Sedan the benchmark in its segment in terms of both agility and driving comfort.

The new Sedan also underlines its innovative character through a wide range of driver assistance systems in some cases exclusive to BMW, including options such as the Head-Up Display, BMW Night Vision even able to detect individual persons, the BMW Parking Assistant, and Lane Departure Warning.

Powerful, elegant design symbolising superior driving pleasure and long-distance comfort.

In its overall looks and appearance, the long-wheelbase version of the new BMW 5 Series Sedan stands out clearly as both a modern and highly representative car. Particularly the front end with its upright BMW kidney grille and very expressive dual round headlights conveys a unique touch of charismatic presence. The daytime lights function is provided in combination with optional xenon headlights using LED light rings, while the direction indicators moved far to the outside are each made up of ten LED units.

The harmonious proportions so clear above all from the side of the new BMW 5 Series Sedan clear underline the perfect balance of sportiness and driving comfort the new model has to offer. Detailed modifications in design along the roofline and the side silhouette give the long-wheelbase version of the new 5 Series Sedan a very good balance of proportions as yet another highlight. The extended side window area, in turn, makes the C-pillar look particularly slender and dynamic, while last but certainly not least the coupé-like flowing roofline comes out even more convincingly thanks to the greater length of the car.

The sculptural shape so typical of BMW brings together the side sections and the rear end to form one harmonious whole. The L-shaped rear light clusters

with their three LED-fed rows of lights again reflect the typical look of the brand including its unmistakable night design. And as the final point in this context, the direction indicators and brake lights are also made up of LED light units.

Interior: even more space for luxury and innovation.

Inside the long-wheelbase version of the new BMW 5 Series Sedan, the combination of high-tech functions and elegant design creates a unique impression of superior, modern style. The luxurious ambience and the most sophisticated features set the foundation for a new benchmark in long-distance comfort quite unique in this segment, the design of the cockpit and centre console emphasising the car's orientation towards the driver. The displays in the instrument cluster in Black Panel technology as well as the iDrive control system featured as standard likewise contribute to the superior driving experience at all times.

On the generously dimensioned rear seats, the long-wheelbase version of the new BMW 5 Series Sedan offers a host of equipment and design features both in standard trim and as an option – features developed specifically for this special model to give the passengers an even greater feeling of well-being. Both grand touring comfort and the opportunities to use the Sedan as a mobile office reach a new level of perfection never seen before in this class.

The BMW 528Li and the BMW 535Li both come as standard with a full control unit for the audio system at the rear, comprising a Controller integrated in the centre armrest. Folding and illuminated vanity mirrors as well as two cupholders on the front and rear seats each likewise come as standard, while special reading lights at the rear and a cooling box are available as options.

The comfort seat bench developed specifically for the long-wheelbase version of the new BMW 5 Series Sedan offers ample space for three passengers. The two outer seats are contoured like individual seats, with the more raked backrest providing a particularly comfortable seating position plus additional headroom. Individual temperature and ventilation control on all seats, finally, is ensured by optional four- zone automatic air conditioning.

The Executive Equipment Line available on the BMW 535Li guarantees a particularly exclusive style of motoring. The features in this case include a folding table integrated in the backrest of the front passenger seat and a rear-seat entertainment system complete with eight-inch monitors.

The position of the front passenger's seat may be adjusted both from the driver's side and from the rear. A further unique element in the segment of the new BMW 5 Series Sedan is the electrically adjustable sunblinds on the rear side windows. Like the rear sunblind, the side blinds are controlled by switches on the right and left rear seat.

Further options enhancing grand touring comfort to an even higher level include the navigation system Professional as well as Ambient Lights with light bars in the front-seat backrests. The long-wheelbase version of the new BMW 5 Series Sedan is available in addition with no less than three different HiFi systems, while the entertainment system may be supplemented by a TV function for the reception of digital television programmes.

The luggage compartment in the long-wheelbase version of the new BMW 5 Series Sedan accommodates up to four 46-inch golf bags – and even if the car is fitted with a cooling box, there is still enough space for three golf bags of this big size. The safety equipment boasted by BMW's new Sedan, on the other hand, includes features such as frontal and side airbags as well as curtain head airbags on both rows of seats and ISOFIX child seat fastenings at the rear.

Driving experience: powerful engines, superior suspension technology.

Straight-six power units in three stages of performance give the long-wheelbase version of the new BMW 5 Series Sedan superior power and performance at all times. Sophisticated suspension technology including the model-specific set-up of the spring and damper systems, in turn, ensures an exceptionally good balance of driving behaviour.

Compared with the former model, the new Sedan is once again significantly better in terms of both driving comfort and sporting performance – dual progress ensured by the double-wishbone front axle and the integral rear axle. And as yet a further feature, the long-wheelbase version of the new BMW 5 Series Sedan comes with EPS Electric Power Steering quite unique in this segment.

The BMW 535Li is powered by a 3.0-litre straight-six featuring BMW TwinPower Turbo technology, High Precision Injection and fully variable VALVETRONIC valve management. Engine output is 225 kW/306 hp, sufficient to accelerate the sedan from a standstill to 100 km/h in just 6.2 seconds.

All other model variants come with straight-six power units boasting a magnesium/aluminium crankcase and VALVETRONIC valve management. The 3.0-litre power unit featured in the BMW 528Li delivers maximum output of 190 kW/258 hp for acceleration from a standstill to 100 km/h in 6.9 seconds. Displacing 2.5 litres, the BMW 523Li delivers maximum output of 150 kW/204 hp. Acceleration from a standstill to 100 km/h, finally, comes in 8.6 seconds.

All versions of the new long-wheelbase BMW 5 Series Sedan are equipped as standard with eight-speed automatic transmission. The BMW 535Li comes with eight-speed Sports Automatic combined with gearshift paddles on the steering wheel and Dynamic Drive Control which, through a toggle switch on the centre console, allows the driver to modify the car's set-up in the COMFORT, NORMAL and SPORT modes.

Production at BMW Plant Shenyang: premium quality made in China.

Building the new BMW 5 Series Sedan in its long-wheelbase version, the Shenyang Plant is consistently enlarging its production capacities, with both efficiency and the level of production quality reaching a benchmark never seen before. And as part of an intelligent value creation concept, the integration of local production partners and suppliers has been further optimised.

The Shenyang Plant in the Province of Liaoning has been building cars since 2003 as a joint venture of the BMW Group with Brilliance China Automotive Holdings Ltd. In this period, more than 150,000 cars have been built here for the Chinese market alone.

Prior to the start of production of the long-wheelbase version of the new BMW 5 Series Sedan, significant investments were made in expanding and modernising the production facilities. A brand-new hall measuring some 18,500 square metres or almost 200,000 square feet, for example, was built for producing the body of the car alone. Significant extensions and improvements have also been made in the Paintshop, Assembly, Quality Assurance, and IT, adjusting to the specific requirements involved in building the new Sedan. Using the most advanced production processes such as BMW's Value-Oriented Production System, finally, BMW has succeeded in significantly reducing the cost of production versus the former model.

The Shenyang Plant currently employs approximately 3,700 associates. Another 500 specially trained associates will be employed additionally at another plant in Shenyang in the years to come. At the same time the

integration of local production partners and suppliers is being promoted in the process of increasing production capacities in general.

It almost goes without saying that all production processes are subject to the high global standards of the BMW Group in terms of quality, safety and sustainability. Energy consumption and carbon dioxide emissions alone are down by more than 12 per cent, with the consumption of water even decreasing by more than 40 per cent.

**Elegance and sportiness optimised in the same process:
The new BMW 3 Series Coupé and the new BMW 3 Series
Convertible.**

In addition to the long-wheelbase version of the new BMW 5 Series Sedan, BMW is presenting a number of other new models at the 2010 Auto China Show. Indeed, the consistent expansion of BMW's model portfolio enables the Company to win over additional target groups also in the Chinese market for that Sheer Driving Pleasure so typical of the brand, offering exemplary efficiency as well as uncompromising premium quality.

The new BMW 3 Series Coupé and the new BMW 3 Series Convertible, as typical examples of this enhancement process, are being presented to the Asian public for the first time at Auto China 2010 with their design modified in many details and with an updated range of engines. Boasting many new features integrated precisely at the front, in the side and at the rear of the car, both models now offer an even higher standard of sporting and elegant looks.

The top-of-the-range BMW 335i Coupé and BMW 335i Convertible now powered by a 3.0-litre BMW straight-six featuring BMW TwinPower Turbo, High Precision Injection and VALVETRONIC valve management offer supreme efficiency and the highest level of performance. Delivering maximum output of 225 kW/306 hp, the engine is combined as standard with double-clutch sports automatic transmission incorporating no less than seven gears and ensuring extremely fast gearshift dynamics for very sporting acceleration at all times.

Even more superior, even more efficient: the new BMW X5.

More sporting and efficient than ever before, the new BMW X5 is further increasing its leadership over the competition. In this new rendition of BMW's top Sports Activity Vehicle, a brand-new range of engines ensures an even better balance of driving pleasure and fuel consumption. At the same time a wider portfolio of driver assistance systems likewise emphasises the luxurious and innovative character of the new BMW X5.

From the outside the extra driving dynamics and supremacy offered by the new model come out in particular through specific modifications in the design of the front and rear end, again paying tribute to the authentic character of the car.

The new BMW X5 is available with two gasoline engines both highly superior in their development of power and high efficiency. The top model is the BMW X5 xDrive50i with its V8 power unit featuring BMW TwinPower Turbo and High Precision Injection for maximum output of 300 kW/407 hp. The new BMW X5 xDrive35i, in turn, is powered by a 225 kW/306 hp straight-six with BMW TwinPower Turbo, High Precision Injection and VALVETRONIC. Both engines are combined as standard with eight-speed automatic transmission.

A unique forte in this segment is the wide range of driver assistance systems available for the new BMW X5. As the only vehicle in its segment, the BMW X5 is available with both a Head-Up Display and Top View. Further features also available on BMW's unique Sports Activity Vehicle are Active Cruise Control with Stop & Go, Lane Departure Warning, Speed Limit Info, and Side View.

BMW EfficientDynamics: a global concept with a high level of diversity.

The innovations in drive technology presented in the context of BMW EfficientDynamics at Auto China 2010 are more versatile than ever before – both in the BMW Group's current production cars and in terms of medium and long-term technologies serving to consistently reduce both fuel consumption and emissions. BMW is pursuing this development strategy as a global concept with the objective to offer customers the world over the optimum technology for enhanced efficiency, taking both local and current conditions into account.

Precisely this is why the new BMW 5 Series Sedan in its long-wheelbase version is absolutely outstanding in terms of efficiency in its segment. This superiority results from the consistent use of new features such as eight-speed automatic transmission optimised for efficiency, EPS Electric Power Steering, and other highlights of BMW EfficientDynamics such as Brake Energy Regeneration and active air flap control.

All new BMW models presented at Auto China 2010 to the Asian public for the first time come with engines and transmission technologies optimised for maximum efficiency, thus serving to provide an even better balance of driving pleasure and fuel economy. Perhaps the most outstanding example in this context is the new 3.0-litre straight-six with BMW TwinPower Turbo, High

Precision Injection and VALVETRONIC valve management featured in the BMW 535Li, the BMW 335i Coupé, the BMW 335i Convertible, and the BMW X5 xDrive35i.

Further highlights presented by BMW at Auto China 2010 are the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6 scheduled to enter the market soon, where the combination of a combustion engine and an electric motor provides a unique driving experience coupled with outstanding efficiency.

BMW Concept ActiveE: electro-mobility in typical BMW style.

Through BMW EfficientDynamics, BMW seeks in the long term to permanently improve the balance of driving pleasure and fuel consumption, also focusing on the option to reduce emissions to zero in future. Presenting fascinating concept cars, the Company is underlining its outstanding competence at Auto China 2010 in the development of technologies allowing further significant progress in this area. Apart from BMW ActiveHybrid, therefore, various concepts for electro-mobility are among the absolute highlights of BMW EfficientDynamics, with both areas of development represented convincingly at Auto China 2010 by fascinating concept studies.

The Beijing Auto Show also sets the venue for the Asian debut of the BMW Concept ActiveE. Based on the BMW 1 Series Coupé, this concept car comes with all-electric drive and innovative electric reservoir technology optimising both the range and functionality of the car. As a result, the BMW Concept ActiveE combines zero-emission motoring with four seats and luggage compartment capacity of approximately 200 litres. Through its agility and driving pleasure so characteristic of BMW, the BMW Concept ActiveE offers all the character and style of a BMW on electric power.

BMW Vision EfficientDynamics: the future of Sheer Driving Pleasure.

Likewise being presented for the first time in Asia at Auto China 2010, the BMW Vision EfficientDynamics concept car represents the objective and potential of this development strategy in its most consistent form. Indeed, the BMW Vision EfficientDynamics reduces both energy consumption and CO₂ emissions with exceptional efficiency, all the way to the complete replacement of fossil fuels. At the same time this unique car offers the performance of a thoroughbred sports car of the highest calibre.

BMW EfficientDynamics comes with an unprecedented range of technologies following the philosophy of BMW EfficientDynamics: from its combustion engine with outstanding efficiency via intelligent energy management and

BMW ActiveHybrid technology with innovative power storage all the way to intelligent lightweight construction and consistently optimised aerodynamics.

Driving pleasure consistently optimised to the supreme standard: further attractive innovations within the unique range of BMW models and technologies.

Introducing numerous innovations in terms of models and new products, BMW is setting a clear signal for the further enhancement of driving pleasure also in other vehicle segments. One example to be admired at Auto China 2010 is the starting signal for intelligent BMW xDrive technology featured in the BMW 5 Series Gran Turismo. Benefiting from xDrive, the epitome of motoring comfort and variability combined in the most intelligent form, the BMW 5 Series Gran Turismo comes with even greater qualities in converting drive power into actual driving dynamics.

