

BMW Group Middle East **Corporate Communications**

Media Information
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Unique and More Exceptional Than Ever: The New BMW X6 Arrives in the Middle East

The world's first ever Sports Activity Coupé refreshed for 2012

The BMW X6 Sports Activity Coupé defined a new market segment when it was launched in 2008, and has now been upgraded with the new model arriving in the Middle East this June. More than 150,000 X6 vehicles have been sold worldwide in just three years – far exceeding original plans for the model. In the Middle East, the X6 is consistently amongst the top three best selling BMW cars with 10,213 vehicles sold since its launch, confirming the popularity of this unique vehicle.

Selective modifications in design and innovative equipment features distinguish the new BMW X6 from its competitors within the premium segment of all-wheel-drive automobiles. A number of exterior changes include a new kidney grille with a wider chrome frame and revised bars, repositioned fog lights, new Adaptive LED headlights and revised red light light cluster on the rear lights. With its newly designed rear lights with LED technology, the powerfully shaped rear section of the new BMW X6 also features more intense styling. In addition, a raised powerdome bonnet appears on the new X6 giving the car a more aggressive and sportier look.

A host of attractive colour and trim options are available including three new metallic paint colours: Marrakech Brown, Orion Silver and Midnight Blue – and two new upholstery trims: Ivory White Exclusive Nappa Leather and Vermillion Red Nevada leather. This new look BMW X6 is completed with bi-colour double spoke design 19 or 20 inch alloy wheels.

The new BMW X6 is offered as standard as a four-seater model. A three-seater rear bench is optionally available. The luggage compartment volume of the Sports Activity Coupé is 570 litres and can be extended to up to 1,450 litres by folding down the rear backrests.

With the market launch of the new BMW X6, the combination of sporty elegance of a large BMW Coupe with the powerful presence of an X model is raised to a new level. All new BMW

X6 models also make use of BMW's EfficientDynamics technology innovations that reduce fuel consumption and CO² emissions. The petrol engines with BMW TwinPower Turbo Technology available for the BMW X6 deliver impressive pulling power and exemplary low fuel consumption figures. The V8 engine of the BMW X6 xDrive50i delivers 407 hp, while in the BMW X6 xDrive35i an in-line 6-cylinder petrol engine with 306 hp. Engine power in both models is transferred by means of a standard 8-speed sports transmission including shift paddles on the wheel.

Offering even greater performance, BMW M GmbH, the specialists for high-performance sports cars, will introduced the BMW X6M. Powered by a V8 engine, the new BMW X6M delivers 555 hp and also benefits from detailed refinements in the area of design and equipment. The BMW X6 M is fitted with a 6-speed M Sport automatic transmission, also highlighting its individual status with such features as separately developed suspension technology.

Dynamic Performance Control is a standard feature in all versions of the BMW X6 as an element of the intelligent all-wheel drive system xDrive. This gives greater precision to the electronically controlled power distribution to optimise driving stability, traction and dynamic performance.

There are also numerous BMW ConnectedDrive optional driver assistance technology features for enhanced comfort and safety in the new BMW X6, including: rear-view camera; Surround View; Lane Departure warning and BMW Park Assistant. In addition, the new BMW X6 comes with a full colour Head-Up Display which projects driving-related information onto the windscreen within the driver's direct field of view.

Commenting on the launch, Dr. Joerg Breuer, Managing Director, BMW Group Middle East said: "The BMW X6 Sports Activity Coupé has proved to be one of the most popular models for the brand in the region ever since its launch in 2008. This success is testament to the leading and progressive nature of the BMW brand. Our discerning customers are successful, confident individuals who desire to buy into strong powerful brands that offer luxury, safety, reliability and innovation. The X6 delivers on all these attributes."

BMW's X range of vehicles come with a proven track record of success that was created by the X5 model – launched in 2000 – which established a new segment for premium Sports Activity Vehicles. The X5 has made a significant contribution to over 1.3 million BMW X range

vehicles sold in the world to date. Due to the model's success, the X model family has expanded to include four distinctive models: BMW X6, X5, X3 and the X1.

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About The BMW Group:

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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