The drive power developed by the 300 kW/407 hp V8 with BMW TwinPower Turbo and High Precision Injection in the new BMW 550i xDrive Gran Turismo is spread out variably between the front and rear axles by an electronically controlled multiple-plate clutch. Catering for each situation as it arises, this very special concept of power transmission gives the BMW 550i xDrive Gran Turismo a significant edge in supremacy, traction and safety, regardless of road and weather conditions.

Offering optimised efficiency and new equipment options, the BMW M3 now stands out through an even sharper profile as a high-performance sports car far superior to the competition. The range of BMW EfficientDynamics features coming as standard in the BMW M3, for example, is now supplemented by the Auto Start Stop function. And the Competition Package available also on the Coupé and Sedan offers new options to customise this outstanding sports car to an even higher level of perfection.

The BMW 3 Series Sedan is available also in the Chinese market with highly attractive retrofittable features from BMW Performance. Covering the suspension, aerodynamics, drivetrain and cockpit, the wide range of BMW Performance features and equipment gives the customer unique choice in expressing the superior sportiness of the BMW 3 Series Sedan even more convincingly. Retrofittable options developed specifically for the BMW 3 Series Sedan offer the latest know-how from motorsport on the road today, reflecting the typical style of the brand in both technology and design and fulfilling BMW's most demanding standards in terms of quality and safety without making the slightest concession.

2. Highlights at a Glance.



- **First appearance worldwide: the long-wheelbase version of the new BMW 5 Series Sedan.**

Developed in Germany, built in Shenyang, and tailored precisely to the requirements of the Chinese car market – these are the highlights of the long-wheelbase version of the new BMW 5 Series Sedan making its world debut at Auto China 2010. This new model stands out in particular through its sporting and elegant design offering supreme prestige and aesthetic appeal. The longer wheelbase, superior suspension technology and a wide range of features exclusive to BMW ensure outstanding driving qualities and long-distance comfort. At the same time the long-wheelbase version of the new BMW 5 Series Sedan sets new standards for sportiness and efficiency in its class through its powerful straight-six engines: Compared with the former model, both fuel consumption and emissions are down significantly while performance on the road is up by a substantial margin.

- **First appearance in Asia: the new BMW 3 Series Coupé and the new BMW 3 Series Convertible.**

The new BMW 3 Series Coupé and the new BMW 3 Series Convertible stand out through their precisely refined design giving both models even greater sporting and elegant flair, combined with particularly efficient engines and innovative model features for an even more thrilling driving experience. Both models are being presented to the public in Asia for the first time at Auto China 2010, the highlight in the new range of engines being the 225 kW/306 hp straight-six with BMW TwinPower Turbo, High Precision Injection and VALVETRONIC valve management featured in the BMW 335i Coupé and the BMW 335i Convertible.

- **First appearance in Asia: the new BMW X5.**

BMW is proudly presenting the most supreme way to experience Sheer Driving Pleasure in a Sports Activity Vehicle – the new BMW X5 with its outstanding sportiness, optimised efficiency and extra luxury. The brand-new range of engines available in this case comprises a 300 kW/407 hp V8 in the top-level BMW X5 xDrive50i and a 225 kW/306 hp straight-six in the BMW X5 xDrive35i. Appropriate modifications in design accentuate the even higher standard of driving dynamics in a most authentic way, while the even larger range of driver assistance systems again underlines the innovative character of the new BMW X5.

- **First appearance in Asia: BMW Concept ActiveE.**

The BMW Group is presenting yet another milestone on the way to CO₂-free mobility at Auto China 2010: The BMW Concept ActiveE clearly substantiates the consistent process of development BMW is taking as a premium car maker in the area of electric mobility. Based on the BMW 1 Series Coupé, the BMW Concept ActiveE is powered by a 125 kW/170 hp electric motor, thus offering all the driving characteristics typical of the brand free of any emissions. This concept car also demonstrates its cutting-edge technology by innovative drivetrain and energy storage systems as well as their intelligent arrangement within the car. The characteristic features of the BMW Concept ActiveE include four full-sized seats, the luggage compartment offering approximately 200 litres capacity, rear-wheel drive, sporting and dynamic acceleration, as well as a cruising range of approximately 160 kilometres or 100 miles in everyday use.

- **First appearance in Asia: BMW Vision EfficientDynamics.**

The second concept car to be admired for the first time in Asia at Auto China 2010 is the BMW Vision EfficientDynamics. Conceived as a plug-in model with full-hybrid technology, this unique 2+2-seater offers all the qualities and features for enjoying the performance of a BMW M Car with a standard of fuel economy and emission management even better than a small compact car in the market today. This superiority is provided by the intelligent combination of a three-cylinder turbodiesel and a hybrid synchronous motor on the front axle, plus a full-hybrid system on the rear axle. With its outstanding efficiency, emotional design and innovative control elements, the BMW Vision EfficientDynamics clearly presents the fascinating perspectives we may already enjoy today when looking at the mobility of tomorrow.



3. BMW at 2010 Auto China Beijing. (Long Version)

3.1 Supremacy, Outstanding Comfort at the Rear and Efficient Driving Pleasure: The New BMW 5 Series Long-Wheelbase Sedan.

Auto China 2010 in Beijing provides the ideal venue for the world premiere of a truly fascinating Executive Express: German premium car maker BMW is presenting the long-wheelbase version of the new BMW 5 Series Sedan for the first time in China.

Built exclusively for the Chinese car market at the Shenyang Plant, the new model stands out through its very expressive, sporting and elegant design, supreme motoring comfort on the rear seats further enhanced by exceptional, innovative equipment features, and unmistakable driving pleasure combined with the highest level of efficiency in this segment of the market.

Presenting the long-wheelbase version of the new BMW 5 Series Sedan, BMW is proudly introducing a premium car with features aimed directly at the particular demands and requirements of the Chinese automobile market. In its design alone, the new model brings out the powerful look and the stylish, elegant lines of the new BMW 5 Series Sedan in a unique interpretation. Wheelbase up by 14 centimetres or 5.5" benefits the rear-seat passengers in full, who are able to enjoy all of this extra space.

From outside the long-wheelbase model is dominated by dynamic looks and design created not only by the elegantly stretched body of the car, but also, again in typical BMW style, by the long engine compartment lid and short overhangs front and rear. Apart from the driver's cockpit laid out and designed for modern and superior driving pleasure, the interior offers supreme grand touring comfort particularly on the rear seats. Both at the front and in the rear the space available is significantly greater than in the former model.

As a feature exclusive to the long-wheelbase version of the new BMW 5 Series Sedan, the new model comes with a special high-comfort rear seat bench with single seat contours on the outer seats. As the only car in its segment, the new long-wheelbase 5 Series Sedan furthermore features not only a rear seat entertainment system, but also four-zone automatic air conditioning with a separate control unit at the rear, a folding table integrated

in the backrest of the front passenger's seat and a cooling box housed behind the centre armrest.

The new long-wheelbase version of the BMW 5 Series Sedan comes with three engine variants ranging from 150 kW/204 hp all the way to 225 kW/306 hp. All of these muscular straight-six power units in the three model variants allow a level of performance significantly superior to the former models. At the same time the introduction of a wide range of BMW EfficientDynamics features combines this extra sportiness with a further reduction of both fuel consumption and emissions. And last but not least, power is transmitted to the rear wheels in all cases by eight-speed automatic transmission with Steptronic.

Superior suspension technology makes the new BMW 5 Series Sedan in its long-wheelbase version the benchmark in its segment in terms of both agility and motoring comfort. The double-wishbone front axle absolutely unique in this segment of the market as well as the patented integral rear axle ensure truly superior driving characteristics. The top-of-the-range BMW 535Li, finally, may also be enhanced in its suspension and chassis management by Dynamic Drive Control.

The new sedan underlines its innovative character through a wide range of driver assistance systems in some cases exclusive to BMW – including options such as the Head-Up Display, BMW Night Vision able to detect even individual persons, a Parking Assistant, and Lane Departure Warning.

Powerful, elegant design symbolising true driving pleasure and grand touring comfort.

In its overall looks, the long-wheelbase version of the new BMW 5 Series Sedan is both modern and representative. Particularly the front end of the car with its upright BMW kidney grille and highly expressive dual round headlights conveys a strong feeling of charismatic presence. In conjunction with the optional xenon headlights, the daytime driving light function is provided by LED light rings while the direction indicators moved far to the outside are each made up of ten LED units.

The harmonious proportions borne out clearly in the side view of the new BMW 5 Series Sedan provide a clear signal of the good balance of sportiness and driving comfort the new model has to offer. Customised, detailed design modifications around the roofline and in the side silhouette of the car give the long-wheelbase version of the new BMW 5 Series Sedan with its extra 14 centimetres/5 inches wheelbase the right synthesis of smoothly balanced

proportions. The longer side window, as a result, adds a particularly slender and dynamic touch to the C-pillar.

The coupé-like roofline also comes out even more convincingly through the greater length of the car. Measuring 5.04 metres or 198.4" in overall length, the new long-wheelbase BMW Sedan is 44 millimetres or 1.73" longer than the long-wheelbase version of the former model.

At the rear of the body smooth surfaces in chiselled concave design create dynamic light and shade effects emphasising the sporting character of the car. Stronger curvature around the rear wheel arch, in turn, bears clear reference to the car's rear-wheel drive.

The sculptural shape and design of the side and rear sections so typical of BMW bring together the individual surfaces smoothly in one common symbiosis. From the rear the slight indentation between the contour line and the wheel arch stands out clearly as the waist on the body of the car. The flared wheel arches and horizontal breakdown of the rear end, to mention yet another example, accentuate the muscular stature of the 5 Series Sedan.

The L-shaped rear light clusters with their three LED-fed rows of lights again reflect the typical look of the BMW brand, including its unmistakable night design. The harmoniously glowing light bodies extend all round into the side sections, additionally emphasising the width of the car. And last but not least, the direction indicators and the brake lights are also formed by LED units.

As a special feature exclusive to this model, the BMW 535Li comes with a chrome-plated roof bar stretching at the front to the bottom of the A-pillar and emphasising the sleek lines of the body in a most convincing, sophisticated manner. A chrome bracket on the door handles, in turn, bears reference to the optional Comfort Access. The range of paintwork colours available on the new long-wheelbase BMW 5 Series Sedan, finally, comprises one non-metallic and six metallic colours, including the new colours Imperial Blue Metallic and BMW Individual Moonstone Metallic.

Interior: more room for luxury and innovation.

Inside, the long-wheelbase version of the new BMW 5 Series Sedan creates a strong impression of technically demanding functionality within an ambience of sheer elegance and superior modern style. The luxurious surroundings and the high standard of features and equipment set the foundation for a level of grand touring comfort quite unique in this segment. The particular design of the cockpit and centre console emphasises the clear orientation of the interior to the driver, just as the displays in Black Panel technology in the instrument

cluster as well as the iDrive control system naturally featured as standard contribute to the supreme driving experience.

In addition to the spacious glove compartment, the driver and passengers benefit from numerous, ideally positioned storage spaces, boxes and cupholders, as well as an additional folding compartment near the dashboard on the driver's side. The armrest on the centre console opens up by means of a vertically split butterfly mechanism, providing convenient access to a USB, AUX-in and power connection within an additional, highly convenient storage compartment.

The horizontal breakdown of the instrument panel emphasising the generous experience of space continues through the door linings all the way to the rear, allowing the passengers to enjoy their travelling experience in truly harmonious surroundings. The interior trim on the dashboard and door linings available in various colours and materials borders at the bottom on a highlight bar in Pearl Gloss Chrome further accentuating the beauty of the car's interior design. The seat upholstery, on the other hand, comes in a choice of one cloth and two leather versions in various colours, allowing the customer to harmonise the interior colour scheme precisely and individually to the colour of the car's paintwork.

The power unit of the new BMW 5 Series Sedan in its long-wheelbase version starts at the touch of the Start/Stop button activated as soon as the remote control key is within the car, making it unnecessary to insert the key the conventional way.

The instrument cluster in Black Panel technology is made up of a high-resolution colour display, control and warning lights, as well as four circular instruments in the traditional style of a sports car, providing information on the most important driving functions. In addition, the display may also be used to offer information on route guidance and the lane recommended to the driver provided by one of the optional navigation systems.

A separate control panel beneath the audio system on the centre console serves to activate and mastermind the automatic air conditioning, heating and ventilation. Featured as standard, the automatic air conditioning comes with separate temperature control on the driver's and front passenger's side, as well as auxiliary ventilation, anti-misting, and efficient use of residual heat.

Automatic air conditioning with an even wider range of functions is available as an option, including features such as automatic air recirculation control, solar glare compensation and air distribution with separate regulation on the

driver's and front passenger's side. As yet a further feature, four-zone automatic air conditioning with comfort nozzles, air vents in the B-pillar and a separate control unit at the rear is also available for the truly discerning individualist.

Featured as standard: latest generation of iDrive control.

It almost goes without saying that the long-wheelbase version of the new BMW 5 Series Sedan comes with BMW iDrive as a standard feature controlling all regular and optional entertainment, information, navigation and telecommunication functions. Positioned ideally in terms of ergonomics, the Controller allows the driver to select and activate specific functions conveniently and intuitively by standardised tipping, turning and pressing movements. An image of the Controller presented in the Control Display, as well as the clear structure of the menu, finally, give the driver even better and clearer orientation in choosing the next control function.

The Control Display coming as standard in 7-inch format and, in conjunction with the optional navigation system Professional, with an even larger 10.2 inches across, is integrated in the dashboard at the ideal level and at exactly the right distance from the driver, ensuring superior control and operation while hardly taking your eyes off the road.

Apart from the favourite buttons on the centre console, the new generation of BMW iDrive also features direct selection buttons around the Controller itself, enabling the user to switch very quickly among the CD, Radio, Telephone and Navigation functions.

The range of direct selection buttons is rounded off by the three MENU, BACK and OPTION command buttons. In addition, the eight favourite buttons on the centre console enable the user to select and retrieve not only individual radio stations, telephone numbers and destinations in the navigation system, but also further menu items available through iDrive.

The benefits of BMW iDrive also come out clearly in the use of the optional navigation system. Maps, for example, are combined in high-resolution graphics with arrows instructing the driver on his route.

Full-screen presentation of maps by the Professional navigation system provides a very detailed overview of the region through which the driver and passengers are currently travelling. To save digitalised map material in the system there is a large-capacity hard disc offering additional capacity of approximately 12 GB for the driver's personal collection of music in the interest of maximum enjoyment at all times.

Unique grand touring comfort at the rear.

In its particularly generous rear passenger compartment, the long-wheelbase version of the new BMW 5 Series Sedan offers a whole range of standard and optional features developed specifically for this model in the interest of supreme comfort and well-being. Indeed, both the grand touring comfort and the options to use this unique sedan as a mobile office reach a new level never seen before in this class.

The BMW 528Li and BMW 535Li come at the rear as standard with a control unit for the audio system comprising a Controller integrated in the centre armrest. Folding, illuminated vanity mirrors as well as two cupholders each on the front and rear seats likewise come as standard features. A special reading light at the rear and a cooling box opening up after the passengers have moved down the centre armrest are available as options.

The high-comfort rear seat bench developed specifically for the long-wheelbase version of the new BMW 5 Series Sedan offers ample space for three passengers. The two outer seats come with single seat contours, their lower backrest angle ensuring a particularly comfortable seating position with additional headroom. Individual temperature and ventilation control on all seats, finally, is provided by optional four-speed automatic air conditioning.

The Executive Feature Line available only on the BMW 535Li ensures a particularly exclusive standard of travelling comfort. Among other features, this special package comprises a folding table integrated in the backrest of the front passenger seat as well as a rear seat entertainment system with 8-inch monitors.

The position of the front passenger's seat may be adjusted from both the driver's side and from the rear.

A feature absolutely unique in the segment of the new BMW 5 Series Sedan is the electrically controlled sunblinds on the rear side windows. Like the rear window sunblind, they are controlled by switches on the right and left rear seat.

Other features again enhancing the driver's and passengers' travelling comfort include the navigation system Professional, seat ventilation and Ambient Lighting including light strips in the front seat backrests.

The long-wheelbase version of the new BMW 5 Series Sedan is available with a choice of no less than three HiFi systems and the entertainment system may be supplemented by a TV function for the reception of digital television

programmes. The luggage compartment in the new long-wheelbase 5 Series Sedan accommodates no less than four 46-inch golf bags, while models equipped with a cooling box are still able to take up three golf bags of this size.

The safety features boasted by the Sedan comprising both front and side airbags as well as curtain head airbags at the side for both rows of seats also include ISOFIX child seat fastenings at the rear.

Driving experience: powerful engines, superior suspension technology.

Straight-six power units in no less than three power stages give the new BMW 5 Series Sedan superior dynamism and drive power also in its long-wheelbase version. The sophisticated suspension technology including the model-specific set-up of the springs and damper systems ensures an unusually good balance of driving behaviour.

Versus the former model, both the driving comfort and sporting characteristics of the sedan have been significantly enhanced to an even higher standard, dual progress being ensured by the double wishbone front axle and integral rear axle.

As yet a further outstanding highlight, the new BMW 5 Series Sedan is the only vehicle in its segment to feature EPS Electric Power Steering also in its long-wheelbase version.

The BMW 535Li is powered by a 3.0-litre straight-six with BMW TwinPower Turbo technology, High Precision Injection and fully variable VALVETRONIC valve management. Maximum output is 225 kW/306 hp, accelerating this top model from a standstill to 100 km/h in just 6.2 seconds.

All other model variants come with straight-six power units featuring a composite magnesium/aluminium crankcase and VALVETRONIC valve management. The 3.0-litre power unit in the BMW 528Li, for example, delivers maximum output of 190 kW/258 hp, with acceleration to 100 km/h in 6.9 seconds. Displacing 2.5 litres, the BMW 523Li develops maximum output of 150 kW/204 hp. As a result, the BMW 523Li accelerates to 100 km/h in 8.6 seconds.

BMW EfficientDynamics for supreme fuel economy and emission management.

One of the most outstanding features of all model variants is their exceptionally good balance of fuel economy and driving pleasure – the result

of the BMW EfficientDynamics development strategy also benefiting the long-wheelbase version of the new BMW 5 Series Sedan to a particular extent. Among other things, optimised aerodynamics and intelligent lightweight construction stand for superior economy and exemplary emission control.

Both the power units and the eight-speed automatic transmission ensure a particular high degree of all-round efficiency. EPS Electric Power Steering likewise contributes to the car's efficiency, comprising an electric motor only activated and consuming energy when steering assistance is really required or desired by the driver.

Further features to be found in the long-wheelbase version of the new BMW 5 Series Sedan are active air flap control and Brake Energy Regeneration: The cooling air flaps are opened or closed individually according to current requirements, thus helping to improve the car's aerodynamic qualities when only a small amount of cooling air is required. Brake Energy Regeneration, in turn, concentrates the generation of electric power for the car's on-board network on overrun and the application of the brakes. When accelerating, on the other hand, the generator is usually disconnected to provide more drive power for enhanced driving dynamics.

The wide range of BMW EfficientDynamics technologies used specifically where appropriate on the new long-wheelbase BMW 5 Series Sedan reduces fuel consumption and CO₂ emissions by up to 18 per cent versus the respective predecessor models. The BMW 523Li thus averages 7.9 litres/100 kilometres, equal to 35.8 mpg imp, and a CO₂ rating of 187 grams per kilometre. Average fuel consumption of the new BMW 528Li, in turn, is 8.1 litres/100 kilometres, equal to 34.9 mpg imp, with 192 grams of CO₂ per kilometre.

The new BMW 523Li offers a level of economy quite unique in its performance class, with average fuel consumption of 8.7 litres/100 kilometres, equal to 32.5 mpg imp, and a CO₂ rating of 206 grams per kilometre.

Eight-speed automatic transmission featured as standard.

All versions of the new long-wheelbase BMW 5 Series Sedan come as standard with eight-speed automatic transmission. The BMW 535Li comes with eight-speed Sports Automatic featuring gearshift paddles on the steering wheel and Dynamic Drive Control offering the driver through a toggle switch on the centre console the three COMFORT, NORMAL and SPORT driving modes.

Dynamic Drive Control acts on the progressive position of the gas pedal, the response of the engine, the steering assistance control map, the DSC response thresholds, and the gearshift dynamics of the automatic transmission, enabling the driver to activate a pre-configured, harmoniously balanced overall set-up. On the road the differences between the individual modes come out clearly, showing the driver and passengers the advantages they enjoy in each case.

Powerful, fading-free brakes also contribute to the dynamic driving characteristics of the long-wheelbase version of the new BMW 5 Series Sedan, with the further advantage that the brakes are very comfortable to use and may be dosed with supreme precision. All models come as standard with an electromechanical parking brake featuring an Auto-Hold function activated by pulling a button on the centre console in one quick and brief movement. To release the parking brake, in turn, all the driver has to do is press the same button and push down the brake pedal at the same time.

Absolutely unique in this segment, the Auto-Hold function enhances motoring comfort above all in stop-and-go traffic. Whenever the car comes to a standstill, it is held in position, also on gradients, by a consistent level of brake force, until the driver presses the gas pedal again.

All models come with light-alloy wheels measuring 18 inches on the BMW 535Li and 17 inches on all other models.

Innovative driver assistance systems on the long-wheelbase version of the new BMW 5 Series Sedan.

The choice of innovative driver assistance systems provided by BMW ConnectedDrive is unusually large. In part exclusive to BMW, these systems help to further enhance the driving experience in the long-wheelbase BMW 5 Series. The options available, again unique in this segment, include a Head-Up Display as well as a Parking Assistant, BMW Night Vision even able to detect individual persons, and Lane Departure Warning.

Head-Up Display: important information always where you need it.

Available as an option, the Head-Up Display provides an optimum concept of intuitive control and appropriate information in the cockpit. Information relevant to the driver such as the speed of the car, warnings provided by the driver assistance systems or navigation data is projected by the Head-Up Display into the driver's direct line of vision, in a particularly good ergonomic position on the windscreen. The driver is able to take up and perceive this information without having to re-focus or take his eyes off the road.

Depending on the level of equipment, not only High-Guiding data from the navigation system but also Check/Control information and status data from BMW Night Vision and Lane Departure Warning may all be presented in the Head-Up Display. Given the sheer diversity of driver assistance systems available in the long-wheelbase version of the new BMW 5 Series Sedan, the range of information provided by the Head-Up Display reaches a level never seen before.

The innovative BMW Parking Assistant: extra comfort ensured by fully automatic steering and optimum user guidance.

The long-wheelbase version of the new BMW 5 Series Sedan is the first car in its segment in the Chinese automobile market available as an option with the BMW Parking Assistant. This revolutionary new system supports the driver when manoeuvring safely and conveniently into parking spaces running parallel to the road, even helping him select appropriate parking spaces from the start.

Ultra-sound sensors integrated in the side direction indicators permanently measure the length and width of potential parking spaces by the roadside or on the shoulder next to the road when driving past at a speed of up to 35 km/h or 22 mph. In this way the system looks for parking spaces exceeding the length of the car by at least 1.20 metres or 47".

As long as the system is not activated, the measurement process remains silent in the background. Only when the driver has come to a stop and moved to reverse is he informed of an appropriate parking space by a symbol appearing in the iDrive Control Display. With the system activated, on the other hand, the driver is informed of appropriate parking space from the start while driving by.

In both cases all the driver has to do is press the Controller, confirming that he wishes to use the Parking Assistant.

From now on the driver just has to press the gas and brake pedal and secure the driving manoeuvre while the Parking Assistant takes care of all steering movements required for backing up precisely into a parking space. In the process the driver is guided through the parking manoeuvre by clear and straightforward messages.

For even greater safety at night: BMW Night Vision with detection of individual persons.

The long-wheelbase version of the new BMW 5 Series Sedan is available as an option with an innovative Night Vision system even able to detect individual

persons. The second generation of BMW Night Vision sets the standard in avoiding accidents when driving at night. The central element in the system is a thermal imaging camera integrated in the front end of the car, naturally in full harmony with the car's design. This camera delivers a real-time video image presenting people, animals and other heat-generating objects in high resolution in the Control Display even if they are outside the headlight beam itself.

On BMW Night Vision this presentation is supplemented by automatic detection of persons. To provide this additional function, the video data is analysed by a control unit using intelligent algorithms to search for pedestrians and cyclists potentially on collision course with the car.

Lane Departure Warning: camera-based system warning the driver of unintended lane departure even in the dark.

Again available as an option, Lane Departure Warning detects any departure from the intended course at speeds of at least 70 km/h or 43 mph. The system is made up of a camera fitted near the interior mirror on the windscreen, a control unit for the comparison of data and a signal generator which makes the steering wheel vibrate when necessary.

The camera consistently registers road markings at least on one side of the car, while the control unit calculates the position of the car relative to such markings. Whenever the driver indicates his intention to change lanes or his direction of travel by operating the direction indicator, the warning signal is cancelled out.

The new long-wheelbase version of the BMW 5 Series Sedan: tailored to the Chinese car market.

Presenting the long-wheelbase version of the new BMW 5 Series Sedan at Auto China 2010, Germany's leading manufacturer of premium cars is taking up the success of the former model. Again, the new sedan is clearly oriented in its concept and features to the demands of the Chinese market. Developed in the home country of the world leader in the production of premium cars, the new model is built exclusively at BMW's Chinese plant in Shenyang.

A brand-new development from the ground up, the BMW 5 Series Sedan and, in particular, the long-wheelbase version combines supreme grand touring comfort especially on the rear seats with luxurious interior features, representative design based on modern elegance and the driving pleasure so characteristic of a BMW. With its sporting driving qualities and a level of efficiency quite unique in its segment, the new model stands out in particular as a most modern and up-date Executive Express in the premium market.



3.2 Supreme Quality, Ideal for the Market, Intelligent Value: Production of the New BMW 5 Series Long-Wheelbase Sedan at the Shenyang Plant.

Starting production of the long-wheelbase version of the new BMW 5 Series Sedan at the Shenyang Plant, the BMW Group is consistently continuing its concept of premium quality made in China.

In its development, the new model was tailored from the start to the demands and requirements of the particularly discerning customer in the Chinese market. Now the car is being built exclusively for China, in close cooperation with local partners and production suppliers. In this way the BMW Group is continuing its principle of “production follows the market” defined through the Group’s overall global production network. It almost goes without saying that production at the Shenyang Plant complies in full with the global standards of the BMW Group in terms of quality, safety, and sustainability.

Preparing production of the long-wheelbase version of the new BMW 5 Series Sedan in Shenyang, the BMW Group has made significant investments in the expansion, modification and modernisation of all production facilities. Similarly, some 500 specially trained employees will be integrated in the production of the new BMW 5 Series Sedan in the years to come. And in the process of expanding capacities accompanying production of the long-wheelbase version of the new BMW 5 Series Sedan, cooperation with local partners in production and suppliers will also be further enhanced.

Car production in Shenyang: a joint venture since 2003.

The Shenyang Plant in the Chinese Province of Liaoning has been operated as a joint venture by the BMW Group and Brilliance China Automotive Holdings Ltd since 2003, with more than 150,000 vehicles being built for the Chinese market since then at this location.

So far the Plant has built not only the long-wheelbase version of the predecessor to the new BMW 5 Series Sedan, but also the BMW 3 Series, in all building 15 model variants of the two series parallel to one another.

Expansion and modernisation of the Shenyang Plant.

Preparing the start of production of the long-wheelbase version of the new BMW 5 Series Sedan in Shenyang, significant investments have been made in the expansion and modernisation of the production facilities, with a brand-new hall measuring approximately 18,500 square metres or almost 200,000 square feet being built for the Body Shop of the the new model.

The production process in the Paintshop has also been modified and enhanced for the new model, with the new colours Moonstone Metallic and Imperial Blue Metallic available from the start of production.

Significant expansion and modification of the Plant to meet the requirements of the new sedan has also been made in Assembly, Quality Assurance and IT, with new production methods being used also in pre-assembling the cockpit, in the production of the rear axle subframe, and in the integration of driver assistance systems featured for the first time in the long-wheelbase version of the new BMW 5 Series Sedan. Using the most advanced production processes, the cost of production has also been reduced significantly versus the former model.

Close cooperation with local partners in production.

The Shenyang Plant currently employs a workforce of approximately 3,700 workers. Another 500 specially trained workers will be hired additionally in the years to come for the second plant.

The Plant has a remarkably young and well-trained workforce, with 87 per cent of all employees being under 36, 69 per cent of the workforce holding a college degree or an even higher level of qualification, and 24 per cent of the employees having completed their studies at university.

The integration of local production partners and suppliers is also being promoted through the expansion of production capacities. Close cooperation and the specific exchange of know-how will consistently optimise both the level of quality and the degree of efficiency in production.

Chinese suppliers are also involved in the development and construction of the plant facilities and tooling required for building the long-wheelbase version of the new BMW 5 Series Sedan in Shenyang. A large percentage of the plant facilities and equipment developed for the new model comes from specialist companies in China, thus once again ensuring the strict quality standards of the BMW Group in close cooperation with local partners.

Production focusing on sustainability and quality.

All production processes at the Shenyang Plant are subject to the high global standards of the BMW Group in terms of quality, safety and sustainability. And now, with the start of production of the long-wheelbase version of the new BMW 5 Series Sedan, the standards fulfilled are even more demanding. Energy consumption and carbon dioxide emissions, for example, are down by more than 12 per cent, while water consumption is more than 40 per cent lower than before.

The cars built in Shenyang naturally comply in full with the worldwide quality standards for cars imposed by the BMW Group. The high level of quality is also confirmed by the Plant's excellent results in the latest J. D. Power Report on customer satisfaction in the Chinese car market lauding BMW as the best of all car brands active in China.

The Initial Quality Study (IQS) conducted by renowned market researcher J. D. Power and Associates, asking new car customers in China about their complaints regarding their car after roughly three months of ownership, again shows excellent results. The problems specified by customers on a questionnaire were split up into mistakes in production, on the one hand, and concept-related complaints, on the other, BMW scoring first place overall in the 2009 IQS thanks to excellent ratings by customers.

Showing its strong commitment to the Shenyang Plant, the BMW Group plays an active role in the dynamic growth process in the Chinese automobile market. In 2009 China was the BMW Group's fourth-largest sales market, accounting for a sales volume of no less than 90,536 units.

With an exclusive model developed especially for the Chinese market, through local production closely integrating local partners and suppliers, and with consistent programs for quality assurance, environmental protection and the qualification of employees, the BMW Group is strengthening its position in the Chinese market, at the same time generating lasting momentum for the ongoing development of the Shenyang region.

3.3 Electro-Mobility BMW-Style: BMW Concept ActiveE.



The BMW Group presents yet another milestone along the way to achieving CO₂-free mobility. The BMW Concept ActiveE provides a taste of a purely electrically powered BMW. Focused on the requirements of practical use, the study is based on the BMW 1 Series Coupe and embodies the outstanding agility and characteristic driving pleasure of the 1 Series for the first time as part of an emissions-free drive concept.

Proudly presenting the BMW Concept ActiveE, the BMW Group is highlighting the continuation of its research and development activities in the field of electro-mobility. The field tests with the MINI E as part of project i in the US and Europe have already provided important insights into the demands required of future production electric vehicles. As a second step, project i has begun development of a second trial fleet of electric vehicles based on the BMW Concept ActiveE. These vehicles are likewise intended for everyday use by private and select fleet customers as part of a large-scale field test. The insights gathered in the process will be fed into the development of an electrically powered series production vehicle, the Megacity Vehicle, which the BMW Group will put on the market under a sub-brand of BMW in the first half of the next decade.

The BMW Concept ActiveE has allowed BMW to explore new vehicle packaging solutions and components which will be crucial to the success of the Megacity Vehicle. The intelligent integration of drive components within the existing vehicle package of the BMW 1 Series Coupe offers the opportunity to provide four full-size seats and a luggage compartment with a capacity of some 200 litres / 7 cu ft. The motor, specially developed for the model and located in the rear axle, delivers 125 kW/170 hp and provides maximum torque of 250 Nm / 184 lb-ft. It accelerates the vehicle in less than 9 seconds from zero to 100 km/h (0-60 mph in approx. 8.5 seconds).

The electric drive system draws its energy from new, advanced lithium-ion battery pack optimized developed jointly by BMW and the co-operation partner SB LiMotive especially for the BMW Concept ActiveE. They provide a range of approx. 160 kilometres (100 miles) in everyday use. An intelligent battery management system helps achieve this range largely regardless of climate conditions. Additionally, the charging period required for the lithium-

ion batteries is very short, with the battery pack being fully charged in just 3 hours at a wall box with a current of 50 ampere at 230/240 volts.

Electric drive: zero emissions, powerful and compact.

The requirements for electro-mobility with characteristic BMW properties are being created based on ongoing development in the powertrain. The latest outcome is a new synchronous electric motor tailored to the BMW Concept ActiveE. It offers a high level of efficiency, power delivery, and compact construction.

The maximum output of the new electric drive is 125 kW/170 bhp. The maximum torque of 250 Nm / 184 lb-ft is available from a standstill as is typical of electric motors. The torque remains available over an unusually broad load range.

The vehicle concept and drive system provide the agility and dynamic acceleration performance which are characteristic of the BMW 1 Series Coupé. Based on realistic simulations, a figure of less than 9 seconds was measured for the sprint from zero to 100 km/h (0-60 miles in 8.5 seconds), with the 60 km/h mark being reached after less than 4.5 seconds. The maximum speed of the vehicle is electronically limited at around 145 km/h or 90 mph.

The innovative character of the electric drive is also reflected in the optimized ratio between engine output and space requirements: the compact power package is fully integrated in the rear axle of the BMW Concept ActiveE. Here the drive system occupies the space required in conventional vehicles by the differential, whose function is integrated in the drive system.

Recuperation of energy increases range.

In the purely electric powered BMW, the driver may control deceleration as well as acceleration through the movement of the accelerator pedal. As soon as the driver's foot is removed from the accelerator, the electric motor performs the function of a generator, converting the vehicle's kinetic energy into electric power and storing it in the battery pack. Intensive use of this so-called energy recuperation process by the motor increases the range by up to 20%.

At the same time, a brake torque is created which results in effective deceleration of the vehicle. This response enables a very comfortable driving style, especially at medium and constantly varying speeds. In urban traffic, some 75 percent of all deceleration manoeuvres are initiated without the need

for the brake pedal. During Brake Energy Regeneration function, the vehicle's brake lights are illuminated.

This brake effect acts on the rear wheels only. When the driver requires a higher level of deceleration, stepping on the brake pedal engages the conventional hydraulic braking system. If an emergency braking maneuver is required during braking, the Dynamic Stability Control (DSC) system applies selective braking and motor management measures to ensure that safe braking is always guaranteed.

Innovative lithium-ion battery pack with its own liquid cooling.

The lithium-ion battery pack specially developed for this vehicle supplies energy to the motor and all other functions of the BMW Concept ActiveE. The high-voltage battery units offer a particularly high storage capacity and durability. For the first time, storage cells are used which were developed especially for use in automobiles by the BMW Group in collaboration with the co-operation partner SB LiMotive.

The lithium-ion batteries of the BMW Concept ActiveE have their own liquid cooling system and intelligent battery management system, which are key elements in increasing both the storage capacity and the durability of the battery cells. These systems also ensure that the long range can be maintained largely independent of external climatic conditions. The high storage capacity is the decisive factor in achieving as long a range as possible. For the customer this means a real-world range of about 160 km / 100 miles, with the usual power-consuming items switched on.

Modular structure, compact construction, space-saving integration.

Another special feature of the battery pack is its outstanding compactness, despite its output and capacity. The largest portion of the battery pack in the BMW Concept ActiveE is located where the conventional propshaft and fuel tank would be in the lower section of the vehicle. In addition, a portion of the battery pack is located where the combustion engine would normally reside. Further battery cells are housed at the rear in the space otherwise occupied by the fuel tank, and the space up front of the bulkhead is likewise used to accommodate lithium-ion battery cells.

Consistent optimisation of weight on both the battery components and all other electrical parts allows a particularly good balance of performance, range and function relative to the weight of the car. Using intelligent lightweight design and the highly-efficient lithium-ion battery cells, vehicle curb weight is limited to about 1800 kg / 3900 lbs.

Characteristic BMW driving experience, space of a BMW 1 Series Coupe.

The positioning of the battery pack shifts the vehicle's center of gravity downwards. Also, the battery cell layout within the vehicle preserves the harmonious weight distribution characteristic of BMW vehicles.

In its functions, the BMW Concept ActiveE again benefits from the optimised arrangement and position of the lithium-ion batteries.

In terms of the space available in the interior, the BMW Concept ActiveE offers four full-size seats with the same measures of head, leg and shoulder space as in the BMW 1 Series Coupe for both the driver and front passenger as well as the passengers at the rear.

The BMW Concept ActiveE has a luggage compartment which provides considerable versatility in everyday use. With a volume of approx. 200 litres / 7 cu ft, it even exceeds the trunk capacity of the BMW 1 Series Convertible with an open top and can hold two 46-inch golf bags, for example.

Reliable and safe: power electronics control and monitor vehicle functions.

The power electronics of the BMW Concept ActiveE regulate the supply of electrical current to the motor at the required amperage and voltage. It also controls the supply of energy to the vehicle power network.

All drive components, energy supply, and battery pack comply with the integral safety standards for electric vehicles as defined by the BMW Group.

Central monitoring functions integrated both in the power electronics and the battery pack ensure the continuous monitoring of all components. The driver is immediately informed of malfunctions and if necessary there is an automatic system discharge and shutdown.

The lithium-ion batteries of the BMW Concept ActiveE may be charged from all kinds of external power sources, thus avoiding stops on the way and flexibly extending the car's cruising range in accordance with the user's individual requirements.

Innovative comfort features: auxiliary heating and auxiliary air conditioning complete with remote control.

In conjunction with the powerful battery technology, the concept of a purely electrically powered vehicle presents additional opportunities for

the integration of innovative comfort features. For the BMW Concept ActiveE, a special heating and air conditioning system was developed which is supplied with energy from the high-voltage battery via the vehicle power network.

Electrical operation means that the interior may be climatized to the desired temperature even when the car is at a standstill.

Specific remote control functions via BMW ConnectedDrive.

In addition to the intelligent remote controlled operation of the auxiliary heating and air conditioning, BMW ConnectedDrive offers additional services specially developed for the BMW Concept ActiveE. The main point is that no matter how far he is from the vehicle, the driver can obtain details of the charge status of the lithium-ion battery and the range of travel this permits. The remote control functions also provide support in searching for a nearby public charging station.

A future-oriented technology which runs across all brands: electro-mobility as a mainstay of BMW EfficientDynamics.

With the BMW Concept ActiveE, the BMW Group demonstrates the continuation of its project i research and development activities geared towards achieving emissions-free mobility independent of fossil fuels.

The BMW Concept ActiveE creates the basis for the expansion and intensification of this field testing on electro-mobility, oriented towards enabling large-scale production in the future. The aim is to produce a fleet to a scale which will exceed that of the MINI E.

With its extended range of functions, including four seats, intelligent arrangement of the ActiveE technology and dynamic qualities provided not least by the rear-wheel drive which is so characteristic of BMW, the concept vehicle reflects a new approach while remaining loyal to BMW brand values. The components of the electric drive system have been designed bearing in mind the requirements of a future Megacity Vehicle so as to advance the development of a production vehicle. The BMW Concept ActiveE moves a little closer towards the future of individual mobility which will combine driving pleasure with CO₂-free travel.

3.4 A New Approach to Fascinating Driving Dynamics: BMW Vision EfficientDynamics.



BMW sees technical innovations for reducing emissions and fuel economy as an elementary part of the Company's product strategy, just like vehicle concepts sustainably enhancing the Sheer Driving Pleasure so typical of the brand.

Proudly presenting the BMW Vision EfficientDynamics concept car, BMW proves that the targets of the BMW EfficientDynamics development strategy are by all means able to meet the even stricter fuel economy and emission standards required for the future.

Conceived as a plug-in car with full-hybrid technology, this 2+2-seater offers all the opportunities to combine the performance of a BMW M Car with fuel economy and emission figures even better than on the latest small cars today.

BMW Vision EfficientDynamics is the result of an all-round development process borne out clearly through the emotional design of this unique concept car – a sports car offering a fascinating outlook into the future of Sheer Driving Pleasure in full harmony with supreme efficiency.

The drive technology featured in BMW Vision EfficientDynamics propels the car up to an electronically limited top speed of 250 km/h or 155 mph, with acceleration from a standing start to 100 km/h in 4.8 seconds. Average fuel consumption in the EU test cycle is 3.76 litres/100 kilometres (equal to 75.1 mpg imp), with a CO₂ rating of 99 grams per kilometre.

The CO₂ balance is even better when driving on electric power alone after charging the battery through the plug-in connection: Taking emissions in the EU mix during generation of electric power into account, the emission rating in this case is an even more remarkable 50 grams per kilometre.

To obtain comparable data on CO₂ emissions when driving in the electric mode, new legal standards for the measurement of fuel consumption on hybrid and electric cars are currently being prepared. Applying this mode of calculation, the CO₂ emissions generated by BMW Vision EfficientDynamics drop to just one-third of the original figure of 99 grams per kilometre.

Power of three drive units intelligently combined.

This outstanding performance and fuel economy is made possible by the combination of a highly fuel-efficient three-cylinder turbodiesel with a hybrid synchronous motor on the front axle and a full-hybrid system at the rear. Intelligently combining the power of the three drive units through precisely controlled energy management, both performance and efficiency are enhanced to an unprecedented standard, making maximum use of the potential of BMW ActiveHybrid technology to reduce the level of consumption. Overall system output is 262 kW/356 bhp, maximum torque 800 Newton-metres/590 lb-ft.

The three-cylinder turbodiesel displaces 1.5 litres following the principle of downsizing, the potential of a relatively small engine being used in conjunction with turbocharging to consistently reduce emissions.

Thanks to its compact dimensions the three-cylinder fits conveniently in front of the rear axle like in an agile mid-engined sports car, despite the two seats at the rear.

The engine features the latest generation of common-rail direct fuel injection as well as a turbocharger with variable intake geometry. Maximum output is 120 kW/163 hp, with torque peaking at 290 Newton-metres or 214 lb-ft.

In overrun and when applying the brakes, the electric motor fitted on the rear axle acts as a generator feeding electric power into the car's lithium-polymer battery. As a result, this electrical energy is generated without any additional consumption of fuel.

The driver also has the option to charge the car's electric battery from a conventional power socket. On the usual household electric mains (220 V, 16 Amps) the charge process takes a maximum of 2 1/2 hours. Wherever a power socket with higher voltage and amperage (380 V, 32 Amps) is available, the charge time is reduced to a maximum of 44 minutes.

The energy storage units are housed in a central chassis element extending along the middle of the car.

In all, no less than 98 lithium-polymer cells are fitted on board BMW's new concept car, with the fuel tank offering a capacity of 25 litres or 5.5 imp gals housed at the rear end of the chassis tunnel. This amount of diesel fuel gives BMW Vision EfficientDynamics a cruising range in the combustion mode of approximately 650 kilometres or 400 miles. Adding the range of up to

50 kilometres or 31 miles in the all-electric mode, the car is able to cover a distance of approximately 700 kilometres or more than 430 miles.

Technology-oriented design as a clear expression of intelligent lightweight technology.

BMW Vision EfficientDynamics also takes a brand-new approach in terms of its design. For since the principle of “form follows function” is not limited in this case to the overall look and configuration of the car, but rather applies to each individual detail, BMW Vision EfficientDynamics comes with a truly unique aesthetic look.

Measuring 4.60 metres or 181.1" in length, 1.90 metres or 74.8" in width and 1.24 metres or 48.8" in height, BMW's new concept car offers space for up to four passengers together with their luggage. The consistent lightweight strategy nevertheless limits the unladen weight of the car according to the DIN standard to just 1,395 kg or 3,076 lb, at the same time allowing a low centre of gravity highly beneficial in terms of motoring comfort and driving dynamics.

Taking the use of hybrid drive components as well as the high-capacity lithium-polymer battery into account, this figure alone clearly proves the strengths of the overall concept focusing consistently on efficiency. In terms of its power-to-weight ratio, the BMW Vision EfficientDynamics concept car is far superior to all hybrid vehicles so far.

With the combustion engine fitted in front of the rear axle, the designers were able to make the front end of the car very low, sleek and dynamic.

Vehicle concept providing a drag coefficient of just 0.22.

Numerous body elements on BMW Vision EfficientDynamics serve as air guide vents optimising the aerodynamic qualities of the car. The A-pillars designed as a duct, for example, serve, just like the rear lights designed as a wing profile, to channel and smoothen the flow of air.

The underfloor of the car is fully covered, slender openings around the front-air dam guiding incoming air directly into two closed ducts. These, in turn, lead along the inside of the front air dam to the wheel arches, where the air coming out is guided through a very slender opening past the outer wheel flanks at high speed. With this air jet wrapping itself around the front wheels like a curtain, it is referred to appropriately as the air curtain.

To further optimise the aerodynamic qualities of the car and at the same time to keep roll resistance to a minimum, BMW Vision EfficientDynamics comes

with tyres and rims in dimensions quite unusual for a sports car: The tyres have a width:height ratio of 195/55, while the large 21-inch rims provide the same contact surface on the road as with a much wider tyre. In combination with the elaborate axle kinematics, this ensures very agile driving behaviour at all times.

The final result of these improvements for optimising the car's aerodynamic qualities is a very low drag coefficient C_x of just 0.22.

Gullwing doors for easy access to all seats.

The doors on BMW Vision EfficientDynamics open up like gullwings, turning on pivots on the front roof column near the side direction indicators. Since the car intentionally has no B-pillar, the large door cutouts ensure easy access also to the seats at the rear, the hinges on the doors serving in an ideal combination in terms of both function and aesthetic looks also as the base for the exterior mirrors.

Emotional design ensured by sculptural shapes and layering technology.

The proportions of a sports car so typical of BMW are presented in sculptural design language giving the concept car a perfect look as if from one mould. The front, side, rear and roof of the car flow smoothly into one another, dynamically twisted surfaces and shapes creating highly attractive light and shade effects accentuating the light and sporting character of the car in a most emotional manner.

Special layering technology developed by the BMW Group Design Division serves as the central motif in designing the exterior and interior – a principle applied for the first time in both interior and exterior design to layer individual surfaces on top of one another and arrange the joints on the car appropriately in order to reduce the number of components and, accordingly, the weight of the car.

Always focusing on the essential: three-dimensional Head-Up Display.

Layering technology is also used on the displays in the instrument cluster and on the enhanced Head-Up Display in BMW Vision EfficientDynamics. This creates an impression of three-dimensionality, also enabling the driver to adjust various signals in accordance with their relevance and driving conditions, presenting the information required either more in the foreground or in the background.

With the individual system components on board BMW Vision EfficientDynamics being networked with one another, the car is able to offer a forward-looking system of energy management using information compiled by the sensors on the car's driver assistance systems. Data gathered for example by the rain sensor or Active Cruise Control with Stop & Go as well as the navigation system, which is subsequently evaluated by the central control unit, offers an indication of current and upcoming driving conditions.

The Future of Sheer Driving Pleasure: BMW Vision EfficientDynamics.

The BMW Vision EfficientDynamics concept car proudly presents the potential of the BMW EfficientDynamics development strategy to an extent never seen before. In this revolutionary study, BMW underlines the Company's outstanding competence in developing high-performance drivetrain technology offering an exceptional standard of all-round efficiency. This paves the way for the development of cars using natural resources with particular responsibility and at the same time adding new momentum to Sheer Driving Pleasure.



3.5 Lower Emissions, More Driving Pleasure: BMW EfficientDynamics – Global Concept for Sustained Mobility.

Leading the market as the most successful premium car maker in the world, the BMW Group plays a leading role also in the reduction of fuel consumption and emissions. This is borne out clearly both by progress in efficiency achieved on each new model and in the overall balance of fuel economy and emission management offered by the BMW Group's car fleet as a whole. The outstanding competence of the Company in developing drivetrain technologies with optimised efficiency and in the use of BMW EfficientDynamics technologies as standard features helps to give all current BMW models a particularly good balance of driving pleasure and fuel economy in all vehicle segments. As a result, the BMW EfficientDynamics development strategy has become a globally acknowledged and frequently lauded concept for future mobility, without making any concessions in terms of driving pleasure, motoring comfort, and safety.

The technologies ensuring this success are being introduced step-by-step in all automobile markets the world over. The global approach of BMW EfficientDynamics serves to offer customers worldwide the optimum technology for reducing both fuel consumption and emissions, naturally taking local conditions and requirements into account in each case. BMW's overriding philosophy is that the technologies available for enhancing the overall standard of efficiency are not reserved to individual models or made available only at extra cost, but rather come as standard in each and every model. Precisely this is why the range of particularly efficient BMW models as well as the scope of BMW EfficientDynamics technologies is steadily increasing also in the Chinese automobile market.

BMW EfficientDynamics: cutting-edge technology tailored to the Chinese automobile market.

At Auto China 2010 BMW is presenting numerous new models which, thanks to the latest technologies developed in the context of BMW EfficientDynamics, combine superior performance with a further reduction of fuel consumption and emissions. Offering these technologies, BMW is responding to current demands by customers seeking to combine sophisticated design, superior driving pleasure and premium quality with a growing awareness of sustainable mobility.

High Precision Injection direct fuel injection featured in combination with turbocharging on both the eight- and six-cylinder power units with their

particularly high level of performance makes a most efficient contribution to the reduction of both fuel consumption and emissions. Ensuring precise dosage in the supply of fuel, High Precision Injection optimises the level of efficiency and, at the same time, makes the combustion process particularly clean. Fully-variable VALVETRONIC valve management also comes on many other current BMW models as a proven technology introducing EfficientDynamics worldwide to give BMW's gasoline engines optimised power and performance as well as outstanding efficiency all in one.

New BMW 5 Series long-wheelbase Sedan with a wide range of BMW EfficientDynamics technologies.

A newly developed straight-six power unit for the first time combining High Precision Injection, BMW TwinPower Turbo technology, and VALVETRONIC valve management ensures an even higher level of efficiency in every respect. Displacing 3.0 litres and developing maximum output of 225 kW/306 hp together with peak torque of 400 Newton-metres/295 lb-ft, this new power unit is to be admired, inter alia, in the new BMW 535Li.

The long-wheelbase version of the new BMW 5 Series Sedan also comes with other engines featuring BMW EfficientDynamics. One example of these technologies is EPS Electric Power Steering quite unique worldwide in this segment. The electric motor providing the power assistance required operates on-demand and is therefore particularly efficient, being activated only when steering assistance is required or desired by the driver.

The long-wheelbase version of the new BMW 5 Series Sedan comes as standard with eight-speed automatic transmission featuring an innovative arrangement of gears, additional gear ratios and a wider range of gear increments without any negative repercussions on the size, weight and internal efficiency of the system. Significant benefits in fuel economy are ensured in addition by minimum converter slip, frictional losses reduced to a minimum, a longer transmission ratio on the higher gears, and transmission management beneficial to motoring at low engine speeds.

Further highlights in BMW EfficientDynamics featured as standard on the Sedan are Brake Energy Regeneration concentrating operation of the generator on the overrun mode and application of the brakes as well as active air flap control, with the air flaps being opened only when required to meet greater cooling requirements. As long as they remain closed, therefore, the air flaps optimise the car's aerodynamic qualities and streamlining.

All features of BMW EfficientDynamics are to be found in an appropriate combination in a large number of individual models. Eight-speed automatic

transmission, for example, is standard also in the BMW X5. The straight-six power unit with BMW TwinPower Turbo, High Precision Injection, and VALVETRONIC, on the other hand, also drives the BMW X5 xDrive35i as well as the BMW 335i Coupé and the BMW 335i Convertible both making their Asian debut at Auto China 2010.

BMW ActiveHybrid technology making its premiere.

BMW ActiveHybrid technology is also set to enter the market as yet another cornerstone of BMW EfficientDynamics. Indeed, the BMW Group is presenting no less than two models at Auto China 2010, the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6, which intelligently combine a combustion engine and electric drive in an appropriate set-up for enhanced driving dynamics and a significant reduction of both fuel consumption and emissions.

BMW ActiveHybrid 7 is the first car in the world to combine a V8 gasoline engine, eight-speed automatic transmission and an electric motor as part of a mild-hybrid concept. The overall system output provided by these drive units is 342 kW/465 hp, with maximum torque of 700 Newton-metres or 516 lb-ft. And apart from efficiency, the drive concept of the BMW ActiveHybrid 7 also offers new possibilities to optimise driving dynamics and motoring comfort all in one.

BMW ActiveHybrid X6 intelligently combines a V8 power unit with two electric synchronous motors for maximum system output of 357 kW/485 hp and peak torque of 780 Newton-metres/575 lb-ft. The world's first Sports Activity Coupé with full-hybrid drive thus paves the way to a brand-new driving experience combined with truly impressive efficiency.

Options for the future: electro-mobility and hydrogen.

In the context of EfficientDynamics, the BMW Group is also pursuing research and development projects for further drive concepts pointing into the future. As an example, some 600 all-electric MINIs are being tested in a pilot project in the states of California, New York and New Jersey by selected private and corporate customers in everyday traffic. This project offers further experience and knowledge in the use of all-electric cars for individual mobility.

The BMW Concept ActiveE is the first step towards a comparable pilot project with an even broader scope of new technologies. Based on the BMW 1 Series Coupé, this concept car to be seen for the first time in Asia at Auto China 2010 combines zero-emission motoring with dynamic acceleration, four full-sized seats, approximately 200 litres luggage capacity, and rear-

wheel drive. Again, the purpose is to make consistent progress on the way to zero-emission mobility.

Electric drive is indeed an essential feature of the BMW Group's project i, with the focus, among other highlights, on innovative vehicle concepts for use in large cities all over the world.

Again looking at sustainable mobility also in future, the BMW Group is focusing on hydrogen recovered in a regenerating process. BMW Hydrogen 7 built in a small series of 100 cars has in the meantime covered approximately four million kilometres worldwide. Such intense, practical use of BMW's hydrogen sedan proves that this drive concept is able to meet the requirements of everyday driving and therefore offers another realistic option for the future.

Implementing the philosophy of Efficient Dynamics, production methods serving to save resources, and high social standards for employees at all locations, the BMW Group has also strengthened its outstanding position in the current Dow Jones Sustainability Index. This ranking compiled jointly by Dow Jones Indices, Stoxx Limited, and the Zurich Asset Management Company SAM is acknowledged as the most important benchmark worldwide for entrepreneurial responsibility. And now the BMW Group has been ranked for the fifth time in a row in the Dow Jones Sustainability Index as the "World's Most Sustainable Car Maker".



3.6 Elegance and Sportiness at Their Best: The new BMW 3 Series Coupé. The new BMW 3 Series Convertible.

Both the BMW 3 Series Coupé and the BMW 3 Series Convertible combine the driving pleasure so typical of a BMW 3 Series with individual style and a sporting, elegant look. And now the driving experience so characteristic of each model is being raised to an even higher level of fascination.

Boasting appropriate modifications in design at the front, the side and the rear of both models, as well as a significantly updated range of engines and innovative features, the new two-door models are more dynamic, efficient and modern than ever before. The new BMW 3 Series Coupé is further enhancing its leadership over the competition through its unique aesthetic design and superior sportiness. The new BMW 3 Series Convertible combines the unparalleled qualities of an electrically retractable hardtop and a particularly intense experience of motoring in the open air with elegance refined to an even higher standard, enhanced comfort and optimised efficiency.

Innovations at the front, the side and the rear precisely integrated into the overall look of the car add further emphasis to the superior sportiness of both models. At the same time these modifications make the front and rear overhangs slightly longer, giving the car an even sleeker, more stretched and dynamic silhouette.

In addition to these new features, the BMW 3 Series Coupé and Convertible now come with newly designed headlights in new configuration and with innovative lights technology. At the rear the characteristic, split L-shape of the rear light clusters is now combined with a new and particularly harmonious colour scheme. The LED light bars in the rear lights give both models their very special night design so typical of the brand, while the direction indicators and brake lights in LED technology optimise the signalling effect of the lights through their particularly fast response.

An outstanding highlight is the introduction of a new straight-six power unit with BMW TwinPower Turbo technology, direct gasoline injection and VALVETRONIC on the top-of-the-range BMW 335i Coupé and BMW 335i Convertible.

The new BMW 3 Series Coupé and the BMW 3 Series Convertible both come as standard with an optimised sports steering wheel featuring multifunction control buttons. The gearshift paddles on the steering wheel

featured in combination with optional Sports Automatic and available on the BMW 325i and all the more powerful models, finally, now follow a new control logic.

New paintwork colours, a modified range of leather upholstery as well as innovative office and entertainment functions from BMW ConnectedDrive, finally, add further highlights to the looks of the car and the unique driving experience offered by the new BMW 3 Series Coupé and the BMW 3 Series Convertible.

Design: precise highlights for a sporting and elegant look.

Through its specific proportions, the BMW 3 Series Coupé authentically renders the sporting and elegant character of this unique two-door. The classic lines of the car are characterised by the long and sleek engine compartment lid, the passenger cell moved far to the back, the long wheelbase and the flowing line of the roof. This creates the stretched and dynamic side view of the car, giving the Coupé its unmistakable aesthetic appeal.

The BMW 3 Series Convertible likewise comes with a strikingly low and sleek sideline particularly attractive with the roof open. The three elements of the electrically retractable hardtop are stowed in compact arrangement above one another at the rear of the car, giving the BMW Convertible its horizontal waistline so characteristic of an open-air BMW and, together with the seating position moved far to the back, offering the driver and front passenger that typical feeling of maximum openness for particularly close contact with the world around them.

With the hardtop closed, the Convertible still stands out from the Coupé mainly through the greater accentuation of the roofline at the back of the car. At the same time the integrated aerial further emphasises the smooth flow of lines and the harmonious overall look.

Both on the new BMW 3 Series Coupé and the new BMW 3 Series Convertible, the dynamically stretched silhouette is further accentuated by new, innovative design features at the front, side and rear. These modifications of the car's body involve the engine compartment lid, the front air dam, the BMW kidney grille, the side-sills and the rear air dam. The front overhang, for example, is 29, the rear overhang 3 millimetres longer.

Beautifully chiselled in design also from the side, the front air dam symbolises a forward-pushing motion, with two light contours extending out of the side-sills adding an even greater touch of dynamism.

With the BMW kidney grille wider than before and the three-dimensional look of the entire front section, the new BMW 3 Series Coupé and the new BMW 3 Series Convertible have additional stance and presence. The frame surrounding the kidney grille is now formed by a three-dimensional, precisely chiselled band of chrome.

The second highlight in the new front end design is the horizontally oriented air intake stretching from one side to the other to significantly emphasise the width of the respective model. In the side sections the air intake is split horizontally by silver-coloured trim bars positioned just in front of the foglamps at the side to accentuate the sheer width of the car.

At the bottom the air intake borders on to a precisely chiselled air bar split up into three sections, with its centrepiece sticking out slightly to the front and connected harmoniously to the side panels left and right.

Innovative xenon headlights with LED daytime driving lights and LED character lights.

Both the new BMW 3 Series Coupé and the new BMW 3 Series Convertible come as standard with bi-xenon headlights. The dual round headlights feature modified contour lines and innovative lights technology. At the top they are cut off by a character bar creating that concentrated look so typical of a genuine BMW.

The light sources as such are formed by two cylindrical headlights on each side.

Adaptive Headlights are available as an option, following the steering wheel and, accordingly, the course of the road ahead. A further function integrated in the Adaptive Headlights is Bending Lights using the inner headlight units. Additional features are variable light distribution for appropriate illumination of the road ahead in town and on the autobahn as well as Adaptive Headlight Range Control.

The daytime driving light function so characteristic of a BMW is provided as a standard feature by light rings inside the headlights themselves. The optional LED Package, in turn, comes with LED light rings operating in two power stages: dimmed to approximately 10 per cent of their full output,

they serve as positioning lights, operating at full power they provide the desired daytime light function.

This option also includes direction indicators in LED technology and character lights also using LED units on the upper edge of the headlights themselves.

Rear lights: attractive harmony during the day and at night.

The rear lights in their split L-shape so characteristic of both models are further accentuated on the new BMW 3 Series Coupé and the new BMW 3 Series Convertible by a new colour scheme. Featuring two rows of lights with consistent brilliance, they create that night design so typical of a BMW. Glass covers finished consistently in red now give the lights an even more harmonious look, while an additional horizontal light bar in the rear air dam further accentuates the sheer width of the car, giving the entire rear end a flatter and smoother look through the light and shade effects created in this way.

The exterior mirrors are yet another innovation adding to the highly attractive look to the new BMW 3 Series Coupé and the new BMW 3 Series Convertible. In their dimensions they clearly meet all legal requirements in terms of mirror size. And in their new format the exterior mirrors blend harmoniously with the side view of the respective model.

The range of paintwork colours on both models now also includes Deep Sea Blue Metallic and Vermilion Red Metallic.

The range of optional light-alloy wheels, in turn, now comprises four newly designed wheels measuring 17" and, respectively, 18". For the really discerning customer, finally, there is also the choice of extra-sporting 19-inch wheels highlighting the dynamic character of the car.

Interior: stylish highlights provided by new leather colours and interior trim bars.

A wide range of colours and materials offer numerous options and freedom of choice in personalising the interior of the new BMW 3 Series Coupé and the new BMW 3 Series Convertible. Dakota leather upholstery featured as standard is now also available in bright Oyster. At the same time the range of interior trim bars is supplemented by the particularly modern and sophisticated version Bamboo Grain Anthracite.

The modified leather sports steering wheel featured as standard in both the BMW 3 Series Coupé and the BMW 3 Series Convertible is particularly stylish and sophisticated. The rim on the steering wheel is finished in both cases in

smooth leather for a particularly smooth touch, the trim on the three-spoke steering wheel comes in imitated leather grain and the galvanised rim bars are finished in Chrome Pearl Grey.

The leather sports steering wheel features multifunction control buttons as standard. The automatic transmission and Sports Automatic with double clutch may be masterminded by gearshift paddles for shifting gears manually (optional on the BMW 325i and standard on all other six-cylinder models).

Engine range: even greater efficiency and even more power.

All models in the BMW 3 Series offer a particularly good balance of performance and fuel economy – and numerous innovations in the range of engines enable the new BMW 3 Series Coupé and the new BMW 3 Series Convertible to further enhance this leading position in their respective segments.

All of the gasoline engines ensure a particularly high level of efficiency for outstandingly low fuel consumption and emissions.

Innovative engine technology on the top models

Particularly the models right at the top also stand out through their supreme efficiency ensured by innovative technology: The new BMW 335i Coupé and the new BMW 335i Convertible are both entering the market with a newly developed straight-six power unit for the first time combining BMW TwinPower Turbo technology, High Precision Injection and fully variable VALVETRONIC valve management. Displacing 3.0 litres, the engine develops maximum output of 225 kW/306 hp at 5,800 rpm and peak torque of 400 Newton-metres/295 lb-ft all the way from 1,200 – 5,000 rpm.

The turbocharger system featured on this new power unit applying the TwinScroll principle both in the exhaust manifold and in the turbocharger itself to separate the ducts of three cylinders at a time from one another, and VALVETRONIC valve management enhanced to an even higher standard, give the engine fascinating, direct response to the gas pedal.

The combination of these features with direct gasoline injection gives the new power unit the output of a naturally-aspirated eight-cylinder on unusually low fuel consumption and emissions. The BMW 335i Coupé accelerates from a standstill to 100 km/h in 5.4 seconds (BMW 335i Convertible: 5.7 seconds), and both models reach an electronically limited top speed of 250 km/h or 155 mph. The respective CO₂ ratings are 196 and 205 grams per kilometre.

New Sports Automatic with double clutch.

The new BMW 3 Series Coupé and the new BMW 3 Series Convertible come as standard with six-speed automatic transmission. The BMW 335i Coupé and the BMW 335i Convertible, in turn, come as an option with seven-speed Sports Automatic featuring double-clutch operation.

This state-of-the-art transmission shifts gears without the slightest interruption of engine power, thus ensuring truly outstanding acceleration and dynamic performance. A further advantage is that the double-clutch gearbox offers all the usual comfort features of a BMW automatic transmission, giving the driver the choice of an automated or manual gearshift.

On all models fitted with automatic transmission or, respectively, Sports Automatic, the driver is able to shift gears manually either on the selector lever or, as an option, via gearshift paddles on the steering wheel. The gearshift paddles included in Sports Automatic with double-clutch operation now follow a new control logic, the right paddle serving to switch up, the left paddle to shift down. This control logic carried over from BMW's M Cars gives the driver an even more intense and dynamic experience of the unusually quick gearshift offered by Sports Automatic.

3.7 The Original – Now Even More Supreme: The New BMW X5.



More dynamic, more efficient and more luxurious than ever before, the new BMW X5 is further increasing its leadership in the segment of all-wheel-drive premium vehicles. A brand-new range of engines, eight-speed automatic transmission featured as standard, and innovative driver assistance systems give BMW's unique Sports Activity Vehicle an even higher level of fascinating driving pleasure characteristic of the brand.

Appropriate modifications in design ensure an authentic rendition of the car's enhanced sportiness, new paintwork and interior colours as well as light-alloy rims underlining the exclusive style and class of the new BMW X5.

The top model in the range is now the BMW X5 xDrive50i with its V8 power unit boasting BMW TwinPower Turbo and High Precision Injection for maximum output of 300 kW/407 hp. The new BMW X5 xDrive35i, in turn, is powered by a 225 kW/306 hp straight-six featuring BMW TwinPower Turbo, High Precision Injection and VALVETRONIC.

The progress made once again in reducing fuel consumption and emissions is the result of the BMW EfficientDynamics development strategy applied consistently also on BMW's X models. At the same time the innovative power of the world's most successful manufacturer of premium cars is also confirmed by the unique range of driver assistance systems also available on the new BMW X5 thanks to BMW ConnectedDrive.

The BMW X5 is the only vehicle in its segment available with a Head-Up Display and Surround View. Further features also available on this unique Sports Activity Vehicle are Active Cruise Control with Stop & Go, Lane Departure Warning, Speed Limit Info, and Side View.

More than ever before the new BMW X5 offers supreme driving dynamics on the road and, thanks to intelligent BMW xDrive all-wheel-drive technology, superior handling and manoeuvrability on rough terrain. Featured as standard, permanent all-wheel drive ensures variable distribution of drive power between the front and rear axles.

The entire all-wheel-drive system has been modified in its set-up on the new BMW X5, a more neutral basic configuration enabling xDrive to enhance driving dynamics to an even higher level than before.

Design: harmonious proportions and clear signals for enhanced sportiness.

The body design of the new BMW X5 is characterised by harmonious proportions clearly bringing out both the powerful elegance and the superior agility of this unique vehicle. The long wheelbase, short body overhangs front and rear as well as the large wheels create a perfect visual and technical balance of the front and rear end, clearly alluding to the vehicle's permanent all-wheel drive.

With its striking, beautifully contoured engine compartment lid, its extra-large BMW kidney grille and its dual round headlights cut off at the top, the new BMW X5 boasts a conspicuously powerful front end simply oozing superior muscle and presence. The new interpretation of this special look so characteristic of BMW's X models highlights in particular the structure of the front air dam and the position of the foglamps featured as standard.

With a larger number of components and features finished in body colour, the entire front end of the vehicle appears to be even closer to the road for an even more dynamic look. At the same time the larger air scoops both in the middle and at the outside highlight the extra power of the engines, the newly designed front end thus standing out as a strong visual expression of the supreme sportiness of the new BMW X5 enhanced to an even higher standard.

The headlight units on the new BMW X5 are particularly sophisticated and classy in their design and appearance, the optional xenon headlights featuring a matt black trim cover to further emphasise the technically oriented structure of the cylindrical light sources.

Both the positioning and the daytime driving lights feature LED light rings, the bright white light generated in this way giving the daytime driving lights in typical BMW look a very powerful and convincing impression.

At the rear the new BMW X5 again boasts a larger share of body elements finished in body colour to create a particularly elegant and at the same time sporting look. The newly designed rear air dam takes up the graphic structure of the front end, the surrounds on the exhaust tailpipes positioned far to the outside emphasising the sophisticated character of the vehicle.

Above the bumper the rear-end design of the BMW X5 is subdivided by horizontal lines running parallel to one another, emphasising the sheer width and the powerful stance of the vehicle.

The rear light clusters in L-shaped design, likewise modified in their interior features, incorporate two homogeneous, LED-fed rows of lights on each side to give the new BMW X5 that very special night design so characteristic of BMW.

Interior: luxurious ambience, commanding seat position, latest generation of iDrive all featured as standard.

The interior of the new BMW X5 is characterised by supreme generosity in space and modern, stylish design. Exceptional variability and a truly luxurious ambience meet the greatest demands in terms of functionality in particularly exclusive style. Through its horizontal structure and harmonious transition leading into the door panels, the dashboard further accentuates the generous spaciousness inside the car.

The elevated, commanding seating position contributes to the characteristic driving experience in the new BMW X5, giving the driver an optimum overview of road and driving conditions and, together with the centre console angled towards the driver, further enhancing the impression of superior control over the car. Ideally positioned controls and switches for superior ergonomics and spacious storage boxes and compartments add yet a further highlight to the modern functionality of the BMW X5.

The new BMW X5 comes as standard with the new generation of the BMW iDrive control system, with its 6.5 or, respectively, 8.8-inch Control Display (the latter in conjunction with the navigation system Professional) integrated at an ideal level and at exactly the right distance from the driver harmoniously in the dashboard.

Apart from the hard disc memory for digital maps and the driver's personal collection of music, the navigation system Professional also comes with multi-mode operation through voice entry and the Controller.

High standard of interior variability, third row of seats as an option.

The three seats at the rear offer generous legroom and headroom to provide truly excellent comfort also on long distances.

Luggage capacity is an ample 620 litres, quite sufficient even for the biggest and bulkiest cases. And should the driver and passengers need even more space, the rear-seat backrest split 40:60 may be tilted down either in part or completely, providing a fully flat loading surface and up to 1,750 litres of storage space.

The new BMW X5 is available as an option with a third row of seats, the two seats in the third row coming with headrests and three-point inertia-reel seat belts.

New engines with BMW TwinPower Turbo and direct fuel injection.

A brand-new range of engines also allows the BMW X5 to enhance its leading role as the most dynamic vehicle in its segment.

The range of gasoline engines now comprises one V8 and one straight-six power unit, both with BMW TwinPower Turbo technology and direct fuel injection.

With its V8 featuring BMW TwinPower Turbo technology and High Precision Injection, the new BMW X5 xDrive50i offers an increase in output over its predecessor by no less than 39 kW or 53 hp. Displacing 4.4 litres, this unique power unit with its turbocharger fitted in the V-section between the two rows of cylinders, delivers a substantial 300 kW/407 hp maximum output throughout the speed range from 5,500 to 6,400 rpm. Peak torque of 600 Nm/442 lb-ft, in turn, is maintained consistently between 1,750 and 4,500 rpm.

Given this kind of power, the BMW X5 xDrive50i accelerates from a standstill to 100 km/h in just 5.5 seconds and has a top speed of 250 km/h or 155 mph. Average fuel consumption of 12.5 litres/100 km, equal to 22.6 mpg imp, in the EU test cycle is quite impressive for this kind of power and performance, as is the CO₂ rating of 292 grams per kilometre.

The second gasoline engine in the new BMW X5 likewise offers a significant increase in power and performance on equally impressive efficiency: The BMW X5 xDrive35i features the first straight-six combining BMW TwinPower Turbo technology with High Precision Injection and variable VALVETRONIC valve management.

Maximum output of 225 kW/306 hp at 5,800 rpm exceeds that of the former model by no less than 25 kW or 34 hp. Peak torque of 400 Newton-metres/295 lb-ft, in turn, is maintained consistently all the way from 1,200 to 5,000 rpm.

Benefiting from this kind of power, the new BMW X5 xDrive35i accelerates from a standstill to 100 km/h in just 6.8 seconds and reaches a top speed of 235 km/h or 146 mph. This significantly improved performance comes on fuel consumption in the EU test cycle reduced to 10.1 litres/100 kilometres (equal to 28.0 mpg imp) and a CO₂ rating of 236 grams per kilometre.

Featured as standard: eight-speed automatic transmission.

All model variants of the BMW X5 come as standard with eight-speed automatic transmission combining gearshift comfort, sportiness and efficiency at a level never seen before.

The new eight-speed automatic transmission stands out also through minimum converter slip and its innovative configuration of gears allowing the addition of further gears and providing a greater gear spread without any negative repercussions on the size, weight and internal efficiency of the system.

Intelligent BMW xDrive all-wheel-drive technology: fast response and superior precision for enhanced driving dynamics and optimised traction.

Permanent all-wheel drive with electronically controlled, variable distribution of drive power front-to-rear ensures not just superior traction off the beaten track in the new BMW X5, but also equally superior driving dynamics on the road.

BMW xDrive stands out as an intelligent all-wheel-drive system by distributing drive power through a power divider with an electronically controlled multiple-plate clutch appropriately to the wheels offering the best grip on the surface below.

Featuring a new set-up with a more neutral basic configuration of xDrive in the new BMW X5, the system makes an even bigger contribution to the improvement of driving dynamics, the distribution of engine power being shifted more towards the rear wheels even when taking a bend in a steady, stable process. In this way up to 80 per cent of the drive power may be fed to the rear wheels, the system then returning to its basic set-up at the end of the bend in the interest of optimum traction.

The new BMW X5 also comes as standard with a parking brake operating both electromechanically and hydraulically. To activate or release the parking brake, all the driver has to do is press a button. And as a further feature the parking brake comes with an Auto-Hold function enhancing motoring comfort above all in stop-and-go traffic.

Sophisticated suspension technology and steering with Servotronic featured as standard, Active Steering as an option.

The suspension technology on the new BMW X5 offers ideal qualities for superior driving dynamics: BMW's Sports Activity Vehicle comes with a double-wishbone front axle and a lightweight integral rear axle. Rear axle air

suspension including self-levelling available as an option maintains consistent ride height at all times regardless of the load the vehicle is carrying and thus ensures the same reliable driving characteristics under all conditions.

The rack-and-pinion power steering on the new BMW X5 comes as standard with Servotronic for consistent steering assistance as a function of road speed. Active Steering available as an option serves additionally to vary the steering transmission ratio as a function of road speed, reducing the steering effort when parking and providing less direct steering at higher speeds in the interest of greater precision and driving comfort by an appropriate reduction in the degree of power assistance.

Adaptive Drive for absolute supremacy wherever you go.

The combination of active stability control and variable damper adjustment through BMW Adaptive Drive offers a level of supremacy in driving behaviour quite unique throughout the entire segment of BMW X models. Using sensors, Adaptive Drive permanently monitors and calculates data on road speed, the steering angle, longitudinal and lateral acceleration, body and wheel acceleration as well as ride height on each wheel. Processing this information, the system controls the swivel motors on the anti-roll bars as well as the electromagnetic valves in the dampers, reducing body roll and controlling damper response appropriately at all times.

Extra-stiff body structure, all-round occupant safety.

Like all BMW X models, the new BMW X5 comes with an extra-stiff bodyshell in intelligent lightweight construction combining extreme strength and solidity with optimum weight.

Inside the new BMW X5 not only frontal and hip/thorax airbags, but also curtain head airbags at the side come as standard. Further safety components are three-point inertia-reel belts on all seats, belt force limiters, belt force tensioners and crash-activated headrests at the front as well as ISOFIX child seat fastenings in the second row of seats.

Unique in this segment:

new driver assistance systems from BMW ConnectedDrive.

In the context of BMW ConnectedDrive, the new BMW X5 offers a unique variety of driver assistance systems and services for optimum comfort, safety and infotainment, quite unparalleled throughout the entire segment of BMW X models.

Active Cruise Control with Stop & Go is available as an alternative to the regular cruise control also activating the brakes. An additional feature provided

in this case is automatic distance control enabling the driver to cruise along smoothly in autobahn or country road traffic and keeping the desired distance from the vehicle ahead when driving in stop-and-go traffic at very low speeds. Whenever the distance from the vehicle ahead set by the driver in advance is no longer maintained, the system re-sets the distance required by intervening in engine management and building up brake pressure.

Lane Departure Warning also available on the new BMW X5 is able to determine any unwanted deviation from the right lane or track at a speed of at least 70 km/h or 50 mph.

In conjunction with Lane Departure Warning and the Professional navigation system, the driver also has the option to use the Speed Limit Info system enabling him to check out speed limits on the route he is currently taking.

Yet another innovation in the context of BMW ConnectedDrive is Side View comprising two cameras integrated in the front mudguards to observe cross traffic ahead of the car. The images recorded by the cameras are transmitted to the Control Display and ensure an early overview of traffic conditions to the left and right of the vehicle above all when driving out of narrow and unclear gates and driveways.

Further features available on the new BMW X5 include the Head-Up Display projecting information relevant to the driver to his line of vision on the windscreen, the High Beam Assistant and Adaptive Headlights complete with Bending Lights, variable light distribution, and adaptive headlight range control.

Park Distance Control and a back-up camera as well as BMW Top View offer further safety and convenience.

High level of standard equipment, exclusive options.

With its comprehensive range of standard features including automatic air conditioning, an audio system complete with CD player and an AUX-in connection, a multifunction steering wheel, electrical adjustment of seat height and backrest angle at the front, a rain sensor with integrated automatic headlight control and the iDrive control system, the new BMW X5 offers all the driving and grand touring comfort of a premium vehicle in the luxury class.

Apart from the navigation system Professional, a CD changer and a USB audio interface, there is also a rear-seat entertainment system

and a TV function for analogue and digital TV reception. Maximum listening quality, finally, is guaranteed by the BMW Individual High End Audio System.

The range of features also includes four-zone automatic air conditioning, active seat ventilation at the front, a heated steering wheel, a panorama glass roof, electrical operation of the tailgate at the back, and Soft Close Automatic on the doors.

The towbar available on the new BMW X5 may be equipped with an electrically swivelling ball head for extra convenience.

The new BMW X5 consistently continues a successful vehicle concept introduced by BMW in 1999 in creating the brand-new segment of Sports Activity Vehicles. As in the past, the new BMW X5 continues to set the standard for driving dynamics in its segment, more than ever before combining the fascinating driving pleasure of a BMW X model with truly outstanding all-round efficiency.

This unique combination, the powerful design of the vehicle, innovative features and equipment and a unique premium character make the new BMW X5 the most outstanding representative of its segment in every respect.



3.8 Intelligent All-Wheel Drive for Supreme Driving Pleasure in Every Situation: The BMW 5 Series Gran Turismo with xDrive.

In its character and personality, the BMW 5 Series Gran Turismo is a highly innovative synthesis of superior motoring comfort and modern versatility. It combines the essential features of a Prestige Sedan, a modern Sports Activity Vehicle and a classic Gran Turismo with one another in a truly unique manner.

Now the driving experience offered by this one-of-a-kind vehicle is being further enriched by additional highlights: For the first time the BMW 5 Series Gran Turismo is available with BMW xDrive all-wheel-drive technology, the BMW 550i xDrive Gran Turismo providing permanent, electronically masterminded all-wheel drive with exactly the right distribution of drive power between the front and rear wheels under all driving conditions.

The BMW 550i xDrive Gran Turismo is powered by a V8 featuring BMW TwinPower Turbo technology and High Precision Injection. Displacing 4.4 litres, this eight-cylinder with its turbocharger and catalytic converters positioned in compact arrangement in the V-section between the two rows of cylinders develops maximum output of 300 kW/407 hp all the way from 5,500 – 6,400 rpm as well as peak torque of 600 Newton-metres/442 lb-ft maintained consistently between 1,750 and 4,500 rpm.

In its power and performance characteristics, the engine stands out in particular through its ongoing surge of power starting from low engine speeds and converted into superior driving dynamics even more precisely by the xDrive all-wheel-drive system.

The BMW 550i xDrive Gran Turismo is furthermore the first model to combine BMW's intelligent all-wheel drive with an outstandingly dynamic, smooth, comfortable and highly efficient eight-speed automatic transmission.

Intelligent BMW xDrive all-wheel-drive technology promotes both traction and driving dynamics in one.

Introducing the BMW 550i xDrive Gran Turismo, Germany's leading manufacturer of premium cars is consistently expanding its range of all-wheel-drive models. The sophisticated all-wheel-drive system originally conceived for the BMW X models and then also introduced in the BMW 5 and the BMW 3 Series, consistently enhanced in an ongoing process to an ever-increasing standard, offers a level of precision in control and management quite unique

against the competition. Clearly, this serves to optimise not only traction on rough surfaces, but also driving dynamics on the road.

Starting last year, BMW xDrive has also been available in the BMW 7 Series. The system offers unique qualities such as intelligent all-wheel drive by spreading drive power through a power divider with an electronically controlled multiple-plate clutch as required and in precise dosage to the axle and wheels with optimum grip on the road in each situation. As a result, xDrive enhances driving stability also in dynamic bends by recognising even the slightest tendency to over- or understeer at an early point in time, taking appropriate counter-action right away.

Under normal driving conditions BMW xDrive spreads out drive power at a 40 : 60 ratio front-to-rear. With sensors consistently measuring the degree of slip on all wheels, the system is able to vary the distribution of drive power whenever necessary within fractions of a second. And unlike a conventional all-wheel-drive system, BMW xDrive also looks ahead, not just responding once a wheel has started to spin. This stabilises the car even before the driver recognises any need for action.

This precise and fast control system gives the BMW 550i xDrive Gran Turismo very safe and incomparably superior driving behaviour at all times, even in the most demanding situation. At the same time the dynamic configuration of xDrive ensures that the all-wheel-drive model retains that neutral behaviour in bends with supreme tracking stability so typical of a BMW. In bends more drive power is fed to the rear wheels in order to make the vehicle even more agile and avoid any understeer. In this process xDrive follows the steering angle determined by the driver, shifting the distribution of drive power to the rear axle even under stable driving conditions in a bend, with up to 80 per cent of the drive power going to the rear wheels whenever necessary. Then, once the car has reached the end of the bend, xDrive will return to its basic setting in the interest of optimum traction.

BMW 550i xDrive Gran Turismo: variable power distribution, versatile interior.

Now available with intelligent xDrive all-wheel-drive technology, the BMW 5 Series Gran Turismo offers an even more fascinating driving experience of sportiness and comfort combined in one. Variable power distribution gives the BMW 550i xDrive Gran Turismo even greater supremacy under all kind of driving conditions, while the enhanced dynamic driving potential convincingly confirms the very special character and concept of the BMW 5 Series Gran Turismo.

With its generous, luxurious and highly variable interior, as well as the elevated seating position for the driver and front passenger reminiscent of a BMW X Model, the BMW 5 Series Gran Turismo is a genuine exception in the premium segment now becoming even more unique through the introduction of BMW xDrive.



3.9 Supreme Performance with Even Greater Pleasure: The BMW M3 – Now Even More Efficient and with Competition Package.

More driving pleasure, lower emissions. Precisely this principle of the BMW EfficientDynamics development strategy also applies on the highest level of performance. Which is why the high-performance BMW M3 now once again combines its outstanding driving dynamics with yet a further reduction of fuel consumption and emissions.

The range of BMW EfficientDynamics technologies already featured as standard in the BMW M3 Coupé, the BMW M3 Convertible and the BMW M3 Sedan is now further enhanced by the addition of the Auto Start Stop function, reducing the average fuel consumption and the CO₂ rating of the BMW M3 by up to 8 per cent or 24 grams per kilometre.

To give this outstanding car an even more sporting profile, a further feature now available is the BMW Competition Package.

The range of driver assistance systems available as an option on the BMW X5 M and the BMW X6 M is likewise larger than ever before. As an example, both models may now be equipped with Side View and Speed Limit Info.

The overall product portfolio offered by BMW M GmbH is also being supplemented by additional features and products. Immediately prior to the introduction of the BMW X5, for example, BMW's outstanding Sports Activity Vehicle is now available with a re-configured M Sports Package. Similarly, the new BMW 3 Series Coupé and the new BMW 3 Series Convertible may be upgraded from the start by the M Sports Package, and a similar M Sports Package tailored to the respective models is also available on the BMW 3 Series Sedan in the Sports Edition.

The M Sports Package for the BMW Z4 is now also available, accompanying the launch of the BMW Z4 sDrive35is, on all other versions of BMW's Roadster.

Last but certainly not least, the range of offers from BMW Individual is likewise being further refined for the BMW 7 Series Luxury Sedan, and the new BMW 5 Series Sedan is available from the start with a number of particularly exclusive optional features from BMW Individual.

Auto Start Stop in the BMW M3 – for the first time in combination with a double-clutch gearbox.

The BMW M3 combines its outstanding performance with truly impressive efficiency. Its 4.0-litre high-speed V8 power unit develops maximum output of 309 kW/420 hp, with supreme acceleration ensured by truly outstanding torque and pulling power. Apart from its outstanding power and performance characteristics, the eight-cylinder power unit developed exclusively for the BMW M3 also stands out through its exceptional efficiency. And now the Auto Start Stop function provides further potentials in terms of all-round efficiency and motoring comfort, enabling the driver to avoid the slightest consumption of fuel with the engine idling at a traffic junction or when stopping in congested traffic: To avoid unnecessary fuel consumption under such circumstances, the engine is simply switched off as long as the car is at a standstill. Then, once the driver wishes to continue, the engine is started again without the slightest delay.

Auto Start Stop is featured on both models with the standard six-speed manual gearbox and on models with BMW's M Double-Clutch Gearbox with Drivelogic. Together with the BMW ActiveHybrid X6 and the BMW ActiveHybrid 7, this makes the BMW M3 the first model to use this efficiency feature in combination with an automated manual gearbox.

Introduction of Auto Start Stop increases efficiency, depending on the model and the transmission involved, by up to 8 per cent or, respectively, 24 grams per kilometre. As an example, the BMW M3 Coupé powered by its high-speed V8 delivering maximum output of 309 kW/420 hp now averages fuel consumption in the EU test cycle with seven-speed M DKG Drivelogic of just 11.2 litres/100 kilometres, equal to 25.2 mpg imp (six-speed manual gearbox: 12.4 litres/ 22.8 mpg imp). The BMW M3 Sedan, to quote another example, shows the same consumption figures.

On the BMW M3 Convertible average fuel consumption is down to 11.5 ltr/100 km, equal to 24.6 mpg imp (M DKG Drivelogic), and, respectively, 12.7 ltr/100 km, equal to 22.2 mpg imp (six-speed manual gearbox). And last but of course not least, all versions of the BMW M3 now comply in full with the EU5 emission standard.

Modified rear light clusters with cover glasses all finished in red add an further visual highlight to the BMW M3 Coupé and the BMW M3 Convertible. Each featuring two rows of lights fed by LED light units and glowing harmoniously, the rear light clusters give the car its characteristic night design.

New on the BMW M3: Competition Package and retrofit options.

The BMW Competition Package available also on the Coupé and Sedan as well as retrofittable options from the wide range of Original BMW Accessories developed especially for the BMW M3 offer new highlights in customising this outstanding sports car.

Lowering the entire car by approximately 10 mm or approx 0.4" and featuring 9 x 19-inch light-alloy rims at the front plus 10 x 19-inch light-alloy rims in Y-spoke design at the rear, the Competition Package optimises the car's straight-ahead and lateral dynamics to an even higher standard.

A further point is that EDC Electronic Damper Adjustment is adapted precisely to the Sports Mode developed especially for the Competition Package, just like DSC Dynamic Stability Control, thus each taking the chassis and suspension modifications into account.

The new range of offers from Original BMW Accessories ensures an even more intense driving experience for the first time in the BMW M3. These retrofittable options tailored to each model serve to enhance driving dynamics and motoring pleasure to an even higher standard.

As an example, the BMW M3 is available with a customised rear spoiler as well as front apron flaps made of carbon and BMW Performance exterior mirror caps in carbon design.

Providing an optimum match for the Competition Package, these aerodynamically optimised components further reduce lift forces and add to the dynamic driving potential of the BMW M3.

Innovative driver assistance systems for the BMW X5 M and the BMW X6 M.

The BMW X5 M and the BMW X6 M are also available with additional features and options. The two top performers in the segment of BMW X models therefore now come as an option with the Side View and Speed Limit Info driver assistance systems. Side View incorporates two cameras integrated at the side in the front wing, observing crosswise traffic and transmitting their images to the iDrive Control Display, thus offering the driver when leaving a narrow and unclear driveway or driving out of a car park an early insight into traffic conditions to the left and right of the car.

Speed Limit Info, in turn, gives the driver the opportunity to check out the current speed limit on the route he is taking. To do this a camera fitted on the windscreen near the interior mirror permanently registers road signs at the side

of the road and variable signs on overhead signals on the autobahn and similar expressways, comparing this information with data in the navigation system. The speed limit thus established is then presented together with an appropriate symbol in the instrument cluster and, as an option, in the Head-Up Display.

Newly designed rear light clusters with particularly slender rows of lights for the backing-up function further accentuate the wide and muscular look of the BMW X5 M. The rows of lights glowing homogeneously and fed by LED units also give the car that unique night design so typical of BMW. And last but certainly not least, the rear lights now come with dynamic LED brake light units flashing on and off whenever the driver applies the brakes particularly hard and thus sending out a warning signal to other drivers following from behind.

M Sports Package for the new BMW X5.

The M Sports Package for the new BMW X5 offers ideal opportunities to experience the enhanced performance of this Sports Activity Vehicle in even greater style and bring out this superiority through appropriate design.

The M Sports Package is made up of exterior, interior and chassis components underlining the dynamic potential of the BMW X5. Larger air intakes in the front air dam, for example, give the vehicle a particularly powerful and muscular look. A high-speed set-up and the sporting suspension, in turn, emphasise the dynamic character of the BMW X5 in the same way as the 19-inch M light-alloy rims in V-spoke design. As an alternative, the BMW X5 may even be fitted as an option with 20-inch M light-alloy rims in twin tone or, on request, in high-gloss milled finish.

In both cases the BMW X5 comes with a combination of different-sized tyres front and rear. The tailpipes on the exhaust on the six-cylinder model, finally, now also boast the special contours so characteristic of a V8.

Apart from the M Aerodynamics Package and M cutout trim, the BMW Individual Exterior Line in satinated aluminium design gives the BMW X5 a unique look on the side window surrounds, just as the BMW Individual roof railing in high-gloss Satin Chrome ensures equally unmistakable flair.

Inside the passenger compartment, sports seats for the driver and passenger, the M leather steering wheel, the M driver's footrest, interior trim in Longitudinal Grain Aluminium Design and the BMW Individual roof lining in Anthracite round off the unique driving experience in the BMW X5.

Stylish and exclusive: new options from BMW Individual.

The list of new features offered by BMW M GmbH adds the final touch to the road product portfolio already available from BMW Individual.

Right from the start upon its entry into the market, the new BMW 5 Series Sedan, for example, may be upgraded by stylish and exclusive options from BMW Individual adding a unique touch in every respect. The range of features developed specifically for the Sedan includes BMW Individual High-Gloss Satin Chrome, BMW Individual Exterior Line in satinated aluminium design, a BMW Individual roof lining in Anthracite, and BMW Individual reading lights at the rear.

BMW's new Individual Frozen Grey Metallic paintwork is now available for all models in the BMW 6 Series. The monitor surrounds on the optional rear-seat entertainment system in the BMW 7 Series, to mention yet another example, are now available in a special paintwork finish matched to the colour of BMW Individual all-leather upholstery.

The side trim on the rear monitors may furthermore be finished on the customer's request in BMW Individual Merino fine grain leather.

The folding picnic tables available in the long-wheelbase version of the BMW 7 Series may be finished on request in soft nappa leather or, as yet a further option, in BMW Individual leather, offering even greater comfort and convenience in using external entertainment or communication devices. And, together with the grand touring experience, this also enhances the all-round functionality of this Luxury Performance Sedan as a mobile office of the highest calibre.

3.10 Original BMW Accessories: The BMW Performance Range for the BMW 3 Series Sedan.



The current range of products available from BMW Performance offers highly attractive options to enjoy the sporting driving experience in a BMW 3 Series Sedan even more intensely than ever before. Indeed, the retrofit options developed specifically for the BMW 3 Series Sedan on the drivetrain, suspension, in terms of aerodynamics and in the cockpit convey the latest know-how from motorsport to the road. They are ideally suited to further underline both the superior driving dynamics and the athletic design of the BMW 3 Series Sedan.

All BMW Performance retrofit options available for the BMW 3 Series Sedan have been developed specifically for this sporting four-door model, enabling the driver of a BMW 3 Series Sedan to express his own individual enthusiasm for supreme technical performance.

The BMW Performance Aerodynamics Kit optimises the car's dynamic driving qualities and at the same time offers a truly impressive look on the road, combining the striking front air dam with the integrated surround on the BMW kidney grille in black high-gloss finish, over and above the dynamically contoured side-sills. There are even additional special features made of carbon-fibre – the BMW Performance carbon rear spoiler as well as carbon exterior mirror caps and a BMW Performance carbon diffuser.

The dynamic look created in this way is rounded off, finally, by BMW Performance highlight stripes on the body of the car.

BMW Performance suspension components for enhanced driving dynamics.

Moving on to the suspension, the discerning customer has the choice of BMW Performance sports brakes, the BMW Performance suspension, a BMW Performance spring strut dome bar made of carbon-fibre, as well as attractive light-alloy wheels in double-spoke design.

The BMW Performance sports brakes include particularly large vented brake discs perforated and enhanced in their performance by slots on the front wheels. The six-piston fixed-calliper brakes on the front axle, in turn, come in brilliant BMW Performance Yellow and proudly bear the designation "BMW Performance."

The same designation is to be found on the dome support bar fitted in the engine compartment for additional body stiffness.

Given its particularly sporting set-up, the BMW Performance suspension combines enhanced handling and optimum performance with a very sporting style of motoring, while at the same time retaining a high level of motoring comfort in everyday traffic.

A further feature of the BMW Performance suspension is that it lowers the entire car by up to 25 millimetres or almost 1". Finished in sporting BMW Performance Yellow, the coil springs offer an optical highlight, while the new BMW Performance 313 double-spoke wheels emphasise the sporting character of the car and enhance its agility through their particularly low weight.

Optimised air guidance and interior design like a sports car.

The new BMW Performance air intake system gives the straight-six gasoline engines in the BMW 3 Series Sedan an even better supply of air for maximum output and muscle. Based on the standard air intake, both the filter insert and the internal supply of air have been modified, guaranteeing an improved flow of air with less margin for a possible drop in pressure.

At the same time the system provides particularly sporting sound experience within the car, while last but not least the optimisation of power and performance ensured by the BMW Performance air intake system also enhances the engine's overall efficiency.

Various products from BMW Performance also serve to upgrade the interior like in a sports car. In this case the range includes a BMW Performance sports steering wheel, trim bars in carbon design on the centre console, the instrument panel and the door linings, as well as pedals and footrests made of aluminium.

All components from BMW Performance are available individually, allowing the driver of a BMW 3 Series to highlight the sporting character of his car through selected retrofittable options.

At the same time the driver may also combine all products from BMW Performance to form a harmoniously balanced overall package.

The BMW Performance Product Line is part of the overall range of Original BMW Accessories and comprises attractive options not only for the BMW 3 Series, but also for the BMW 1 Series and the BMW X6. In their technical

features and design, all components reflect the typical style of the brand and fulfil BMW's most demanding standards in terms of quality and safety in every respect.